

## **E-SHOPPING: UNDERSTANDING THE PERCEPTIONS OF CONSUMERS IN CATBALOGAN CITY TOWARDS ONLINE SHOPPING**

*Jayben P. Locion*

*Special Science Teacher I, Samar National School*

*Rhearose Q. Conde, Junar S. Dapapac, Ace Anthony F. Caro, Denmark A. Rotap*

*Senior High School Teacher II, Samar National School*

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### **Abstract**

In today's era, many people use the online shop app because it is easier and more convenient than traditional shopping. Online shopping is where a consumer purchases various items using the internet. Most people who shop online are teenagers and adults. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping. As things are turning so convenient, it becomes significant to understand the perception of the customer while he is making a purchase online. Customer perception and customer behavior helps us to comprehend the challenges faced by the marketers in comprehending the consumer mind.

This study aimed to develop a deeper understanding on the perceptions of online shoppers towards online shopping. Qualitative research design was utilized in this study. Specifically, the researchers used hermeneutic phenomenological approach to further understand and interpret the responses of the participants. Purposive sampling was used which falls to having six participants from Catbalogan City aging between 16-30 years old as reflected in the selection criteria. The data was collected using a semi-structured in-depth interview. The results show that many people turn towards online shopping because there's a lot of benefits it can give to them especially for those who do not want to go outside because of pandemic and for those people who are simply a bit lazy to go out. A lot of researchers already mentioned the advantages of using online shopping and how convenient it is. Consumer's perception towards online shopping is influenced with many factors such as shipment time, delivery, availability, usefulness & quality of the products.

**Keywords:** e-shopping, online shopping, consumers, social media, internet, perceptions

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### **INTRODUCTION**

Online shopping is becoming increasingly popular for a variety of reasons. There are certainly outside factors such as increasing gas prices, difficulty in getting to traditional stores and hassles often associated with shopping malls and other traditional stores to contribute to the increased interest in online shopping. (Sunitha & Gnanadhas, 2014). Due to the numerous benefits of online shopping such as convenience, effectiveness, easy to use, swift services, 24 hour a day and 7-day week availability and

so, everyone wants to shop online which makes them stay in the comfort of their houses or offices to place orders for products or services (Nwokah, N.G., 2018).

Now that the Internet is increasingly widely used, more people choose to purchase their preferred goods online. The business internet marketing is the fastest growing segment of online commerce interaction between the consumer and the seller. More people are becoming accustomed to shopping online, as evidenced by the fact that the number of online consumers is increasing. For the capability of purchasing without leaving your place is of great interest to many consumers. Online purchasing not only offers excellent savings, but also maximizes convenience for customers. Internet include on gathering information, purchasing a product, or rendering a service. This Internet technology allow consumers to expand shopping options on traditional methods that is more time consuming. Additionally, using online tools for price comparison and searching gives consumers an advantage when making a selection because they can get the things they want at the lowest price (Gurleen, K., 2012).

As things are turning so convenient, it becomes significant to understand the perception of the customer while he is making a purchase online. Customer perception and customer behavior helps us to comprehend the challenges faced by the marketers in comprehending the consumer mind. What exactly goes in the mind of the customer and what are the processes in the mind of consumer that inspires him or her in buying different products or services (Joshi, 2021).

This study aims to determine the perceptions as well as the experiences of consumers towards online shopping in Catbalogan City along these specific questions:

1. What are the perceptions of consumers towards online shopping?
2. Why do consumers prefer to buy their products online?
3. What can be inferred from the responses of the consumers?

## **LITERATURE REVIEW**

### ***The Increase use of Internet***

As the use of the Internet increases, so does online shopping. Customers can shop whenever they want to obtain goods that are not in the nearby physical store. Global technology keeps advancing at a fast rate around the world and a large number of people appear to be embracing such advancements. Online shopping or online retailing is one of such technological advancements (Olasanmi, 2019).

One report shows that although a web site may receive millions of visitors, only about 3% of those visits result in a purchase online (Betts, 2001, as cited in Loreta, S. 2014). An explanation of these occurrences is that the majority of consumers are going online to window-shop with plans to make their purchases in a more traditional, offline setting (Forsythe & Shi, 2003, as cited in Changchit et al., 2014). These show that not all consumers are using the internet for shopping.

### ***Consumer Satisfaction in Online Shopping***

Some people come into online shopping transactions with rather skeptical minds and believe no good can come out of it. However, such mindsets could invariably play upon the satisfaction they might derive from such transactions (Olasanmi, 2019). According to Huang, et al. (2004) as quoted in Osio & Orubu (2018) even with thorough research on goods or services, every online transaction is perceived to have a basic level of risk by consumers because of unavoidable issues such as hackers and whether the actual purchase choice is satisfactory based on information gathered.

### ***Consumer Perceptions in Online Shopping***

Consumers are reported to have low perception and trust in online merchants and, as a result, making them reluctant to shop online. The results of a survey of 9700 online consumers showed that three out of five respondents did not trust web merchants (Belanger, Hiller & Smith, 2002, as cited in, Zuroni & Goh, 2012). The consumers only trust online buying if they can be assured of the security (Mahinay R. et al 2016). A study of risk perceptions also indicates that consumers are concerned with undesirable

outcomes and uncertainty of their purchases after purchasing a product online. Consumers, therefore, are less likely to make purchases online if they perceive a higher risk (Choi et al., 2013). However, despite the presence of risks, the study of Dig, I. et al (2017) shows that the participants still intend to shop online although less frequently.

The perception of risk associated with a company and their online presence can also be affected by previous encounters and also affect their decisions to complete purchases without sensory perceptions available in traditional brick-and-mortar stores. Consumers' previous experiences with online purchases, or lack thereof, can be a significant influence of levels of risk perception by consumers and their purchasing decisions (Dillon & Reif, 2004, as cited in Salehi, M. 2012). Negative experiences increase levels of risk perception with online purchasing and hamper not only a business's likelihood of retaining customers but can make it more difficult for other online businesses to gain initial customers (Boyer & Hult, 2005, as cited in Zuroni & Goh, 2012).

### ***Consumer Behaviour in Online Shopping***

According to the study of Kuester (2012), he defined consumer behavior as the study of an individual or group and the procedures that they use to pick, secure, and discard commodities to meet needs, as well as the impact these processes have on customers and the community. It balances the components from sociology, psychology, management, and economics. Chisnall (1995) as cited in Pahwa, B. (2015) stated that human needs and intentions are inextricably linked, and their connection is so close that it is difficult to distinguish them.

Consumer behavior in Europe, America, and Asia has become global barometers in terms of purchasing habits and way of life in recent years. On the other hand, the Filipinos have a one-of-a-kind purchasing proclivity that has evolved into a distinct culture in its own right. In general, Filipino consumers prefer to buy products that have been marked down or have a discount. These purchasing habits are shared by Filipinos all over the world. Filipino consumers are known for their one-of-a-kind purchasing habits. The Filipino consumers' keen knowledge of the commodities or services on offer is an unmistakable indicator of this (Castillo 2018).

With the cited literatures, this study will further look at how consumers perceive online buying and why consumers prefer online shopping rather than offline (physical store) shopping. The findings provided a better understanding of what attracts or repels customers to a company's website. The better an online firm knows these clients' perceptions, the more likely it is to attract and retain customers.

## **METHODOLOGY**

### **Research Design**

This research is a qualitative study that uses the phenomenological approach to collect relevant data. This approach deals with understanding and interpreting the information that participants provide based on their daily lives (De Vos, 1998, as cited in Sutton, J., 2015). Also, this qualitative approach focused on the quality of human behavior (Ferreira et al. 1998, as cited in Austin, Z., 2014). Qualitative design addresses the consequences of being verbally communicated and eliciting meaning from the participant's perspective (Bless and Hugson Son, 1995; De Vos, 1998, as cited in Dave, J. et al. 2017).

Researchers have chosen a phenomenological approach. This is an approach to qualitative research that focuses on the commonality of living experiences within a particular group. Researchers aim to better understand certain phenomena in consumers' online shopping experiences. The purpose of this design is to analyze the ideas and experiences of the participants in their daily lives. Marshall and Rossman (1995), as quoted in Feeler, W.G. (2012), explained that this approach is suitable for discovering the unknown and exploring new ideas.

### **Sampling and Sampling Procedure**

The researchers chose Catbalogan city as their setting of the study. The researchers interviewed the consumers who met the selection criteria of the study which made them the participants. A non-probability technique called purposive sample was utilized to pick up a sample of participants who

provided enough information which is useful for this qualitative study. Purposive sampling is a sampling method that selects the sample based on the attributes of a population and based on the goals of the research (Crossman, 2018). This sampling technique is functional in this study for the researchers to have information-rich information related to the topic of the study (Palinkas et al. 2013). Furthermore, they will be guided by the ethical consideration by asking permission to the participants before the conduction of the interview.

#### Data of Criteria

Respondents	Age	Gender	Date they started shopping online	Products they usually buy at Online Store	Monthly Spending
Respondent #1	16	Female	2020	Clothes & other personal stuff	P1,000
Respondent #2	17	Female	2019	Clothes and skin care products	P1,000-P2,000
Respondent #3	17	Male	2020	Phone accessories and school supplies	P300+
Respondent #4	17	Female	2018	Clothes	Around P2,000
Respondent #5	17	Male	2020	Clothes	P1,000
Respondent #6	30	Female	2020	Clothes, Household expenditures, shoes	P1,000-P1,500

#### Data Collection Procedure

The researchers used interview as their data gathering technique because they need to interview the participants to be able to gain knowledge about their experiences in online shopping through online communication. The researchers can learn and get more ideas and information from the interaction of the participants. The interviewer asked the questions in English and would also provide translation for the participants to further understand the questions. The participants used the language he or she is comfortable to be able to express openly and freely share their experiences and answer the interview questions.

#### DATA ANALYSIS

A thematic content method analysis method is used to analyze the results. Ezzy (2000) as cited in Gale, N.K. et al. (2013), describes this method of data analysis as a way of analyzing and interpreting data by organizing and classifying it based on themes, concepts or similar features. The procedures used are designed to compress and categorize large quantities of data into more meaningful units for interpretation (Singleton, 1997, as cited in Vom Scheidt, F. et al. 2020).

The researchers first collected the responses of the participants, after which they compiled and organized the information obtained from the participants. Lastly, the researchers finalized and interpreted the sorted data. The researchers ensured that the process was followed systematically and orderly by emphasizing the rigor in qualitative research and incorporating trustworthiness.

#### RESULTS AND DISCUSSIONS

The answers to the sub-questions in the problem statement are presented in this chapter. It contains responses to the interview questions from persons who have done online purchasing. To carefully form interpretations and maintain authenticity, key elements of their comments will be emphasized and transcribed here verbatim. This is intended to provide a more accurate picture of Catbalogan City residents' online buying experiences and their perceptions.

## 1. The perspective of consumer shopping online.

### 1.1. Before and after becoming an online shopper

R#1: Respondent 1 shared how she was initially hesitant towards online shopping, due to the possibility of her being scammed. And with this in mind, she became doubtful of whether a product was worth buying. However, her cousin suggested that she should check the reviews of a product to verify its quality and legitimacy. As a result, every transaction that she made were successful, which changed her perspective on online shopping. She also added that online shopping is more convenient to consumers who prefer saving time and energy in shopping.

*"... At first, I was very hesitant to order online since I know that scammers were just everywhere. The thought of me being scammed scares me the most that I even asked myself several times if this item is really worth purchasing or not." (Line 2)*

*"...But... my cousin told me to look for the reviews of the online shop to know if it's... legit and sells a good quality product. Well, gladly, I've been receiving a good quality product since then that's why I've changed my perception towards it. You just have to be wise enough to avoid getting scammed." (Line 3)*

*"And also, I've realized that online shopping is quite good for those who doesn't want to go out and get tired of choosing an item." (Line 4)*

R#2: Respondent 2 started online shopping during the pandemic because according to her, it was more convenient at that time. But before that, she mentioned that the uncertainty of a product's quality made her reluctant in buying products online, and that she was wary of online sellers. Fortunately, the reviews from other customers lessened her doubts, it helped her to decide whether a seller or a product was authentic, and made her want to immediately buy the product if the seller was trustworthy. Moreover, her perspective on online shopping changed upon receiving a top-quality product on the first attempt in buying online.

*"I began purchasing online in 2021, during the pandemic, because it was more convenient for me to buy stuffs through online." (Line 1)*

*"Yung kinakatakutan ko talaga, when it comes to online shopping is that product quality cannot be guaranteed. I was initially hesitant to place orders online since I have trust issues with this matter. On the other hand, reading the reviews before ordering the goods allows me to easily determine whether the seller and the products are both reliable. If I feel that the seller is quite trustworthy, I will immediately purchase the product that I want to buy." (Line 2)*

*"The moment that I received some high-quality products the first time I tried online shopping. In that moment, it literally changed my perceptions and became more interested buying things online." (Line 3)*

R#3: Respondent 3 stated that he was anxious about online shops, thinking that it might be fraud or that he would probably receive defective items. Luckily, when he tried to make a purchase, it was not as bad as he expected, and he were even pleased with how everything turned out. In the end, he felt at ease with buying products online.

*"Minsan kinakabahan ako sa mga shops sa online na aking bibilhan, dahil naiisip ko ay ma scam ako o di kaya'y may sira ang item na dumating sa akin." (Line 2)*

*"Nung sinubukan kong mag order at naging successful and satisfied naman ako medyo nawala ang pag-aalinlangan ko sa pagbili ng mga items sa online shops." (Line 3)*

R#4: Respondent 4 talks about being really mindful of reviews before checking out a product, to ensure satisfaction as soon as the product arrives. She also pointed out that the product is more pleasing if it's cost-worthy. Furthermore, she mentioned that online shops are full of interesting products that have lower prices compared to other physical store, and allows her to have plenty of time to choose between various products at once.

*"Basically, before I check out or add to cart an item, I always check the reviews because we all want to feel the satisfaction when our items arrive, especially if the product do really suits to its pricing." (Line 2)*

*"Online shopping gives me more time to choose, and there's a lot of interesting products/items in online shopping, which is more fun because most of the items are much cheaper than the items we see on market." (Line 3)*

R#5: Respondent 5 was unsure of the product's quality in the first place. But the moment he obtained an excellent product, he decided to carry on with online shopping. Just then, he was convinced that not all products sold online has poor quality.

*"When I first shopped online, I have doubted the quality and authenticity of the product being sold is not good. But when I got my first product, it was good and that's when I continue to shop online." (Line 2)*

*"I was not interested with online shopping at first because I thought their product is not good but when I got my first product, I realized that not all product that is being sold online is not good." (Line 3)*

R#6: From Respondent 6's response, it is stated that before she tried online shopping, she were clueless on how it works, because she wasn't an online shopper before. For her, online shopping is suitable for busy people, not only because it's cheap, but because they would also have a lot of options from every other seller. Whenever she want to buy something online, they she surely look over the feedbacks of the product. She once bought a product that was aesthetically pleasing online, unfortunately the actual product looks nothing like what she saw or she would occasionally be given a product that is damaged. Also, she had experienced being scammed by the sellers.

*"Uhm.... before ako mag online shop, hindi ko talaga alam kung paano ba ang tamang pag order ng products or items through online kasi nga di naman ako online shopper dati. And para sa akin maganda talaga ang online shopping, kasi kapag busy kang tao pwede ka umorder ng products through online at mas makakamura ka sa pagbili ng products dahil marami ang pagpipilian na prices sa iba't ibang sellers." (Line 2)*

*"Kapag may gusto akong bilhin through online, sinusuri ko talaga kung maganda ba talaga ang feedback ng produkto sa ibang tao para mas makapili ako ng mas mura at magandang products. Yun nga lang, kapag minsan meron akong inorder sa online na maganda na product or items eh ang dumating ay hindi kagaya ng nakita ko sa online shop or minsan sira-sira na yong dumating na product. (Line 3)*

*"Minsan na rin akong scam ng ilang mga sellers." (Line 4)*

## **1.2. Positive and Negative Experiences of Online Consumer**

Respondents have the option to chat with the vendor about the item they desire to purchase, in view of the fact this is less inconvenient. People were able to obtain high-quality merchandise at an affordable price. The item they requested arrived quickly. There are vouchers available that may be utilized to save expense on the items customers want to purchase. Their negative experiences, on the other hand, always concentrate around the shipment, its delays, as well as the damage. They've had a number of sellers offer them photos of their products in good condition before sending them, but when they arrive, the products are punctured, which is upsetting, but they keep their cool. Customers can ask a return or compensation from the seller if something is too damaged. Also, when ordering a product from an international retailer, consumers must pay a large delivery fee, and sometimes the things sent are damaged, requiring them to return them.

R#1: According to Respondent 1, apart from the fact that it is less hassle, she also has the opportunity to speak with the seller about the thing she wishes to buy. Thankfully, she has never received a damaged package and everything was of excellent quality.

*"Aside from it is less hassle, I also have a chance to talk to the seller about the product that I want to purchase." (Line 5)*

*"Fortunately, I still haven't received a damaged item. Everything was all in good quality."* (Line 6)

R#2: Her great experience as stated by Respondent 2, was that she was able to get high-quality items at a reasonable price. While their horrible experience was that she waited days or weeks for their orders to arrive, the products she received were sometimes of poor quality and faulty, falling short of her expectations.

*"My positive experience is that I received high-quality items for a lower or better price. While my negative experience is that I waited days or weeks for my orders to arrive, but sometimes what I got were low-quality and defective items that fell short of my expectations."* (Line 4)

R#3: One of his great internet-purchasing experiences on the response of Respondent 3, was the prompt arrival of the item they ordered. There are vouchers that can be used to save money on the products they want to buy. His unfavorable experiences, on the other hand, was that the items were delayed for about a month before it could be delivered to them.

*"Maganda ang pagkaka deliver ng item na inorder ko, yun yung isa sa mga positive experience ko through online shopping."* (Line 4)

*"What else? Uhm... may mga voucher na pwede magamit para maka discount ha pag palit han mga item na akon karuyag. Yung negative experiences ko naman ay minsan delayed yung pagdating ng mga orders na halos mag iisang buwan muna ang item bago ma deliver saakin."* (Line 5)

R#4: Her good experience in the opinion of Respondent 4, is that when the item(s) exceeds her expectations, just like the reviews; she doesn't order an item if there are a lot of negative reviews; she select wisely. She also communicates with the seller before purchasing the items; it helps her feel less anxious when the seller is approachable and willing to accommodate requests. Her negative experiences always revolve around the shipment, the delays, and the damage. She had a lot of sellers who showed her photographs before shipping it in fine shape, but when it arrives, the products are damaged, which is she finds annoying, but she knows how to keep her cool. When the item is too damaged, she requests a return or refund from the seller.

*"My positive experience is that I think it's when the item(s) exceed my expectations just like the reviews, well I don't order an item if there's a lot of bad reviews, I choose wisely, I also do chat the seller first before ordering the items, it makes me less anxious when the seller is approachable and kind enough to accept requests."* (Line 4)

*"My negative experience is it always goes with the shipment, the delay and the damages. I've encountered a lot of sellers sending me photos before shipping it in a good condition but when it arrives, the items have damages and it's just irritating, but I know how to control my temper. Sometimes, when it's too damaged I ask the seller for a return/refund."* (Line 5)

R#5: Respondent 5 found the first product he purchased online to be so nice and worthwhile that he would like to purchase more. The only drawback is that the shipping time is excessive.

*"The first product that I shop online was good and worth it to buy that I'd like to buy more. The only downside is that the delivery is too long."* (Line 4)

R#6: Her excellent online purchasing experience said Respondent 6, was that the merchandise arrived in good condition, that she received exactly what she saw in the picture or in the store, and that the delivery was quick. They prefer shopping for things online since it offers discounts and freebies, which is one of her positive experiences with it. Her unpleasant experiences include ordering clothing or shoes from an internet store just to discover that it does not fit her. It's not like typical stores where she can touch and feel the item to see if it's right for her. Furthermore, according to her, when ordering an item from an international store, she must pay a high delivery price, and sometimes the delivered products are damaged, so she returns back to them.

*"My positive experience sa online shopping is yung maganda ang dumating na produkto, kung ano yong nakita ko sa picture or sa shop yon ang dumating at mabilis lang ang delivery. Isa din sa positive*

*experience ko sa online shopping is meron itong discounts and freebies kaya mas nag eenjoy akong mamili ng products through online."* (Line 5)

*"Yung negative experiences ko naman ay yong umorder ako ng damit or sapatos sa online shop tapos ang dumating ay hindi bagay o kasya sa akin. Hindi talaga gaya ng traditional shops na nahahawakan mo ang item at pwede mong isukat kung bagay ba sayo o hindi. Pati na rin kapag meron kang order na item sa internasyonal na tindahan kailangan mong magbayad ng malaking shipping fee at minsan ang naihahatid na products ay may pinsala kaya kailangan mong ibalik ang product, kaya kawawa yong delivery."* (Line 6)

## **2. Why consumer prefer online shopping.**

### **2.1. Online shopping vs. Offline Shopping**

Online ordering is both simple and pleasant. They're also still fighting a pandemic that's why they feel that shopping in a real store is dangerous. They prefer internet shopping to visiting to a physical store since it saves them time & expense compared to buying things or requesting services from stalls or physical stores. They prefer internet or shopping online since it allows them to shop anytime and wherever they want. It gives them more time to choose and buy products they want; there are more interesting items available for online purchasing; and they always read reviews to see whether what they see in picture is what they see in reality. Other commodities, as well as those from beyond their country, can be purchased online if people cannot find them on their local marketplaces.

R#1: As Respondent 1 have stated, ordering online is both convenient and enjoyable. Also, they're still dealing with a pandemic. She believes that shopping at a physical store poses a significant health risk.

*"As I've said earlier, ordering online is less hassle and quite fun. Also... we're still in the middle of pandemic. I believe shopping in the physical store would be a huge risk to our health."* (Line 9)

R#2: She prefer shopping online over traveling to a physical store because it saves her time and money compared to going to stalls or actual stores to buy products or request services. Traditional shopping can be time-consuming, but it allows her to see and touch the items they're buying. For her, internet or online shopping is more convenient because she can purchase whenever and wherever she chooses.

*"I prefer buying online instead of shopping in a physical store because shopping online saves a lot of time and money compared to going into stalls or physical stores to buy items and request services."* (Line 6)

*"For me, Internet or online shopping is more convenient because I can shop whenever and wherever I want, while traditional shopping can be time-consuming but allows you to see and touch the things you're buying."* (Line 7)

R#3: When he has items he wants to buy, it is preferable to shop online since he can see a lot of items, he wants to buy that are not available in real stores. It is easier to buy what he desires when buying online. Indeed, delivery of items to them may be delayed at times, whereas traditional shopping allows him to see the objects he wishes to buy up close.

*"Minsan may mga bagay tayo na gusto bilhin sa mga physical store kaya mas naire-recommend ang pag bili sa online shops sapagkat dito marami tayong nakikitang bagay na gusto natin bilhin na wala sa physical store."* (Line 7)

*"In shopping online mas napapadali nito ang pagbili ng mga bagay na gusto natin bilhin ang kaso nga lang is minsan delayed ang pag deliver ng items sa'yo, habang ang tradisyunal na pamimili ay mas nakikita natin sa personal ang mga bagay na ating gustong bilhin mas nasigurado natin na ang bagay na ating nabibili na maganda ang kalidad."* (Line 8)

R#4: It allows her more time to select and purchase products that she enjoys; there are more intriguing items available in online shopping; and she always check reviews to see if what she sees in the thumbnail is what she'll see in person. She believes that internet purchasing is more enjoyable since meeting an approachable seller brightens their day, especially when they consider requests and most



sellers include them when they email a photo of their evaluations. It's more convenient since she can visit more shops online, which is more interesting. It takes longer than traditional shopping but she can physically inspect the item and see more details about it.

*"It gives me more time to choose and items that I like, there's more interesting stuffs in online shopping and I always see the reviews if what they see in the thumbnail do actually looks like in personal."* (Line 7)

*"I think it's more fun in online shopping because if you meet a seller that is approachable it just brightens your day specially when they do take requests, they also feature you (most sellers) when you send a pic of your reviews."* (Line 8)

*"It's more convenient as I can visit more shops through online which is more interesting, and compared to traditional shopping it's time-consuming, but you can check the item physically and able to see more details about the item/product."* (Line 9)

R#5: He likes to purchase online because the items he desire aren't always available in real stores. He believes that the internet's time-saving aspect makes online shopping ideal for people like him who are unable to visit the high street on a regular basis; rather than spending hours roaming through different stores physically, he can buy things in a few clicks online.

*"I prefer to shop online because sometimes the things that I want is not in the physical stores."* (Line 6)

*"I think that internet is its time-saving nature, making online shopping perfect for those individuals like me whose busy lifestyles prevent them from visiting the high street on a regular basis. Rather than spending hours browsing through multiple shops, you can buy products in a couple of clicks online."* (Line 7)

R#6: Shopping online allows her to save time by not having to go to the markets to get the thing she require; instead, she simply open her internet app with a few taps and select the item from a list, add it to their cart, and complete the transaction. There are other things that she can buy online if she can't locate them in their local markets, as well as items from outside their country.

*"Shopping online is that I save time to go the markets to buy the item that I need, I just open my internet app in just couple of taps and pick at the list of the item that I want to buy, go to cart then complete the purchase. And there's item that you can buy online if you can't find it in your local markets, buy items outside your country with ease."* (Line 8)

## **2.2. Who or what made consumers shop online.**

To avoid going out, their relatives convinced them to buy anything they want on the internet. Also, it is significantly cheaper and time efficient. Their marketing strategies, advertisements, and consumer feedback encourage them to shop online. It is also very handy to purchase; having discount or coupons allows consumers to save both time and money.

R#1: Her cousin persuaded her to buy whatever she wants on the internet to avoid going out, especially now that the pandemic is in full swing. Her eye was drawn to the lovely shoes on display in that particular internet store. That's when she started buying things from the internet. She was inspired to buy her things online by some of the artists or influencers that wear or use them.

*"My cousin influenced me to buy whatever I want on online to avoid going out especially now that we're in the middle of pandemic."* (Line 10)

*"My attention got hooked on those beautiful shoes that I saw on the particular online shop. That's when I started purchasing stuffs from online."* (Line 11)

*"Some of the artist or influencers that wear or use the same product inspire me to buy their products online."* (Line 12)

R#2: Her sister pushed them to buy stuff or products online because it is much less expensive and time consuming. Their marketing methods, ads, and customer evaluations motivate her to make online

purchases. It's also quite convenient to buy; having discounts or coupons allows them to save time and money.

*"My sister influenced me to buy things or products online because it is way cheaper and less hassle to purchase online." (Line 8)*

*"Their marketing strategies, commercials, and customer reviews inspire me to purchase various items on the internet. It is also very convenient to purchase; having discounts or coupons saves me time and money." (Line 9)*

R#3: As stated by Respondent 3, it is because of the nice stuff he can buy online and the product recommendations.

*"Because of the nice things I can buy from online and because of the product endorsements." (Line 9)*

R#4: She started shopping online since it allowed her more time to select the products she desires. When she absolutely needs or want something, she always turns to online shopping; it's her short way for happiness.

*"What made me online shop is because it gives me more time to choose the items I want. I think when I really need or want an item my always go to is online shopping, it's my short way of happiness." (Line 10)*

R#5: He was persuaded to shop online by his sister and brother. He buys clothes online, so Respondent 5 made the same decision.

*"My sister & brother influenced me to shop online. Napalit kasi hira clothes online kaya nag decide liwat ako pumalit." (Line 8)*

R#6: The ones she is familiar with and those she has seen in various vloggers' vlogs made her shop online. When the pandemic began, she began shopping online for the first time. Because leaving the house is prohibited. Currently, she only sometimes orders online because the thing delivered isn't always what she expected.

*"Ummm... yung mga kakilala ko at yung mga nakikita ko sa mga vlogs ng iba't ibang vloggers. Nagsimula lang naman talaga ako mag online shopping noong nagsimula ang pandemic. Kasi nga bawal lumabas ng bahay. Kaya yon, pero ngayon, minsan nalang ako mag order through online kasi nga minsan hindi tama yung item na denidiver." (Line 9)*

### **2.3. What makes consumer buy their products online**

The stuff that was shown in the pictures seemed to be of good quality making them want to buy the product. They find it fantastic that they were able to obtain exactly what was shown in the images. To assess whether or whether their product is real, they just rely on the feedback they receive. They are more likely to buy their products if the ratings are positive; or else, they will not.

R#1: What motivates Respondent 1 to buy her things online is, the product that was presented in the images, which appears to be of decent quality. It's a wonderful thing that she got exactly what was displayed in the photographs.

*"The product that was shown in the photos which looks like in a good quality is what makes me buy their products online. It is such a good thing that I've received exactly what was shown in the photos." (Line 14)*

R#2: Respondent 2 simply rely on the reviews they receive to determine whether or not their product is genuine. If the reviews are favorable, she is most likely to purchase their stuff; otherwise, she will not.

*"To assess whether their product is legitimate, I just rely on the reviews they receive. If the reviews are positive that's more likely that I will buy their products otherwise not." (Line 11)*

R#3: He can tell from the photographs that the products are of good quality, and there are many positive reviews making him purchase the products.

"Nakikita ko sa mga litrato na maganda ang quality ng mga product atsaka madami din yung mga magagandang reviews kaya napapa-bili ako." (Line 11)

R#4: She assume that when an item is represented and portrayed almost perfectly, it is more persuading that she wants to buy it. However, she finds the positive feedback from other consumers more compelling.

*"I think by its thumbnail, it's more convincing when an item is pictured and portrayed almost perfect that you wanted to buy it. But, what's more convincing is the positive reviews from the other buyers."* (Line 12)

R#5: According to Respondent 5, it is the quality of the product that is worth to buy.

*"The quality is good and it is worth to buy."* (Line 10)

R#6: Because their products are of good quality and are nevertheless reasonably priced. Their packaging and delivery are also excellent. Reasons that makes Respondent 6 buy the their products.

*"Kasi maganda ang quality ng kanilang products at mura pa kaya yon.... Pati na rin ang kanilang packaging at pag deliver ay maayos."* (Line 11)

#### **2.4. Thoughts about the product**

R#1: Respondent 1 finds all her received product fantastic. Fortunately, everything she bought online has been of decent quality.

*"They are all great. Fortunately, all of the things that I've purchased online is in good quality."* (Line 13)

R#2: A few of the items she purchased online were excellent, while others were defective, which is unfortunate.

*"Some of the products I bought online were actually good, but some of those were defective items which is sad."* (Line 10)

R#3: In his own experience, the product that he purchased is also the product that is sent to him, which he likes because occasionally, others buy products based on what they see in reviews and the product that is provided to them is different.

*"For my own experience, kung ano ang binili kong produkto yun din ang mismong produkto ang naihatid sa'kin which is I'm glad kasi nga minsan yung iba base lang sa mga nakikita ko sa review minsan iba yung dumadating na product sa kanila."* (Line 10)

R#4: Sometimes what she sees is exactly what she gets, and it's disheartening when she receives a damaged item, an item that is incomplete, or different item was delivered to her.

*"Sometimes there are items that what you see is what you get, sometimes it's disappointing when a damaged item arrives to you or an item is incomplete or a different item in what you ordered. It does depend on the courier and the seller's effort."* (Line 11)

R#5: The quality is superb, but there was that instance where the product he purchased did not match the thing they wanted to purchase, which was disappointing.

*"The quality is great but there was one time that the product that I bought is not the same as the product that I want to buy, which is disappointing."* (Line 9)

R#6: She can buy nice products online, however there are occasions when some items are damaged and others are already open.

*"Ummm... maganda naman ang nabibili ko sa online kaya lang minsan may mga sira na at nakabukas na yong iba. Minsan din na iiscam ako."* (Line 10)

## 2.4. Factors that affects in purchasing decisions

Their purchase preferences are influenced by their internet ordering experiences. Because if they had a bad experience with the online sellers/store, they would never buy from them again. The availability of products, quality, having a difficult time obtaining items online at times, shipment timeliness, and the simplicity of use, efficiency, and enjoyment of online shopping influence their thoughts and intents to shop online.

R#1: Her online ordering experiences have a significant impact on their shopping decisions. She will never buy from their stores again if she had a terrible experience with them.

*"My experiences ordering through online greatly affects my purchasing decisions." (Line 7)*

*"Uhm... Well... kasi, ganito kasi yan, kapag if I ever had a bad experience with them I will never buy again from their shops." (Line 8)*

R#2: The factors that affects Respondent 2's purchasing decisions are the products' availability, quality, and having a hard time ordering items online at times.

*"The availability and quality of products. Sometimes, I become hesitant in ordering products online." (Line 5)*

R#3: Respondent 3 stated that the only factors that affects their purchasing decisions are the product quality and delivery time.

*"Yung quality ng products atsaka yung delivery time. Yeah that's it." (Line 6)*

R#4: Factors that affects Respondent 4's purchasing decisions are that she believes she should exercise extreme caution while ordering an item because there are many scammers out there, and their money could be wasted.

*"I think I should be very careful when ordering an item, because there are a lot of scammers and my money might just go to waste." (Line 6)*

R#5: The ease of use, utility, and enjoyment of online buying influence his attitudes and intentions to shop online.

*"My perceptions towards online shopping and intention to shop online are affected by ease of use, usefulness, and enjoyment." (Line 5)*

R#6: The factor that affects Respondent 6's purchasing decisions is when she order something from an online retailer and it arrives damaged, she will not buy from that store again. They'll simply look for another internet store that provides better customer service.

*"Kapag nag order ako ng product sa isang online store tapos ang dumating na product ay may damage na eh sa susunod hindi na ulit ako bibili sa store na iyon. Maghahanap nalang ulit ako ng online store na mas maganda ang service sa kanilang customers." (Line 7)*

## 3. What can be inferred from the responses of online consumers?

### 3.1. Opinions, recommendations & suggestions of consumers

R#1: According to Respondent 1, to keep from having low rates in their shop, they should give the buyer the correct thing. They should also always answer the customer's question.

*"They should give the exact product to the customer to avoid having low rates in their shop. Also, they should always respond to the customer's question." (Line 13)*

R#2: Online vendors should, in their opinion, provide customer review and proofreading services on their websites to ensure shoppers that their products are genuine and to make their websites easier to navigate and find.

*"In my opinion, online sellers should offer customer review and proofreading services on their websites to reassure buyers that their products are legitimate and to make their websites easier to navigate or find." (Line 12)*

R#3: According to Respondent 3, sellers must make their clients feel at ease when shopping on their website.

*"Make their customers comfortable while shopping on their online shop." (Line 12)*

R#4: According to Respondent 4, it is a fantastic invention because it allows people who do not live in a big city or even a tiny province where malls do not exist to shop online. Her suggestions are that they reduce the shipping charges because many people (including herself) always shop online and the shipping fee is often more expensive than the item they order. Plus, she hopes vendors are more helpful, friendly, and will keep them updated in any way they can.

*"My opinion is it's a great invention as for the people who are not in a big city or just in a small province where malls do not exist, online shopping can save you from it. My recommendations are, I think they should lessen the shipping fee as a lot of people almost shop online everyday (for me) because sometimes the shipping fee is much pricy than the product I order." (Line 13)*

*"Also... sellers should put more real photos they took and more information about the product they sell, I hope they're more accommodating, approachable, and will update you in any ways." (Line 14)*

R#5: All he has to say is keep doing what the sellers are doing. Continue the fantastic work they've begun, and don't let online customers down.

*"So far, none." (Line 11)*

*"Yung masasabi ko lang keep up the good job. Continue the good things that they have started, don't disappoint the online consumers." (Line 12)*

R#6: Respondent 6's suggestion is to improve their service by arranging packing and placing products in such a way that they won't get damaged, and those who deliver the parcel will handle them nicely so that when the it arrives to the customer, they will be satisfied and will buy more at their online store.

*"Siguro...uhmm... mas pagandahin nila ang kanilang serbisyo gaya ng pagsasa-ayos ng packaging at pagkakatagay ng products para hindi masira at yong mga nag dedeliver is iingatan ang mga products para pag dumating sa customer ay ma satisfied at mas bumili pa ulit sa kanila ng products." (Line 12)*

### **3.2. Consumer overall rating of their online shopping experiences**

R#1: Respondent 1 rated her online shopping experiences by 4/5, since they've been receiving high-quality products.

*"4, been receiving good quality products since then." (Line 14)*

R#2: It gets a 4 from Respondent 2 since, given the fact that it spares time and expense, she still have to deal with defective or poor products.

*"For me, it's a 4 because, despite the fact that it saves time and money, we can't avoid acquiring or receiving defective or low-quality products." (Line 13)*

R#3: Respondent 3 rated their online shopping experiences by 3/5.

*"3." (Line 13)*

R#4: Respondent 4 gave it a 2.5/5 because she had half-satisfaction and half-disappointment with the products she received, and also the shipping fee is just much higher than most of the items they purchase.

*"I would rate it 2.5/5 because I've experienced half satisfaction and half disappointment about the products I receive, and the shipping fee is much more expensive than most items I order, but so far it's a*

great experience and makes you waste lots of money because of how convincing and letting you out of boredom.” (Line 15)

R#5: Respondent 5 rated his online shopping experiences by 4/5, because it signifies his positive experiences. The other 1 is for a product that they purchased but did not arrive exactly as described.

“4. Ayun nga... An four para han akon mga good experiences. An one naman para han usa nga product na binili ko pero hindi iyon mismo yung nareceive ko.” (Line 13)

R#6: Respondent 6 rated her online shopping experiences by 3/5, because she is not that satisfied with what she received online.

"Umm... uh siguro 3 lang kasi hindi talaga ako ganon ka satisfied sa mga dumating na inorder ko sa online." (Line 13)

In conclusion, people were originally cautious to shop online because they were concerned about being cheated or receiving substandard goods. With all this in mind, they began to question if a product was worthwhile purchasing. That is why it is critical to read reviews carefully before purchasing a product in order to assure fulfillment as soon as it arrives. Fortunately, when they attempted to make a purchase, the experience was not as unpleasant as they had anticipated, and they're even delighted with the results. Finally, they felt comfortable purchasing items online. They also noted that online retailers provide a lot of fascinating things at lower prices than other stores, and that it gives them a lot of time to choose from a variety of products at once.

They enjoy that the product they bought is also the one that is supplied to them, because often people buy things depending on what they are seeing in reviews, but the item that is delivered to them would be different. Fortunately, some of the products they have purchased online were outstanding, while others were damaged. However, despite of all that, they still want to shop online.

## **SUMMARY**

The whole paper discusses the perceptions and purchasing decisions of consumers in online shopping as well as their experiences. The research points out that it is relevant to use the consumer perception model of Jaafar and Lalp (2012) to analyze the online shopping perceptions of consumer.

While contributing important insights into the perceptions of shoppers online, this research does have some limitations. The research is based on a qualitative study: a non-probability technique was used. Secondly, the sampling of this study was chosen in Catbalogan City, with no comparison with other cultural context.

In answering the first question which is "how do consumer perceive online shopping" the findings shows the perception of consumer before and after engaging in online shopping. Participants were originally cautious to shop online because they were concerned about being cheated or receiving poor quality goods. However, when they tried to make a purchase, the experience was not as unpleasant as they thought it would be, and they're even delighted with the results making them buy through online again. There are also times where they received a defective items but still that doesn't stop them from shopping online, they only not make any purchases again from that particular online store.

In answering the second question "why do consumer prefer buying online?" the finding of the study shows that they were influenced by their relatives and other influencers. From the information we gathered, the respondents prefer to shop online because it saves them time and money compared to purchasing items or requesting services from physical stores. Also, because it gives them more time to select and purchase the products they desire. It allows them to shop whenever and wherever. Other commodities, as well as those from outside their country, can be purchased online if they are unavailable in their local markets.

In answering the 3rd questions, the overall rating of consumers varies depending on their experiences. For those who have not yet encountered or have encountered a slightly bad experience while shopping

online rated their shopping experiences as four over five and for those who had a really bad experience rated their online shopping experience below four out of five.

## CONCLUSION

It is undoubtedly that online shopping is extremely more convenient than shopping in a physical store. Many people turn towards online shopping because there's a lot of benefits it can give to the people especially for those who do not want to go outside because of pandemic and for those people who are simply a bit lazy to go out. A lot of researchers already mentioned the advantages of using online shopping and how convenient it is.

Consumer's perception towards online shopping is influenced with many factors such as shipment time, delivery, availability, usefulness & quality of the products. For the consumers to be loyal on the seller's online store, seller's must give them the satisfaction that they want and try to be more consistent to their customer service.

## RECOMMENDATIONS

The sampling of this study was limited in one city. Further studies could make use of a broader sampling, in order to explore the wider experiences, perceptions and intentions of consumers from different cities towards online shopping. Other segments of the online shopping context should be studied by researchers. Researchers could go through deeper into the characteristics of online purchasing experiences using an approach that allows for the examination of group experiences. Therefore, researchers could study online shopping experiences and perceptions in a socio-cultural context.

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