**CURRICULUM VITAE**

**Name:** Reynaldo S. Baterna Jr

**Date of Birth:** November 17 2002

**Place:** General Santos City

**Religion:** Roman Catholic

**Civil Status:** Single

**Parents:** Mr. Reynaldo Baterna Sr.

Mrs. Leonora Baterna

**Home Address:** Purok 20, Fatima G.S.C

**Cellphone Number :** 09667835939

**EDUCATIONAL ATTAINMENT**

**Elementary**: Datu Sailila Central Elementary School

**Year:** 2014-2015

**Junior High:** Fatima National High School

**Year:** 2018-2019

**Senior High:** Fatima National High School

**Year:** 2019-2021

**Tertiary:** Gensantos Foundation College Inc.

**Course:** Bachelor of Science in Management Accounting

**Name:** Jeanwen Love A. De Asis

**Date of Birth:** August 23, 2001

**Place:** Polomolok

**Religion:** Roman Catholic

**Civil Status :** Single

**Parents:** Mr. Paul De Asis

Mrs. Jeanilyn De Asis

**Home Address:** Pioneer Avenue, Polomolok. South Cotabato

**Cellphone Number:** 09501216675

**EDUCATIONAL ATTAINMENT**

**Elementary:** Polomolok Central Elementary School

**Year:** 2014-2015

**Junior High:** Poblacion Polomolok National High School

**Year:** 2018-2019

**Senior High:** Poblacion Polomolok National High School

**Year:** 2019-2021

**Tertiary:** Gensantos Foundation College Inc.

**Course:** Bachelor of Science in Management Accounting

**Name:** Faith Loraine Dofeliz

**Date of Birth:** July 19, 2003

**Place:** Midsayap

**Religion:** Roman Catholic

**Civil Status :** Single

**Parents:** Mr. Jerry Dofeliz

Mrs. Lenie Jean Dofeliz

**Home Address :** Salunayan, Midsayap, North Cotabato

**Cellphone Number :** 09707003381

**EDUCATIONAL ATTAINMENT**

**Elementary:** Salunayan Elementary School

**Year:** 2014-2015

**Junior High:** Salunayan High School

**Year:** 2018-2019

**Senior High:** Notre Dame of Midsayap College

**Year:** 2019-2021

**Tertiary:** Gensantos Foundation College Inc.

**Course:** Bachelor of Science in Management Accounting

**Name:** Jovaivah D. Lagsil

**Date of Birth:** November 14, 2001

**Place:** Polomolok

**Religion:** Islam

**Civil Status :** Single

**Parents:** Mr. Moiden A. Lagsil

Mrs. Charlene D. Lagsil

**Home Address :** Barangay. Rubber, Polomolok. South Cotabato.

**Cellphone Number :** 09076899553

**EDUCATIONAL ATTAINMENT**

**Elementary:** Jose Natividad Junior Elementary School

**Year:** 2014-2015

**Junior High:** Poblacion Polomolok National High School

**Year:** 2018-2019

**Senior High:** Poblacion Polomolok National High School

**Year:** 2019-2021

**Tertiary:** Gensantos Foundation College Inc.

**Course:** Bachelor of Science in Management Accounting

**Name:** Desairee I. Toñacao

**Date of Birth:** May 20, 2003

**Place:** Kiamba

**Religion:** Roman Catholic

**Civil Status :** Single

**Parents:** Mr. Eduardo P. Toñacao

Mrs. Lourdes I. Toñacao

**Home Address :** Suli, Kiamba

**Cellphone Number :** 09700413368

**EDUCATIONAL ATTAINMENT**

**Elementary:** Marciano Quinto Elementary School

**Year:** 2014-2015

**Junior High:** Kiamba National High School

**Year:** 2018-2019

**Senior High:** Kiamba National High School

**Year:** 2019-2021

**Tertiary:** Gensantos Foundation College Inc.

**Course:** Bachelor of Science in Management Accounting

RRS

According to (Liao and Ma, 2018), in their study about Conceptualizing Consumer Need for Product Authenticity, consumers with a need for authenticity are highly involved with authentic products. Their deep involvement with authenticity helps increase their knowledge in this particular domain, allowing them to judge product authenticity based mostly on this personal knowledge and prior consumption experiences. Although individuals who demand product authenticity would actively search for authentic product information, they would also rely on word-of-mouth referrals from other consumers. This study also finds that experts and marketers seem to lose their luster when recommending authentic products. Most of our interview participants expressed little trust in the claims of authenticity made by experts and marketers.

According to (Razak, 2018), in his study about The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value, that the quality and price of the product encourage the increase of customer value, means that the quality standards of toothpaste also the normal and the relatively low price will increase the functional value that ensures the maintenance and freshness of our tooth and mouth. In other words, there is a high correlation in between the product quality and price with the value of the customer, if the increased product quality and price is competing, it will create an increase in customer value. He found that the product quality improvement and the competitive price could increase customer satisfaction. Logical consequences when the customer is satisfied with the reliable toothpaste that emphasizes a standardized quality followed with an affordable price can increase the customer satisfaction, it appears in the interest of the buyers to re-purchase over and over again.

According to (Tata et al., 2021), in their study about Examining the Influence of Satisfaction and Regret on Online Shoppers' Post-Purchase Behaviour, if the shoppers believe that the online retailer is fair and does not have any hidden costs, theirsatisfaction levels increase. Retailers can achieve price transparency by ensuring that the price does not have any hidden costs associated, no hidden shipping and handling charges exist, and the site clearly states the final price of the product. The e-marketplaces like Amazon, Flipkart, eBay, etc. must ensure that the price transparency is being followed even by the third-party sellers, who use the web portals to sell their products. The biggest problem faced by e-shoppers is the retailer's service quality. If the retailer provides high standards of service quality, it will increase shoppers satisfaction levels. Online retailers must ensure that their customer service department responds quickly to shoppers queries and difficulties.

According to (Maditinos and Theodoridis, 2018), in their study about Satisfaction Determinants in the Greek Online Shopping Context, that product information quality and user interface quality have a significant impact on overall satisfaction, while service information quality, purchasing process, security perception and product attractiveness have only a positive impact. In addition, the findings reveal that customer satisfaction strongly affects post-purchase behaviour.