



## LEVEL OF SATISFACTION OF PURCHASING ITEMS IN ONLINE MARKET

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### ABSTRACT

This study aimed to Analyze the Level of Satisfaction of Purchasing Items in Online Market. The respondents of the study were 72 Marketing Students of Dr. Francisco L. Calingasan Mem. Colleges Foundation Inc. Frequency counts/ Percentage, Weighted Mean and Standard Deviation, F-Test and T-Test and Pearson r were used in the data analysis. The findings revealed Level of Satisfaction of Purchasing Items in Online Market includes, Product, Price, Promotion, and Place and People. A Management Plan must be drawn based on the findings of the study.

**Keywords:** *Satisfaction of Purchasing Items in Online Market, Product, Price, Promotion, and Place and People*

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