Level of Satisfaction Among Women on Online Ukay-Ukay

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ABSTRACT

This study aims to determine the level of satisfaction among women who sell and buy clothes from online ukay-ukay stores in Barangay Poblacion. The researchers used a quantitative descriptive method and an online poll survey tool to gather data from women who regularly engage in online ukay-ukay transactions. The data was collected through survey questionnaires that asked about their purchasing and selling habits, satisfaction levels, and overall experiences with online ukay-ukay shopping. Thus, this study aims to contribute to the body of knowledge on online ukay-ukay shopping behavior and customer satisfaction in a specific community. It is hoped that this research will help online ukay-ukay store owners and marketers in Barangay Poblacion understand the needs and preferences of their customers, leading to improved customer satisfaction and business success. This study can also serve as a basis for future research on online ukay-ukay shopping behavior and customer satisfaction in other communities.

Key words*: Satisfaction, women, online, ukay-ukay*

1. INTRODUCTION

Digital marketing is a wonderful revolution in the generation of globalization. As stated by Shenbaga (2015), over the final decade maximum business organizations are walking with technological change because technology has helped businesses in lots of way such as helping them sell their products and services online. Thrifted shops can be seen as conversion mechanisms; that is, they acknowledge merchandise from donors and after that they re-sell the merchandise to buyers (Montgomery, 2014). The trend of thrifting phenomenon is increased due to the pandemic as an alternative to make it business (Fitria, Kusuma & Sumadi, 2022). With the increased awareness about ecological concerns and the growing popularity of sustainable fashion, thrift retail stores are growing fast both in number and sales (Park, 2019). Getting some decent attire to wear is very difficult for a low-income family, for them thrifting is the answer to their problems, at least they can buy a fair outfit for any amount money in hand (De jong, 2013) because thrifted store which provides clothing at low cost helps to the low-income beneficiaries (Wodon, 2013).

Globally, there is an argument that by buying stuff they do not need, wholesalers and resellers unintentionally drive up the price of thrifted goods. Low-income customers might be priced out of the local thrift shops as a result, and plus-sized shoppers—who already have difficulty finding clothing in the secondhand market— might be left with fewer options (Nguyen, 2021). This online debate, which is primarily being driven by young women consumers, centers on a broad critique of excessive consumption and the financial incentives of resellers. The argument has pervaded the fashion worlds on YouTube and TikTok over the past year. Coinciding with the pandemic and its toll on the retail industry. Resell marketplaces are arguably the best example of free market capitalism. Since sellers set the prices, the value of items can range from the reasonable to the absurd. Young adults or teenagers are frequently the shop owners on Depop, where 90% of users are under the age of 26 and sell their secondhand clothing to people in their age group. These young shoppers might lack the knowledge necessary to distinguish authentic vintage items from the mountains of secondhand clothing on Depop, and as a result they might be paying significantly higher prices for items that aren't all that special. However, for resellers, the price shouldn't be too high as long as there is at least one buyer willing to pay the listed price. Based on conventional wisdom, supply and demand govern a market that is highly competitive.

In the Philippines, there was a law enacted last 1966. This was the R.A 4653, which declares the commercial import of used textiles into the nation illegal. The act's justification is to protect Filipinos' health from any potential health risks that used clothing might contain and to uphold the country's dignity by forbidding the importation of other countries' junk (Sing and Esquivias, 2019). This law was amended due to much research had found health problems from the clothes. Another argument as postulated by Balaba et. al (2020), when it comes to digital marketing, consumers are more vulnerable to fraud than in-person purchases because they cannot inspect the goods before making a buy. Merchants also run the risk of fraudulent online returns or credit card theft-related purchases. However, having a warehouse as opposed to a retail storefront lowers the danger of physical theft for businesses.

On the other hand, according to Gray (2022), if you need to reach a bigger audience, selling services and products online is an exquisite manner to do it. However, there were common problems that are being encountered by the online costumer (Chang,2016). Among the few are the costumers' expectations that are not met when the product arrived and very far from what they've seen online as well (Hu, Rabinovich, Hou, 2015). Also, there were those products that are so hassled to return because of returns policy (Chen,2012).

Thus, this study was conducted because some proponents have focused on the sellers and buyers' satisfaction regarding on online shops and physical thrifted shops, however only few were conducted for online thrifted shops. This study aims to find out if the demographic data as the independent variable has a significant difference with the dependent variable which is the satisfaction of women buyers and sellers of the online Ukay-ukay. This research which was help on adding the references of the buyers and sellers' satisfaction with the uniqueness of this study which was focus only on women on the target research locale.

1.1   Statement of the Problem

The research study aims to know the Level of satisfaction among women on online ukay-ukay. This would be guided by answering the following question.

1. What is the profile of the respondents in terms of:
1.1 Age;
1.2. Educational background; and
1.3 Occupation?
2. What is the level of satisfaction among women on online ukay-ukay in terms of:
2.1 Quality;
2.2 Pricing;
2.3 Shipping; and
2.4 Time?
3. Is there a significant difference on the level of satisfaction when respondents are grouped according to:
3.1 Age;
3.2 Educational Background; and
3.3.1   and Occupation?

1.2   Significance of the Study

The result of this study would be beneficial to the following:

Future researchers. This study would give references that they can use as the basis of their research.

Thrifted Online Sellers. This study would help them by knowing what the things are they need to do in order to satisfy the customer demands and it will help them to increase their profits.

Women Customers. Through this study, this would be their opportunity to know statistically the level of women's satisfaction on the online Ukay-Ukay and to add knowledge about the digital marketing.

1.3   Objective of the Study

The basis of the study is the level of satisfaction among women customers and sellers of thrifted online shops in terms of age, educational background and occupation. There are several thrifted shop stalls has been existed and still operating today. Most existing thrifted businesses are far from each other and knowing the consumers reaction in term of the distance whether people are satisfied or not. In result to this, the researcher would be able to recommend to the thrifted online seller what would be the better things to do or the strategies that they should use in order to satisfy the demands of the women consumers. The following are the purpose of this study:

1.   To identify the profile of the respondents in terms of:
   a.   Age
   b.   Educational Background

c.   Occupation
2.   To identify the level of satisfaction among women on online thrifted shop according to:
   a.   Quality
   b.   Pricing
   c.   Shipping
   d.   Time
3.   To determine the significant difference on the level of satisfaction when respondents are grouped according:
   a.   Age
   b.   Educational Background
   c.   Occupation

1.4   Scope and Limitation

In this study, the researcher aims to know the profile of the respondents in terms of age, educational background, occupation, and the level of satisfaction among women on online thrifted shops in terms of quality, pricing, shipping and time. This would only delimit the data who are biologically considered as women who are active either on buying and selling in online Ukay-ukay with the usage of various online platform such as Facebook, Tiktok, Instagram, etc. This involve 257 women in the community of Poblacion, Cateel Davao Oriental. The said sample size were calculated through a Slovin's Formula. Also, to gather data, this would use adapted survey questionnaire and quantitative described research. The data collected would undergo organization and tabulation based on the statistical treatment conducted. During this phase, the expertise of a statistical consultant is required to ensure accurate analysis and interpretation of the results.

1.5   Conceptual Framework

This research was based on the study of Vasić, Kilibarda, Kaurin (2019, p.70) defines that, shipping, quality, pricing and time, presented significant predictors of customer satisfaction. These indicators have a significant positive effect on customer satisfaction. Uzir (2021) build on this definition, stating that the service quality in terms of shipping is effective in enhancing customer satisfaction through home delivery service provided by delivery personnel with on-time delivery. Product quality is defined as the consumer's judgment about a product's overall excellence or superiority (Vasić, Kilibarda, Kaurin, 2019, p.73). When customer is satisfied to the quality of product the customer loyalty is significant. (Amin,2016).
Vasić, Kilibarda, Kaurin (2019, p.73) conclude that the Professional literature describes pricing as an important factor in customer satisfaction, due to the fact that consumers always direct their attention to the price of product. In p.74 Vasić, Kilibarda, Kaurin (2019) also defined that Browsing the online catalog during online shopping saves time and reduces stress compared to traditional shopping. One of the possible explanations why buying online saves time is eliminating the travel required to go to the store that is why time has a positive impact on customer satisfaction.

According to the model of demand chain management, understanding the customer situation and need leads to better co-operation, which results in customer satisfaction (Gruber,2017) Building customer satisfaction is considered to be a key priority for business success. Therefore, determining the factors that affect customer satisfaction is important (Hanaysha, 2016). Customer satisfaction identified as an important influencer on customer loyalty. Further, customer trust impacted by customer satisfaction which proved that customer satisfaction is an antecedent of customer trust. (Leninkumar,2017). the customer satisfaction is a metric used to quantify the degree to which a customer is happy with a product, service, or experience (Sophia,2019). And satisfaction is an overall psychological state that reflects the evaluation of a relationship between the customer or consumer and a company, environment, product or service (Lisa,2017). Customer satisfaction defines as an application of hospitality to the tourism industries (Shapoval,2016).

Moreover, the usefulness and website functionality have a positive impact on customer satisfaction (Tandon, Kiran & Sah, 2017). The moderating role of consumer shopping orientations in the impact of website values on shopping satisfaction because consumer hedonic orientation plays a slightly higher influence on shopping satisfaction than utilitarian orientation (Yen, Li & Chen, 2014). Online retail's rapid growth has triggered both untapped growth opportunities and challenges to maintain consumer stickiness to retailer websites (Bhattacharya, Srivastava & Verma, 2018). Because the customers that have online shopping bad experience effects of decreased in the order from product, brand, service, emotional, and website experience (Yin & Xu, 2021).
The significant difference in customer satisfaction levels were found among the respondents of different age group. respondents with age 61- 85 years differs significantly from age 21- 35years and 6-60 years (Singh,2018). The age

of the Customer as 2013, but we really entered this era in 2008 with the rise in popularity of social media platforms like Facebook and Twitter. They could reply to marketing messages in real-time and post their own content on a brand's social media page (Fontanella, 2020). Besides, 47% of those aged 18-54 would be more likely to choose a business with a digitalized offering, compared to just 21% of those aged 54 and over. In fact, 45% of those aged 54 and over would be actively less likely to choose a business that digitalized its customer service offering (Romero,2020).

The increasing use of web technologies has changed the way business is done, including in the field of education (Dominici & Palumbo, 2012). Customer satisfaction is greater when education is delivered through a market-based governance structure (Kisida & Wolf, 2015). In many education stakeholders. However, students also benefit from being treated like customers. And maintain that pandering to students' short-term demands make the student satisfaction ensure (Mark, 2013). But even though marketing in higher education is well established there is a continued (controversial and at times emotional) debate about who the customer is with many still unaccepting that students should be viewed as a customer in higher education (Guilbult, 2018). The student satisfaction in the private higher educational environment, evaluate the influence that demographic factors have on satisfaction (Yusoff & Mcleay, 2015). The student identified the critical determinants of quality within higher education, those areas that would influence loyalty behavior, by that respondents identify themselves as being satisfying or dissatisfying (Duoglas,2014).

Customer satisfaction is defined as the satisfaction of the customer with a product and the business performance as a capability to generate profit (Suchánek, 2015). Quality of products are the greatest influence to the customer satisfaction (Suchánek, Richter & Králová, 2017). Product quality and price have a mediating role of customer value in improving customer satisfaction (Ismail, Nazief and Boge, 2016). And also, the customer satisfaction has a strong and positive relationships between service quality (Jahani & Mubarak, 2017). Quality of service become one of the most impact to the overall satisfaction of customers. (Paul & Mittal,2016). The customer's satisfaction towards the discounted product quality is based on the three attributes most namely perceived quality, performance and reliability (Jakpar, Goh, Anita & Khin, 2012). There are positive relationships between the consumer perception of quality and that of functional, emotional and social value. The positive relationships between the perception of functional, emotional and social value and customer satisfaction has positive effects on customer satisfaction and repurchase intention in the future (Choi & Kim, 2013). Sales services are activities that take place after the purchase of the product by customers and devoted to supporting customers in the use and disposal of goods can create sustainable relationships with customers and contribute significantly to customer satisfaction (Murali,2016). The quality service that would meet customers satisfaction depends majorly on the ability to identify customers wants and needs (Adeola, 2014). The dimensions of service quality examining the interrelationships to the customer satisfaction on behavioral intentions in the quick service of online shopping (Wu, 2013). product quality are the customer requirements for product, comparison with competitive products (Kralova, 2015).
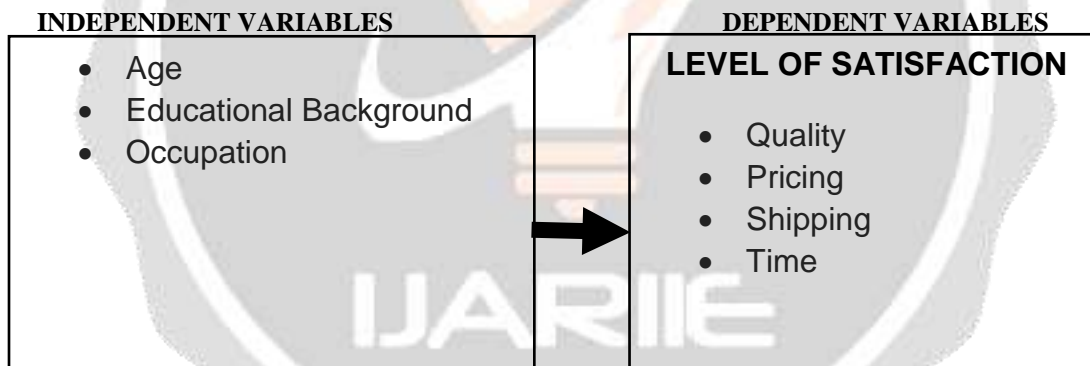
Boz & Koc (2017) concluded that the price of a product is the key determinant of the revenues and profits of a hospitality business. Customers form their value judgments of a product or service based on the price they have paid; the price of a product or service may have psychological influences on the customer. Woratschek (2017) defined that the significant interrelationships of satisfaction between price image also help for the increases of customer satisfaction. According to Setiawan & Wardana (2020) price fairness, and customer satisfaction played an important role in building customer trust. Because pricing policies it is a way that helps seller to maximize customer satisfaction and maintain their customers in order to achieve higher market share (Malik,2012). Pricing and physical environment have significant positive effects on customer satisfaction (Hanaysha, 2016). Innovation in pricing breaks this deadlock and shows how to increase profits and customer satisfaction conjointly (Liuzo,2014). Price fairness could be considered as the critical success factors that can be used to shape and measure customer satisfaction and delight (Alzoubi, 2021).

The physical environment is a significant predictor of consumption emotions and price perceptions, which in turn affect customer satisfaction (Ali & Amin, 2015). Pricing sends an important message to customers. When prices increase, the customers perception of the quality of the products being sold and the low pricing of products suggests to the customer that the product are not valuable perhaps it is lesser quality than higher priced products(Melanie, 2017).

Being the backbone of the world economy, the shipping industry impacts the lives of many people directly and indirectly. It needs continuous innovation and the adoption of new thought processes to handle the ever-growing demands of materials and goods around the world (Donepudi, 2014). The role of service innovation has direct influence on the relationship between service delivery and customer satisfaction (YuSheng, 2019). The quality and flexibility of delivery play a direct role in their customers overall success (Gottlieb,2018). improving the quality of

service delivery is a prerequisite for achieving a high level of customer satisfaction (Farayibi,2016). Shipping service contribute to establishing the strategy for effective sustainable management to enhance customer satisfaction and retention (Shin & Thai, 2016). The customer satisfaction in the shipping industry impacts immensely upon strategic planning and consequently on the targeted market share of a corporation (Bekiros, 2018). During COVID-19 pandemic, consumers are forced to, use home delivery services (Movarrei, Vessal & Aspara,2021). Because delivery methods are better than individual security awareness delivery method (Abawajy, 2012). The delivery service has significant effects on online-customer satisfaction. To increase customer satisfaction, the recommendations for online shop owners are to maintain safe delivery service at promised delivery schedule which encourage repeat purchases (Handoko, 2016). Because the availability of same-day delivery, in-store pickup, and click-and-collect services, you can get products delivered faster and increase customer satisfaction in the process (Ufford, 2018). Despite increasing the delivery time significantly increased customers' perceived ambiguity and perceived riskiness which reduced satisfaction as well as negatively impacted purchase intentions. Further, free shipping reduced customers' perceived ambiguity when delivery time was lengthy, but strengthened the perception of ambiguity when the delivery time was short (Ma, 2017). Online stores are perceived as having competitive disadvantages with respect to shipping and handling charges, exchange/refund policy for returns, providing an interesting social or family experience, helpfulness of salespeople, post-purchase service, and uncertainty about getting the right item (Kacen & Hess, 2013). But failed deliveries due to the customer's absence causes significant loss of logistics efficiency (Pan & Han, 2017).

Time saving identified as important factors which lead to customer buying behavior in online shopping (Bashir, 2013). In this modern economy mostly of consumer buy product through online shopping to saves crucial time, because they get so busy that they cannot or unwilling to spend much time shopping (Rahman,2018). Online shopping is an excellent time-saving and money-saving mechanism (Oja, 2018). The higher-income consumers are attracted by the time-savings aspect while the lower-income consumers are attracted by money-savings aspect but these two greater extents affect to make income level increase (Punj, 2012).

INDEPENDENT VARIABLES

- Age
- Educational Background
- Occupation

DEPENDENT VARIABLES

LEVEL OF SATISFACTION

- Quality
- Pricing
- Shipping
- Time

Fig-1: Conceptual Diagram of the Study

Figure 1 shows the conceptual diagram of the variables. In this study, the identified independent variable demographic data of the respondents with the selected indicators such as age, educational background, and occupation. The dependent variable is the respondents' satisfaction with the following indicators: quality, pricing, shipping, and time. Moreover, these variables enable you to deliver satisfying, consistent customer experiences and foster genuine customer loyalty.

1.6 Definition of Terms

Level of Customer Satisfaction - this denotes that the impression of the degree of satisfaction and pleasure brought about by a person's performance. Along with morals and skill, satisfaction serves as the driving force behind work-related behavior. The significance or importance a person associates with their work is referred to as meaning (Brown, 2001). In this study, this refers to the overall happiness or the customer feelings about the product and services.

Online Shopping – pertains to a procedure wherein customers purchase products, services, etc. from a vendor directly over the Internet without the use of an intermediary service (Gnanadhas, 2014).

Pricing – refers to a process of fixing the value of product that a manufacturer will receive in the exchange of services and goods (Fishman, 2003)

Quality – refers those characteristics of products that satisfy customers by meeting their needs. In this sense, quality is defined in terms of income. This higher standard is intended to boost client pleasure and, one would hope, revenue (Faghih et al., 2021).

Shipping – refers to the transportation of goods and products bought by consumer (Dervisi, 2018).

Time – is a dimension and a unit of measurement that allows events to be arranged from the past, present, and future. It is also a unit of measurement for event durations and the gaps between them (Christopoulos, 2014).

Thrifted product – refers to a secondhand or used items from stores, either physical or online (Podkalicka & Potts, 2014).

Women customer – biologically female customers who buys goods and service (Kenton, 2021).

Ukay-ukay – is said to be derived from the Filipino word "hukay" or "halukay," which means "to dig (Locsin, 2007).

2.   REVIEW RELATED LITERATURE

This chapter presents the literature related to the study. This is to position properly this study amidst many studies conducted in this field.

2.1   Ukay-ukay as a Trend Local Business

Secondhand apparel has been sold in the nation for more than 50 years. The need for "high quality, distinctive design, stylish, same as brand new" apparel without the hefty price tag gave rise to the halukay or ukay-ukay culture (Isla, 2013, p. 231). Philippine consumers have the option of wearing secondhand luxury products that were not mass-produced or firsthand, widely available fast fashion brands (or even firsthand, pricey luxury brands).

As stated by Biana (2020), a well-known television commercial, a woman once made fun of the fact that the clothing she had just bought were from the UK, or the UKay UKay. The word "ukay" derives from the verb "halukay," which meaning to excavate (Locsin, 2007). One go shopping by searching through stacks of clothing until they locate something they like. A subsequent "ukay" is a discover or the purchased item. Large amount s of used clothings are piled up on the streets of Baguio, where shoppers are happy to sift through them or perform the halukay in pursuit of the ideal ukay. However, the ukay-ukay is rather unconventional when compared to the fast fashion and luxury business strategies. Turnover is fueled by the sale of other people's unwanted clothing, she added.

Also, she stated that religious and NGO organizations in the United States and the United Kingdom gathered clothing and other home items from more affluent people in the late 1800s and early 1900s to resell to the poor for a lesser price. One of these was the Red Cross, another was the Salvation Army. These second-hand stores provided a second chance for undesirable items. The second-hand shops in the Philippines, however, were not modeled after those in the West. As said by Locsin (2007).Both the poor and religious organizations did not erect them. Additionally, they did not get their products as gifts or collections, but rather "purchased" them from vendors in Hong Kong, Europe, the United States, Australia, and Japan.

Hong Kong is home to the most well-known ukay-ukay stock providers. Filipino ukay-ukay companies would receive their supplies from warehouses, transport them to the Philippines in balikbayan boxes, and then sell them directly to customers or to other stores. These crates typically find up in Baguio, where the country's secondhand retail industry is thriving. These crates are occasionally designated as Class A, B, or C by the Hong Kong vendors based on their contents. "Class A includes all branded, high-quality products. Class B boxes could blend high-quality and average products. Class C boxes hold the "not so nice" products; in ukay-ukay slang, brand-name goods are referred to as "signature" or "branded" (Locsin, 2007). Biana (2020) stated that the entire contents of the crate, whether Class A, B or C, are sold to retailers. On the other hand, the contents of the Class C boxes are sifted through the hierarchy of retailers, and retailers without formal stalls end up with low-quality goods priced between 5.00 pesos per item and 50.00 pesos per item increase. A buyer can easily get an old, branded shirt for him for 20.00 pesos, which could already be her 300% premium to the seller.

2.2   Customer Engagement on Online Thrift Shops

When looking to purchase previously owned clothing, a person has a wide range of possibilities. Either he can open an account on a website, or he can visit a secondhand store. In a recent article about the rise of thrift stores, Wong claims that after going extinct in the early 2000s, they reemerged during the 2008 financial crisis in response to the new need created by people who had just lost their jobs and had less money and wanted to be able to dress themselves for less. According to Eric Ray, the head of retailing and development at the chain of thrift stores Kiloshop, customers are drawn to the offer of fashionable clothing offered at unbeatable costs.

The chain now has 10 sales locations, and it is anticipated to add about 25 new locations to its current roster (Wong, C. 2019). But the Covid19 epidemic, which affected countless small enterprises worldwide, broke out in the first semester of 2020. Regarding governmental constraints like curfews and lockdowns, as well as the perception of contamination some customers may have due to clothing or by leaving their homes and brushing others in aisles of tiny stores (Toronto Star, 2020).

In the contemporary digital era, online marketplaces like eBay, Amazon, and Airbnb have dominated the ecommerce industry (Lu & Zhang, 2020). This draws specific emphasis to a crucial problem: how consumers select markets while engaging in online transactions like buying goods or services. Online buying gives customers more control and negotiating power than traditional retailing because it's easier to learn more about the goods and services that are offered there.

Online shopping enables customers to select the best option from a wide range of accessible options (Huseynov & Yildirim, 2014). The competition is fierce when it comes to clothing-specific secondhand marketplaces. Just in France, there are more than ten different possibilities, including Depop, The RealReal, Vinted, Vestiaire Collective, and many others. Customers are stranded at home, so they have capitalized by allowing them to purchase used goods using their technological gadgets. Nearly 2,5 million people died from the Covid-19 in February 2020, infecting 109 million people (Worldometeres.com). It is crucial to understand how pandemic fear affects consumer spending and purchase behavior since this fear of contagion is becoming a more pressing problem (Khan and Huremovic, 2019). According to research on the topic, fear is "the adverse effects of a particular occurrence that can influence consumer behavior and attitude" (Solomon 2017, as referenced in Tran, 2021). Because of their fear of contracting the disease, customers' shopping habits have changed as a result of the Covid19 pandemic (Laato et al., 2020). Consequently, since the start of the epidemic, there has been an upsurge in the daily traffic on these sites.

Besides The development of Internet technology has enabled customers to access online customer reviews and organize information to enhance their shopping experience (Chang, Chou & Lo, 2014). Advancements in online based technology have resulted in shifts in the retailing industry, affecting both customers and business practice (Suhartanto & Leo, 2018). Yeo, Goh & Rezaei (2017) postulated that this technology allows customers to compare prices and shop conveniently.

Moreover, Al Karim (2013) stated that there are respondents used internet to purchase products through online because they believe it is convenience to them and the term convenient includes elements such as time saving, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun. Online shopping refers to the recent trends of being able to buy everything from home (Bashir, 2015). The Shoppers have realized the benefits of online purchasing over purchasing but It is very important to theme experience satisfied to the product and services that prov ided by particular website to make them loyal and repetitive purchases which will increase profitability of that particular online shops. (Jiradilok, Malisuwan, Madan, Sivaraks,2014). Customer satisfaction is a key in creating a long-term relationship with your customer customers. If to think back to the dating analogy, going through the sales process is just like wooing the prospect to turn them into a customer. But keeping a long-term relationship functioning is hard work. It needs to keep delivering value time and time again (Lisa, 2017).

2.3   Second-hand Shoppers Satisfaction

According to Kestenbaum (2017), the market for used clothing, both offline and online, is currently worth $18 billion, and it is anticipated to increase by roughly 11% annually to reach $33 billion by 2021. That represents a significant increase in market share in a market where the big retailers' clothes sales are dropping. He added that the online resale market is mostly responsible for this increase. The traditional thrift store market is expanding by 8% annually, whereas the online resale sector is expanding by 35% annually, more than four times as quickly. That is a 17-fold increase over the whole apparel market.

Women over 65 and those between the ages of 18 and 24 are more likely to shop for used clothing. Saving money is a driving factor for all groups, but younger shoppers are almost 2.5 times more likely to be environmentally concerned when they buy used clothing. Moreover half of those women either indicate they would

or have shopped secondhand in the upcoming 12 months. The majority of women between the ages of 18 and 24 said they think about an item's resale value before making a new purchase. 94% of women report that they rarely purchase clothing that is not on sale, which has contributed to the expansion of secondhand clothes. Kestenbaum (2017) highlighted that retailers have trained customers to only shop when prices are down, which has also fueled this trend.

2.4   Impact of Digital Marketing on Women

Women's empowerment is now more visible than ever thanks to digital media on a worldwide scale (Verma and Jain, 2022). With the aid of digital media, several women, from housewives to company entrepreneurs, are realizing their dreams. Women today have better possibilities of finding matching partners and developing original ideas. They added that never before have business opportunities for women been this accessible, and never before have they had mechanisms like these to support them in maximizing their potential. For ambitious women who must work from home, digital marketing has proven to be a perfect platform. This provides several chances for women to learn about, make money from, and achieve women who market.

In addition to these, areas where there are many studies on women in marketing, there are enough studies on how marketing helps women advance their careers. Marketing is beneficial to women for four main reasons, according to a University of Texas study. First, since marketing is geared toward the market, which is mostly dominated by women's interests, female candidates are preferred for marketing jobs over those of males. Second, there are already sufficient instances of women who have achieved success in this industry. They are therefore more likely to be believed and accepted as a result of their increased credibility. Third, women can perceive and imagine things more clearly than men can. In any advertisement project, they can choose from a variety of positions, including product development, strategy development, creative director, and even model. Fourth, this industry is constantly changing alongside societal attitudes, thus trends and themes vary in accordance with the demands of time and circumstance. This is unquestionably a time of female empowerment. When it comes to altering things in a novel and improved way, digital techniques are quite helpful.

2.5   Most Receptive Market for Second-hand Apparels

According to the Carousell Recommerce Index (2021) as stated by Bigtas (2021), the Philippines is the country with the most open market for used goods in the Greater Southeast Asia region, with 58% of Filipino online shoppers most at ease purchasing used clothing and 75% of Filipino retailers opting to offer used clothing.

She added that in eight Southeast Asian markets—Hong Kong, Indonesia, Malaysia, Myanmar, the Philippines, Singapore, Taiwan, and Vietnam—four Carousell Group brands—Carousell, Ch? T?t, Mudah.my, and OneKyat—are covered by the report. There are more than 3,000 buyers and sellers involved. According to a press release, 92% of Filipino consumers "responded that they have purchased secondhand things, including both new and unused items, from informal everyday merchants."

In contrast, 74% of Filipino customers say that the low price is the main reason they choose to buy used goods. The authenticity and warranty of products, according to 72% of consumers who have never purchased a used item, will encourage them to do so. According to the Carousell Recommerce Index, which was created "to assist solve the issue of overconsumption," people in the area had an estimated 102,556 unwanted products at home that may be sold.

As stated in the press release, "The Philippines is one of the markets with the most users predicting 100 undesirable goods to sell, tied with Hong Kong for third place for the most average items per user at 43 unwanted items.

3.   METHODOLOGY

This chapter reveals the methods of research was employed by the researcher in conducting the study which includes the research design, population of the study, research instrument and its development establishing. Its validity and reliability, data gathering procedures, and the appropriate statistical treatment of data.

3.1   Research Locale

The researchers decided to focus their study in the Municipality of Cateel. Davao Oriental specifically in Brgy. Poblacion. Cateel is the third-class municipality of Davao Oriental which has 16 barangays. The researchers

would determine the respondents through the online platform such as Facebook, Instagram, Tiktok, etc. who are living in the said municipality with the tool named Online Poll Survey.

Fig-2: Map of Cateel, Davao Oriental

3.2   Research Design

This study utilized quantitative descriptive methods. The researchers attempted to obtain the answers to the research questions and to justify and fulfill the study objectives. Additionally, we aim to understand the different impacts on participants' lifestyles.

According to SIS International Research (n.d.) quantitative research is a structured way of collecting and analyzing data obtained from different sources. Quantitative research involves the use of computational, statistical, and mathematical tools to derive results. It is conclusive in its purpose as it tries to quantify the problem and understand how prevalent it is by looking for projectable result to a larger population.

3.3   Source of Data

This study was quantitative research, where the research problem served as the foundation for the research tool used in this study. The researchers utilized a survey questionnaire as the data collection instrument. The questionnaires used were adapted from the study conducted by Vasić, Kilibarda, and Kaurin (2019). A questionnaire is a research instrument consisting of a series of questions that were employed to gather information from the respondents. The questionnaire items were designed to be concise, clear, and included spaces for respondents to provide their names and addresses. Additionally, efforts were made to ensure that the questionnaires were visually appealing to the respondents.

3.4   Respondents

The respondents of the study were composed of women who were sellers and buyers of online Ukay-ukay in Brgy. Poblacion, Cateel, Davao Oriental. The researchers conducted a poll survey by posting it on Facebook, considering it as an online platform with a larger audience. This poll served as the basis for determining the population, focusing on active online women who could be reached through the survey. The respondents consisted of buyers and sellers who engaged in online Ukay-ukay, regardless of their reasons for doing so. As long as they used social media for buying or selling and participated in the online poll survey conducted by the researchers, they were considered part of this study.

Slovin's Formula is a commonly used statistical formula for determining the appropriate sample size needed for a given population, considering a desired margin of error. According to Slovin's Formula, a sample size of approximately 80 is required to achieve a margin of error of 0.05 for a population size of 100. This means that if you randomly select and survey 80 individuals from the population, their responses should provide a reliable representation of the entire population with a certain level of confidence.

Table 1. Distribution of Respondents

Municipality	Barangay	Population of Online Buyers and Sellers	Sample
Cateel	Poblacion	713	257

3.5   Data Gathering

The following steps were followed in gathering the data:

Seeking permission to conduct the study. A letter was sent to the Davao Oriental State University-Cateel Extension Campus, specifically to the Research Office, to request permission to conduct the study. This step ensured that the study followed ethical guidelines and had the necessary approval from the institution. After receiving permission, a Consent Letter was prepared and sent to the respondents.

        Administration and distribution of the questionnaires. After the approval, all the needed questionnaires was distributed to the respondents on this study.

Retrieval of the questionnaires. Next of recollecting of all the questionnaires, the data were gathered, checked, and analyzed subjected to the statistical analysis.

Subject for Data Analysis. After retrieving all the questionnaires, each data of the subject undergoes an analysis after the computation through Statistical Package for the Social Sciences (SPSS) that was utilized by the statistician.

3.6   Data Analysis

        This study was utilize descriptive statistics. First, the statement of the problem number 1 answered by the processed data from the frequency counts and percentages that can be done in the socio-demographic data of the respondents. Second, the statement of the problem number 2 would be answer answered through the weighted mean that is used to identify the level of satisfaction of the women in Ukay-ukay in terms of quality, pricing, shipping, and time. Third, the ANOVA would be used to determine the significant difference of the level of satisfaction of the women in Ukay-ukay in terms of the IV's when respondents are grouped into profile.

The first part of the survey questionnaire is the Demographic Profile of the Respondents regarding on their age, educational background, and occupation.

        The following adapted rating scale would be used in understanding the satisfaction of the respondents.

Table 2. Data Analysis

Range of Means	Verbal Description	Interpretation
4.20 – 5.00	Very High	The women's satisfaction is far above the expected level
3.40- 4.19	High	The women's satisfaction s is above the expected level.
2.60-3.39	Moderate	The women's satisfaction is just within the expected level.
1.80-2.59	Low	The women's satisfaction is below the expected level
1.00-1.79	Very Low	The women's far below the expected level.

4.   RESULT AND DISCUSSION

        This chapter presented the study's findings and discussion. It deals with the Satisfaction among Women on Online Ukay-ukay in Poblacion Cateel Davao Oriental.

4.1   Profile of the Respondents

        The demographic information of the respondents, such as age, occupation, and educational attainment. Followed by the level of satisfaction among women on online ukay ukay. Lastly, the significant difference on the level of satisfaction when respondents are grouped according to age, occupation, and educational attainment. A total of 257 respondents.

Category	Frequency	Percentage
20 years old and below	9	3.5
21-30 years old	122	47.5

31-40 years old	63	24.5
41-50 years old	41	16.0
51 years old and above	22	8.6
Total	**257**	**100.0**

Table 3. Demographic profile of Online ukay-ukay consumers according to age

It showed in the table 1 that online ukay-ukay consumers 122 (47.5%) belongs to the age group ranging from 21-30 years old. It implies that a great percentage of the respondents are at their prime age. On the other hand, of the 257 business owners, 9 (3.5%) belongs to the age group ranging from 20 years old and below which indicates the least percentage respondents at their age.

There are numerous underlying consumer motives to be investigated because a diverse range of consumers find second-hand clothing appealing. According to a study on Millennial attitudes of fast fashion and used clothing, Millennials believe that used clothing is more inexpensive and durable than new apparel (Sorensen, 2019). According to a different study, women who shop at thrift stores are typically inspired by the lower costs, the unusual items, and the thrill of finding a coveted item at a good price (Gopalakrishnan, 2017).

In addition, the majority of people who shop second-hand clothes stores are women who are college students to middle-aged and even elderly women (Gopalakrishnan, 2017). The second-hand clothes business was predicted to increase from a $18 billion industry in 2019 to a $33 billion industry in 2021 with such a sizable and expanding client base (Sorensen, 2019).

Ecommerce contributed a record-high 19% of retail sales in April 2020 (National Retail Federation, 2021). Customers continue to appreciate the advantages of online shopping even after real stores have opened since they know there are significantly fewer health risks with payless choices, curbside collection, and delivery to their homes.

Table 4. Demographic profile of Online Ukay-ukay Consumers according to educational background

Category	Frequency	Percentage
Elementary level	19	7.4
High school level	54	21.0
College level	74	28.8
College graduate	110	42.8
Total	**257**	**100.0**

The table showed in terms of the educational background of respondents the lowest frequency is (19) 7.4% are elementary level, while the highest frequency is (110) 42.8% from college graduate. It implies that mostly of the online ukay-ukay consumers are dominated by college graduate

Education is a vital component of successful online thrift shopping. It empowers consumers, promotes sustainable consumption, prevents scams, expands fashion horizons, enhances financial savings, and builds a sense of community. According to claims made about millennials, they have a high level of education, attributed in large part to the accessible and developing educational systems found in many Western nations (Hira 2007; Muralidharan et al. 2016). The millennial generation has the highest proportion of people with bachelor's or master's degrees ever (Muralidharan et al. 2016). High levels of knowledge and education can be inferred from this, which are significant values (Muralidharan et al. 2016).

On the other hand, despite their high level of awareness, they won't engage in environmentally friendly purchasing practices unless they genuinely care about the environment (Muralidharan et al. 2016). Giving the customer background information on how a product might aid in reducing ecological problems is viewed as a strategy to increase their understanding of environmental issues and enable them to make an informed purchasing decision.

Table 5. Demographic profile of Online ukay-ukay consumers according to occupation

Category	Frequency	Percentage
Employed	113	44.0
Unemployed	42	16.3
Student	83	32.3
Businessman/Businesswoman	4	1.6
Others	15	5.8
Total	**257**	**100.0**

The results showed in table 3 in terms of the occupation of respondents the lowest frequency is (4) 1.6% are Businessman/Businesswoman, while the highest frequency is (113) 44.0% from employed. It implies that mostly of the online ukay-ukay consumers are dominated by employed.

According to research trends, customers will increasingly buy secondhand goods, especially when browsing for used goods (Chahal 2013). It emphasizes the necessity for professionals working in the eco-fashion industry to inform consumers about the importance of considering the environment while making decisions. It's critical to promote buying used clothing, especially among consumers who care about the environment (Cervellon, Carey, and Harms 2012). Alternative shopping involves time and space that people's increasingly hectic lifestyles do not always have accessible (Young et al. 2010). This suggests that in order to save time and make things more convenient for consumers who are short on time, the existing systems need to be reorganized.

4.2   Level of Satisfaction Among Women on Online Thrifted Shops in Terms of Quality
Table 4 presents the level of satisfaction among women on online ukay ukay in terms of quality. The standard deviation and mean of responses from online thrifted shops used to measure the indicators. These indicators were divided into three groups: quality. The mean shows the level of satisfaction among women, while the standard deviation shows the range of responses from the respondents. The results showed that the level of satisfaction among women on online ukay-ukay in terms quality is high with a mean of 4.09 which indicates that the satisfaction among women on online thrifted shops in terms quality is often manifested.

Table 6. Level of satisfaction among women on online ukay-ukay in terms of quality

Indicator Quality	Standard Deviation	Mean	Descriptive Interpretation
The product ordered in online thrifted shop is the same quality as the product purchased in a store.	.915	4.08	High
Online shopping provides same purchasing conditions as the product purchased in a store.	.867	4.04	High
The product ordered to the online thrifted shop is rarely incompatible with the product purchased in a store.	.879	4.14	High
Grand Mean	**.67508**	**4.09**	**High**

However, the table showed that the online shopping provides same purchasing conditions as the product purchased in a store are low in descriptive intervention.

Online buying gives customers more control and negotiating power than traditional retailing because it's easier to learn more about the goods and services that are offered there. Customers can choose the best option from a variety of available options while shopping online (Huseynov & Yildirim, 2014). The sellers on these platforms are brand-loyal consumers looking to clear their closets and market the pricier goods in order to raise money to purchase new items from the brand's more recent collections. It makes it possible for new clients to the company to access this category of by having a product from these brands, one can feel as though they belong to a particular group of people and can purchase clothing (Prentice and Correia, 2018). Some may argue that the superior quality is why they chose to buy this item, but it has been demonstrated that the majority of them were motivated by the impulsivity brought on by the purchase (Page, 2021). You will need to take much more time and think over your purchase of a luxury item in person.

Table 7. Level of satisfaction among women on online ukay-ukay in terms of pricing

Indicator Pricing	Standard Deviation	Mean	Descriptive Interpretation
Online shopping of thrifted item saves money in comparison to traditional shopping.	.825	4.11	High
Online shopping of thrifted item is cheaper than traditional shopping.	.837	4.13	High
Online shopping of thrifted item significantly reduced expenses per transaction in comparison to traditional shopping	.921	4.12	High
Grand Mean	**.64988**	**4.12**	**High**

We are able to observe that this dimension has a stronger impact. Considering that consumers are becoming increasingly eager to adopt ideas that go against consumerism (Guzzetti, Crespi, and Belvedere, 2021). This has even been mentioned in research as a financial barrier that customers face when making a purchase. Making certain that the item will be when a purchase is genuine and authentic, the consumer is more likely to make subsequent purchases. It makes it possible for new clients to the company to access this category of by having a product from these brands, one can feel as though they belong to a particular group of people and can purchase clothing (Prentice and Correia, 2018).

In contrast, 74% of Filipino customers say that the low price is the main reason they choose to buy used goods. The authenticity and warranty of products, according to 72% of consumers who have never purchased a used item, will encourage them to do so

The table shows that the level of satisfaction among women on online ukay-ukay in terms pricing is high with a mean of 4.12 which indicates that the satisfaction among women on online ukay-ukay in terms pricing is often manifested.

Table 8. Level of satisfaction among women on online ukay-ukay in terms of shipping

Indicator Shipping	Standard Deviation	Mean	Descriptive Interpretation
The option free shipping in online shopping of thrifted item increases the number of sales.	.823	4.12	High
The option free shipping in online shopping of thrifted item increases the number of sales.	.935	4.02	High
Online purchase makes customers feel concerned about delivering the wrong product.	.798	4.11	High
After the online shopping of thrifted item, consumers are anxious whether the ordered product (clothing) will be of appropriate size.	.811	4.27	Very High
After the online purchase of thrifted item, consumers are troubled regarding the quality or freshness of the delivered product.	.913	4.08	High
Online shopping of thrifted product offers the shipping options on weekends as well.	1.021	4.03	High
Grand Mean	**.521498**	**4.10**	**High**

The table present that the level of satisfaction among women on online ukay ukay in terms shipping is high with a mean of 4.10 which indicates that the satisfaction among women on online ukay-ukay in terms shipping is often manifested.

In the contemporary digital era, online marketplaces like eBay, Amazon, and Airbnb have dominated the ecommerce industry (Lu & Zhang, 2020). This draws specific emphasis to a crucial problem: how consumers select markets while engaging in online transactions like buying goods or services. Online buying gives customers more control and negotiating power than traditional retailing because it's easier to learn more about the goods and services that are offered there.

Table 9. Level of satisfaction among women on online ukay-ukay in terms of time

Indicator Time	Standard Deviation	Mean	Descriptive Interpretation
Online shopping of thrifted item saves time.	1.077	3.69	High
Online shopping of thrifted products offers the possibility of shopping 24/7.	.960	4.00	High
Online shopping of thrifted item is the smart way to spend time.	1.073	3.79	High
Grand Mean	**.69727**	**3.83**	**High**

The table show the level of satisfaction among women on online ukay-ukay in terms time is high with a mean of 3.83 which indicates that the satisfaction among women on online ukay ukay in terms time is often manifested.

According to earlier studies, consumers are most likely to shop online for convenience and time savings (Chen, Hsu, & Lin, 2014). Convenience refers to online shopping methods that can save consumers' time and effort throughout the purchasing process. By reducing effort and time, online buying has made it simpler to locate retailers (Schaupp & Belanger, 2012). Additionally, studies have shown that the convenience and usability of online purchasing make it superior to traditional shopping (Nazir et al., 2012).

Moreover, Al Karim (2013) stated that there are respondents used internet to purchase products through online because they believe it is convenience to them and the term convenient includes elements such as time saving, information availability, opening time, ease of use, websites navigation, less shopping stress, less expensive and shopping fun.

Table 10. Summary of level of satisfaction among women on online ukay-ukay

Indicators	Standard Deviation	Mean	Descriptive Interpretation
Quality	.67508	4.09	High
Pricing	.64988	4.12	High
Shipping	.521498	4.10	High
Time	.69727	3.83	High
Satisfaction	**.43685**	**4.03**	**High**

The table show the summary of level of satisfaction among women on online ukay-ukay high with a mean of 4.03 which indicates that the satisfaction among women on online ukay ukay is often manifested.

The positive aspects of online shopping over traditional shopping have been recognized by consumers, but it is crucial for them to be satisfied with the goods and services offered by a specific website in order to become devoted customers who make repeat purchases, boosting the profitability of that online store (Jiradilok, Malisuwan, Madan, Sivaraks,2014).

4.3   Significant Difference on the Level of Satisfaction When Respondents are grouped according to Profile.

The table show that there is a significant difference in the level of satisfaction among women on online ukay ukay when grouped according to educational background and occupation however there is no significant difference in the level of level of satisfaction among women on online ukay ukay when grouped according to age.

Table 11. Significant Difference on the Level of Satisfaction Analysis of Variance (ANOVA) Result

Factor	F-value	*p-value*	Statistical Inference	Post Hoc Result
Age	1.032	.391	Not significant	*Not Applicable*
Educational Background	9.148	.000	Significant	- Elementary level and college graduate - High school level and college graduate -College graduate and college level
Occupation	9.008	.000	Significant	- Employed and Student Unemployed and Employed - Others and employed

According to research trends, customers will increasingly buy secondhand goods, especially when browsing for used goods (Chahal 2013). The literature emphasizes the necessity for professionals working in the eco-fashion industry to inform consumers about the importance of considering the environment while making

decisions. It's critical to promote buying used clothing, especially among consumers who care about the environment (Cervellon, Carey, and Harms 2012). Alternative shopping involves time and space that people's increasingly hectic lifestyles do not always have accessible (Young et al. 2010).

Consumers who have a strong need for status will buy products for their social prestige value. These people favor brands, such as luxury goods with recognizable logos that show their status as members of an exclusive club. To be able to recognize an original vintage piece of great quality and rarity, consumers must have a certain level of fashion knowledge and connoisseurship (Cervellon et al. 2012; McCormick and Livett 2012; Holmes et al. 2013). Vintage clothing can meet the need for status from companies while shopping second-hand for more thrifty consumers and those who value distinctiveness in their apparel.

5.   CONCLUSIONS

Based on the result, it was concluded that the profile of women on online ukay-ukay at Poblacion Cateel Davao Oriental are mostly in their educational attainment were college graduate. Additionally, in terms of occupation it shows that mostly of customers were employed. This finding suggests that higher education levels may have influenced their inclination towards online thrifted shopping. Furthermore, the study revealed that in terms of occupation, the majority of customers in this online thrifted shop community were employed. This implies that working individuals were actively participating in online thrifted shopping, which could be attributed to factors such as convenience, affordability, and the desire to find unique items.

The level of satisfaction among women on online ukay-ukay has often manifested the quality, pricing, shipping and time. Overall, the satisfaction of women in online thrifted shops is closely tied to the quality of products, pricing, and the efficiency of shipping and delivery services. When these factors align with their expectations and needs, it enhances their shopping experience and contributes to a higher level of satisfaction.

Demographic profile showed that there is a significant difference in the level of satisfaction among women on online ukay-ukay when grouped according to educational background and occupation. However, there is no significant difference in terms of age. The findings suggest that the educational background of women plays a role in their satisfaction with online ukay ukay. It is possible that women with higher educational attainment have higher expectations or a greater understanding of the value and quality of the thrifted items they purchase online. On the other hand, women with lower educational backgrounds may have different expectations or may be more easily satisfied with their online thrifted shopping experiences.

Additionally, the occupation of the women showed a significant difference in their level of satisfaction. This indicates that the nature of their work or professional demands may influence their satisfaction with online thrifted shops. For example, women who have more demanding jobs or stressful occupations may find online thrifted shopping as a convenient and satisfying way to shop, while those with less demanding jobs may have different perspectives.

However, the study did not find a significant difference in terms of age. This suggests that age may not be a determining factor in the level of satisfaction among women on online ukay-ukay. It is possible that women of different age groups have similar expectations and experiences when it comes to online thrifted shopping, regardless of their specific age category.

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