

Add to Cart or Check-out: Students' Views on Online Shopping

Margaux Nadine Manosa¹ and Juzy Laygo-Saguil, PhD²

Philippine Pasay Chung Hua Academy, Pasay City, Philippines

Author's Mail ID: nadinemanosa@gmail.com

Corresponding Author: **Juzy Laygo-Saguil, PhD**

Graduate School Faculty, School of Education, Philippine Women's University, Manila, Philippines

jlsaguil@pwu.edu.ph

ORCID – 0000000167567667

Abstract— Nowadays, online shopping and online selling are common. Many people prefer to shop and sell online because it is simpler and safer, particularly because the world is currently afflicted by a pandemic. Research shows that consumers buy the goods and services based on what offers the most personal satisfaction. Based on the Theory of Planned Behavior by Azjen (1991) this study made use of qualitative research design to explore the views, reasons of preference, and practices of five (5) purposively chosen Grade 11 Senior High School students in online shopping. The participants are officially enrolled for S.Y 2020 – 2021 in a private, non-sectarian school located in Pasay City, Philippines. Because of the limitations to conduct face to face interview during pandemic, the results were obtained by means of an open-ended Interview sent through Google form. Based on the findings of the study, the participants favored buying online and they purchase more when the service is convenient, more time-efficient, has discounts and special offers. The participants tend to purchase a variety of products online. The participants also develop behaviors from constantly buying and they have become more critical and disciplined individuals. Recommendations to provide more information about online selling and online shopping and making sure the services and products they provide are safe and have the best quality. Next was improvement of products and services by providing real customer feedbacks and reviews and by posting actual pictures of the item/s in order for people to enjoy their products and services with the reason besides convenience. And lastly, producing more products that have nice quality and are legitimate, and giving more attention to the customer service that aims to better tend to the problems of the consumers with the product or service.

Keywords— Online shopping; buying preferences; e commerce;

I. INTRODUCTION

There are many e-commerce platforms that offer hassle-free and convenient service, which are very timely especially at the height of pandemic. Online shopping and online selling are just some of these services which are timely nowadays. Online has been becoming the vital means to daily shopping. [1] Among consumers using the internet, up to 98% of consumers have purchased their commodities through online platforms (Nielsen, 2018).

[2] Online shopping opens a new window for the business where an individual is benefited from using internet technology to shop for and sell products electronically (Islam,2021). Many people choose to shop and sell online because it is easier and safer most especially during the height of pandemic. It only takes a few clicks and taps and the item is already on the way. All the buyer has to do is to wait for the ordered item to arrive.

[3] The younger generation especially students nowadays spend hours on the internet (Ahamat & Ali, 2019). The researcher, being a Senior High School student, is also fond of online shopping. The researcher finds it easier and more convenient because it offers a lot of options at the tip of the finger. shopping, such as bill payments. The researcher aims to know why people prefer buying and selling online than buying and selling in person. [4] This supports the

article published by Chevalier (2021) that a total of 20,000 people from 12 global markets were polled in 2021 to find out why they prefer to shop online. The convenience of shopping at any time of day was cited by 56 percent of respondents as the most common reason. On the other hand, nearly half of the global consumers polled indicated they prefer shopping online than going to a physical store because it is more convenient. The researcher chose this topic with the aim to know the factors and elements that make people prefer online shopping and online selling, especially these days. This study offers to share additional information and literature on students' views and experiences on online shopping and further the awareness of other online shoppers.

[5] Theory of Planned Behavior by Azjen (1991)

The Theory of Planned Behavior (TPB) started as the Theory of Reasoned Action in 1980 to predict an individual's intention to engage in a behavior at a specific time and place. The theory was intended to explain all behaviors over which people have the ability to exert self-control. The key component to this model is behavioral intent; behavioral intentions are influenced by the attitude about the likelihood that the behavior will have the expected outcome and the subjective evaluation of the risks and benefits of that outcome.

The TPB states that behavioral achievement depends on both motivation (intention) and ability (behavioral control). It distinguishes between three types of beliefs - behavioral, normative, and control. The TPB is comprised of six constructs that collectively represent a person's actual control over the behavior.

1. Attitudes - This refers to the degree to which a person has a favorable or unfavorable evaluation of the behavior of interest. It entails a consideration of the outcomes of performing the behavior.
2. Behavioral intention - This refers to the motivational factors that influence a given behavior where the stronger the intention to perform the behavior, the more likely the behavior will be performed.
3. Subjective norms - This refers to the belief about whether most people approve or disapprove of the behavior. It relates to a person's beliefs about whether peers and people of importance to the person think he or she should engage in the behavior.
4. Social norms - This refers to the customary codes of behavior in a group or people or larger cultural context. Social norms are considered normative, or standard, in a group of people.
5. Perceived power - This refers to the perceived presence of factors that may facilitate or impede performance of a behavior. Perceived power contributes to a person's perceived behavioral control over each of those factors.
6. Perceived behavioral control - This refers to a person's perception of the ease or difficulty of performing the behavior of interest. Perceived behavioral control varies across situations and actions, which results in a person having varying

III. METHODOLOGY

[10] This study made use of the qualitative research design. According to Creswell (1994), qualitative study is defined as an inquiry process of understanding a social or human problem, based on building a complex, holistic picture, formed with words, reporting detailed views of informants, and conducted in a natural setting. [11] Furthermore, Silverman (2013) et al stated that in a qualitative research, the reality is conditioned by society and people's intentions are involved in explaining cause-effect relationship.

This study took place in a private school located in Pasay City, Philippines. It is a non-sectarian private school that offers education from Elementary to Senior Highschool. It also offers optional Chinese classes. The school caters students of any race and religion.

perceptions of behavioral control depending on the situation. This construct of the theory was added later, and created the shift from the Theory of Reasoned Action to the Theory of Planned Behavior.

II. RELATED LITERATURE

[6] Electronic commerce, often known as e-commerce, is a business concept that allows companies and individuals to buy and sell goods through the internet (Bloomenthal, 2020). Business to business, business to consumer, consumer to consumer, and consumer to business are the four key market categories in which e-commerce operates. [7] Ecommerce has changed the company workflow, according to the site *What Is The Impact Of E-commerce On Society* published by Smitri (2020). E-commerce has had a huge impact on society and industry on a worldwide scale since its inception. The influence of E-commerce on productivity and inflation is the key method in which it will affect the economy. Increased competition from the further spread of electronic commerce may put downward pressure on inflation.

[8] Many retailers and businesses have been forced to close as a result of the ongoing pandemic in order to implement safety precautions. Ross (2020) mentioned that these huge shutdowns have wreaked havoc on businesses, yet they have the reverse effect on E-commerce. People are increasingly turning to E-commerce platforms for their necessities that are currently not easily available, while they stay at home. Furthermore, according to an online blog published on webworks.ca, people are increasingly opting to

shop and sell online in order to avoid having to interact with other people. [9] Furthermore, McAdams (2020) expressed that when traditional buying becomes difficult or even frightening, consumers are more likely to shop online.

This study gathered information from 5 (five) participants labeled as participants 1,2,3,4 and 5 respectively. The participants were selected Senior Highschool Students who belong to STEM track. All participants chosen were specifically fond of buying items online. Participants 1 and 2 are fond of buying online and also have their own online shops. Participants 3, 4 and 5 are frequent online shoppers.

This study made use of the purposive sampling technique. [12] As stated by Lavrakas (2008), a purposive sample, also referred to as judgmental or expert sample, is a type of nonprobability sample. The main objective of a purposive sample was to produce a sample that can be logically assumed to be representative of the population.

In gathering the data for the study, the researchers followed a set of procedures for the proper obtaining of data. The researchers reviewed the related literatures to support the formulation of the statements of the problem. The researchers made use of these statements to come up with the interview guide questions. The selected participants answered the

interview guide questions through Google form sent via email. The respondents' answers were then transcribed, analyzed, and interpreted.

IV. RESULTS AND DISCUSSION

1. Students' views on online shopping

[13] *Customer convenience*, given meaning by Spacey (2017), is any element of customer experience that saves the customer time and effort. It is common for products, services, environments and processes to be designed to offer customer convenience. Customers are often strongly motivated to save time and effort.

Based on the answers, the participants view online shopping and online selling as the more convenient and faster option.

Participant 1, 3 and 4 share the same idea that online shopping and selling are helpful nowadays.

Participant 1 said, *"i think it's a faster way to buy and sell stuff and online shopping has become more mainstream because people are staying home most of the time because of quarantine period."*

Participant 3, in line with that, said, *"It makes people's transactions easier and more convenient due to the online platform that connects people from different places. It helped everyone especially now, during pandemic where people can't go out to take go to malls to buy their needs."*

Participant 4 stated, *"Online shopping has forever changed our society and things are certainly not like they used to be. I for one love online shopping and think it's amazing."*

Participant 2 although fond of buying and selling online, finds the idea "risky". *"It's more convenient than physical stores, but it's also riskier because you can't be sure of the product's quality."*

[14] In an online setting, according to Choi and Lee (2003), perceived risk is an obstacle to successful transactions because of the fact that customers intentionally and automatically perceive risk when judging products and services online.

[15] In an online shopping environment, where transactions involve considerable risk and uncertainty, customers' attitudes toward online shopping tend to be less positive. Similarly, a few studies have also noticed a negative association between attitude and perceived risk toward e-commerce (Hsu & Lin, 2008).

Participant 5 added *"Online shopping is affordable and accessible to all"*.

The 5 participants gave their views about online shopping and online selling based on their personal experiences.

[16] Kuswanto. et al (2019) mentioned that the enjoyment offered by online shopping induced the students to prefer online over conventional shopping. For a potential customer with limited time because of a study load or workload, online shopping can be an interesting choice due to its practicality. The availability of various brands and types of goods makes online shopping even more enjoyable.

2. Reasons for online shopping

[17] Kotler (2000) defines *customer satisfaction* as a person's feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectations.

Special Offers. The participants of the study prefer to buy and/or sell online because it offers lots of options and services and, once again, it is convenient.

Participants 1 and 4 cited evidences about the variety of options and services online shopping and online selling offer.

"Online shopping has a lot of perks like free delivery, discounts, and other cashless transactions that's why I engage on it," Participant 1 answered.

In addition to that, Participant 4 said, *"It offers more affordable prices and more variety to choose from."*

[18] As cited by Delelis (2019), on-line shopping nowadays is absolutely in demand because of the convenience costumers could avail such as easy payment, great deals at a low price, free delivery and a lot more propagandas to attract online shoppers. In on-line shopping, potential customers become attracted to the information provided by the sellers about their products which at times would address the felt needs of these costumers.

Convenience. All of the participants testified about the convenience of online shopping and online selling.

[19] Online shopping provides more information and alternatives to customers about products and price comparisons, as well as providing convenience and simplicity in finding something online. It has been proven also to give more satisfaction to modern consumers with regard to convenience and saving time (Li & Zhang, 2002).

Aside from the first answer, Participant 1 also affirmed, *"A lot of people also tend to shop online to stay safe and some scroll on online shopping applications when they have free time"*.

The answers of Participants 2 and 3 are in the same line. Participant 2 emphasized its convenience by saying, "Again, it's because buying/selling online is more convenient than buying/selling physically".

Likewise, Participant 3 added, "*It is much convenient for me cause I don't need to go to malls to buy the things that I want/need.*"

Aside from the given statements, Participant 4 added, "*It's more convenient, you can buy or sell anytime and anywhere, you can save your time and energy.*"

Then, Participant 5 simply typed "Convenient" as her answer.

[20] Furthermore, the participants buy and/or sell different products online. Bown-Wilson (2019) said **Consumer motivation** is an internal state that drives people to identify and buy products or services that fulfill conscious and unconscious needs or desires. The fulfillment of those needs can then motivate them to make a repeat purchase or to find different goods and services to better fulfill those needs.

Variations. The commodities the participants usually buy and/or sell online range from the basic, everyday needs, to personal wants. Participants 1, 2 and 5 have a commodity they purchase in common – accessories. Same goes to Participants 3 and 4. They both purchase merchandise, specifically, KPOP or Korean Popstars' merchandise.

To be more specific, Participant 1 stated, "*I purchase different items, from bedsheets to lip balms to gadget accessories*".

In addition to merchandise, Participant 2 said he also purchases "*socks, materials needed for projects, etc*".

Participant 3 particularly named the accessories he purchases, "*I often buy accessories such as necklace, bracelet and rings.*"

"*I order make-up, stationaries, and electronics*" stated Participant 4

Participant 5 added "*clothes and cosmetics*" to her purchase list.

[21] Products that are often purchased online are books, clothing, and the accessories, games, airline tickets and electronic equipment (Delafrooz et al., 2011)

3. Practices of the participants in online shopping

[22] **Customer behavior** (Wikipedia 2021) is the study of individuals, groups, or organizations and all the activities associated with the purchase, use and disposal

of goods and services, and how the consumer's emotions, attitudes and preferences affect buying behaviors.

Participants 1, 3 and 4 all shared tips that are prudent and wise.

Participant 1 said, "*become frugal and be wise on quality over quantity while looking out for low prices hehe*".

Participant 3 encourages other buyers to check the legitimacy of the items, "*Always check if the seller is legitimate through the number of items they sold, ratings, and comments. Buy the lowest price of the item as long as the seller is legitimate.*"

Then, Participant 4 goes into detail with his answer, "*Be skeptical always, check reviews and proofs of transactions. Don't be an impulsive buyer. It doesn't mean that when you have money or the item is on sale, you will always buy it at once. Remember to always think if the product you are going to buy is really worth it. As much as possible film yourself unboxing your packages so it is much easier to ask for refunds if there would be any damages in your item/s.*"

On the other hand, Participants 2 and 5 went on a different approach. Instead of giving tips for a better shopping experience. They shared tips on how not to be persuaded and enticed much by online offers.

Participant 2 expressed, "*I turned off Shopee/Lazada notifications to avoid being tempted by their sales huhu*".

And, Participant 5 shared a simple, one-word answer without explanation, "*perseverance*".

[23] For further knowledge, a study conducted by Delesis (2019) stated the respondents' from a practical standpoint, the usage of various online shopping platforms provides a wealth of actual benefits. With advantages such as reduced buyer sorting time, improved purchasing choice, and less time spending on purchases has increased. And because online shopping is available 365 days a year and never closes, and because online shopping is more environmentally friendly than purchasing in a store; because consumers can simply fulfill their desires with a click of a mouse without leaving the house or using public transportation, online shopping will radically grow in the years ahead.

[24] Moreover, the blog *Why Do People Shop Online?* updated in 2021 stated that the fact that ecommerce companies offer free shipping is the number one reason why customers prefer to shop online. In other words, people would prefer the convenience of having their

purchase delivered to them for free rather than travelling to a store to physically view and check the thing, purchase it, and receive it right away – even if it meant waiting. Additionally, the ease of having products delivered to them that online shopping provides also extends to the need to return the merchandise. One of the main motivations for internet users to shop online is the ease with which they may return their purchases. About a third of internet customers think it is a driving force behind their purchases.

V. CONCLUSION AND FUTURE SCOPE

This study was conducted to find out the views, reasons of preference, and practices of five (5) purposively chosen Grade 11 Senior High School students in online shopping. This study is limited to these students in one private school. The participants prefer online services because of its convenience and is more time efficient. The Senior High School students purchase more when discounts and special offers are available, and the participants tend to purchase a variety of products online. The students develop behaviors from constantly buying and/or selling online. They have become more critical and disciplined individuals.

Of these limitations, future researchers could explore more on the impact of online shopping among Senior High School Students and other audience. Best practices and lessons learned on online shopping could also be given emphasis.

VI. RECOMMENDATIONS

Recommendations that can help in the betterment of the study include providing more information about online selling and online shopping, and making sure the services and products they provide are safe and have the best quality. Improvement of products and services by providing real customer feedbacks and reviews and by posting actual pictures of the items in order for people to enjoy their products and services with the reason besides convenience. Producing more products that have high quality and are legitimate, and giving more attention to the customer service that aims to better tend to the problems of the customers with the product or service.

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