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RESEARCH ARTICLE

A STUDY ON CUSTOMER SATISFACTION OF PUP MBA STUDENTS TO ONLINE SHOPPING

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Abstract

The increase in technology provides good opportunities for the seller to reach the customer much faster, easier and in an economic way. Many experts assumed that e-commerce or online shopping currently represents a growing piece of the overall commerce pie and its share is expected to increase steadily in the near future so that shopping mall owners must not simply provide customer the access to their desired but also give them the opportunities to experience products, and understand their social motives and experiential needs as well. For example, in response to changing consumer needs, malls have expanded to provide more various kinds of services and entertainment. Especially, malls have e-shopping portals and home delivery services that aim to serve young people and busy customers. Along with the development of electronic commerce, e-consumer, a distinct group of customers who turns to choose web-pages to purchase products, has become an important object than ever before and require retail marketers to appeal.

Introduction:-

Nowadays, shopping through the internet has become an alternative for consumers since it is more comfortable than conventional shopping which is usually attributed with anxious, crowded, traffic jam, limited time and parking space. Online shopping is considered as a new medium toll between the retailers and the consumers, and also retaining customers on e-retail is the biggest issue that is faced by any e-retail store. Most consumers are looking for ways to streamline their shopping. Therefore, consumers tend to want to get items quickly without bargaining on price or quality, hence, e-shopping has become an important consideration. Consumers can order an amazing variety of products via the internet (Yomnak, 2007). Customers likes online shopping because it saves time. Online shopping is indoor shopping, no need to go outside. By rapid access customers get information quickly. Online shopping eliminates physical appearance so then it's the easiest way to purchase products.

Statement of the Problem:

Specifically, the study attempted to find solutions to the following problems:

What is the demographic profile of the respondents in terms of the following:

1. Age
2. Marital status
3. Sex
4. Monthly Income

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What is the respondent's behavior in online shopping in terms of:
1. Frequency of visit
2. Products purchased
3. Mode of payment
4. Visited online websites
5. Frequently bought products

How do the respondents assess online shopping?

Is there a significant difference in respondent's assessment in online shopping and their demographic profile?

Foreign literature:
Online shopping is associated with low price compared to actual or physical store. The reason for this is to compete in terms of customer loyalty (Thau, 2013). Using computer as its medium it is mostly convenient for customers regardless of age, sex, physical difficulty and area. Compared to physical store online shopping site's has a transparency when it comes to price and information, preferring online shopping specially when customers can find cheaper products and price comparison (Emarketer, 2018). Non-stop operation, low prices, time efficient, greater selection are some of the reasons why online shopping is preferred by most if not all people belonging to gen X to baby boomers. While important product, shopping experience, security of information and customer concerns are the primary reason for those who prefers actual or physical store (Chaffey, 2017). While keeping in mind that price and information is the key there are still important things for online retailer to keep customer motivation. These are content which deals with information, customization of the site, community which deals with customer forums, convenience, cost reduction and choice of selection and price (Hanlon, 2016).

Local literature:
Based on CNN Filipinos had 67 million active users in online shopping on 2018. In support of this Filipinos are ranked first when it comes to social media usage and time consumption. In evidence to the growing online shopping or e-commerce Lazada had a 1.3 billion visit during 11-11 and 12-12 sales day (Zialcita, 2019). Surprisingly most of the transaction done is not on computer, but using mobile apps in cellphone. Based on Poland-based discount provider Picodi.com transaction using cellphones were 49% and 51% were made using computer. Three months shows most activity during years which are June with Php 5,409 spending per person, November and December with a combined spending of Php 6,509 but with the most number of spending. On the other hand, age 25 to 34 has the highest purchasing frequency of 52%, next is 18 to 24 with a 26% and 35 to 54 with a 13%. While Food on delivery is the highest online purchase next is clothing then accessory (Macaraeg, 2019).

Local studies:
It was found out that the longer and the more frequent the customers stays active in social media the higher the chances of online purchase can be made. With this tie in or advertisement of several if not all shopping sites with popular social media (Catedrilla, 2017). Filipinos openness to e-commerce especially to online shopping and social media can be associated to ease of usage and customize personalization of usage. Western culture heavily influence our preference making ease of usage and customization a priority in e-commerce (Amorosoa & Lim, Google Scholar, 2015). On the other hand, online shopping is affected by several factors such as disposable income of customers and increasing complexity of some online shopping together with the internet. It was found that online shopping tends to have more female than male customers. The reason was that female tends to perceived financial risk toward online shopping (Bringula, Basa, Cruz, & Rodrigo, 2015).

Scope and Limitations:
The study may have successfully succeeded in obtaining the goals of the study but subject to some limitations.

The population sample is taken only from the Graduate School students of any courses who are currently enrolled in the Polytechnic University of the Philippines (PUP). And the proponents have only gathered portion of the population which may not represent the whole community of online shoppers.

Further, the study will be focusing only on the factors of satisfaction namely: packaging of the product, time consumed on the delivery of the product to the customer and the price of the product.

Significance of the Study:
The researcher believes in the merits of the study to the following individuals:

Online Marketplaces:
The study will provide more information about the behavior and factors that affect customer satisfaction which influences them to buy. Also, the information in this study will help to create a marketing strategy that will meet satisfaction of the customer.

Sellers:
The outcome of this study will give information to assess if putting their products in online shopping site will reach their target market and how they can win in the current competition. This study also can help to give ideas to the sellers to improve and enhance their products based on the different factors of customer satisfaction.

Online Shoppers:
The study will give information to the online shoppers to compare and to decide what is the best Online shopping website will suit to their needs.

Philippine Economy:
This will help to increase the positive revenue of the country since online selling of products will not be visible only to Philippines but it will also visible to other countries. More people can access the page means more chances or revenue growth.

Future Researchers:
This study might be used to the future research and this can also encourage them to research deeper regarding to this topic.

$$n = \frac{\mathrm{N}}{1 + \mathrm{Ne}^2}$$

Research Methodology:-

The researchers used descriptive research design which describes, interprets andAnalyzes information and factual data gathered through comprehensive investigation. This framework is acceptable in this study since it explains the current situation through relative questions. The researchers' goal is to explore the elements that affect customer's satisfaction towards online shopping and to measure how these factors are extensive.

Population, sampling size and research instrument:
In order to summarize consumer's perception, the researchers' facilitate the collection of data through the use of survey. Surveys are useful in describing the characteristics of a large population. No other research method can provide this broad capability, which ensures a more accurate sample to gather targeted results in which to draw conclusions and make important decisions (De franzo, 2012).

The Polytechnic University of the Philippines Masters in Business Administration student represented the population for this research. The total population size of currently enrolled on PUP MBA students for 1st semester 2019-2020 is 617 (Office of registrar, 2019). Purposive sampling technique was adopted in the sampling process to identify the respondents who have experienced online shopping transactions. Since the population is finite, **Slovin's**formula was used to determine the sample size of the study. Slovin's formula is used to calculate the sample size n given the population size and error. It is computed as:

Where: N is the total population
e is the level of precision

The survey was conducted from 3rd week of September to 2nd week of October 2019 and There were 243 students who responded through answering the online and physical survey. Each respondent was asked to answer the questionnaire which could be finished within 5 minutes and can be easily understood.

The questionnaire was created using google survey app and was published electronically using the internet, inter-mediated questionnaires. Aside from this, physical survey copies were distributed to the students who were not able to answer online and for the purpose of reaching more respondents. The questionnaire was structured in such a way to ensure that the objective and hypothesis of this research can be achieved. The Likert scale has been used for the main research questions. The questionnaire was divided into three parts; part I, part II and part III. Part I focuses on the demographic background of the respondents. Their age, status, gender and monthly income. Part II evaluates their behavior when it comes to online shopping. Their frequency of purchase, most visited shopping sites and most purchased product. Part III consist of certain questions all divided according to the relevant independent variables. In order to get better understanding, 4-point scale (Strongly Agree, Strongly Disagree, Agree and Disagree) for question 1 and (Strong Satisfied, Satisfied, Dissatisfied, Strongly Dissatisfied) for question 2 were applied to know clearly what influences the respondents in their satisfaction assessment towards online shopping. The results are then recorded into an excel document and tabulated through the use of charts.

These primary data were used as a key to strengthen the understanding of the research. The secondary data for this paper includes journals, books, and articles that have been chosen to provide a lot of insight for the creation of the literature review. In this research, secondary data was mainly collected from Google scholar website (http:// scholar.google.com), an online library consisted of previous research papers made by authors around the world made available to the public. In addition, secondary data supply credibility to the paper as well as references.

After gathering data**,** SPSS was used to analyze, and interpret the figures. Analysis of Variance (ANOVA) was carried out to conclude.

Statistical treatment of data:
Quantitative research measures the data using descriptive statistics. The aim is totransform the raw data from the results of questionnaires into numerical data.

The data collected were arranged and classified based on the research design andproblems formulated. The figures were encoded, tallied and tabulated to facilitate theanalysis and interpretation of results using the following:

Percentage:
Percentage of frequency is computed by dividing the frequency with the total number of respondents multiplied by 100.

The formula is as follows:

$$\% = (f/x) * 100$$

Where:

% = percentage
F= frequency
X = total number of respondents

Weighted mean:
The weighted mean is a type of average in which weights are assigned to individual values in order to determine the relative importance of each observation. This statistical formula was used to determine the average responses of the respondents in the different portions of the survey.
The formula is as follows:

$$\textbf{Weighted Mean} = \frac{\sum_{i=1}^{n}(xi * wi)}{\sum_{i=1}^{n} wi}$$

Where
∑ denotes the sum
w is the weights and
x is the value

Analysis of Variance (ANOVA):
Analysis of variance, or ANOVA, is a strong statistical technique that is used to show difference between two or more means or components through significance tests. It also shows us a way to make multiple comparisons of several population means.

To examine the research data, an Analysis of Variance (one-way ANOVA) will be conducted to determine if there is a significant difference on the dependent variables by independent variables. One-way ANOVA is an appropriate statistical analysis when the purpose of research is to assess if mean differences exist on one continuous dependent variable by an independent variable with two or more discrete groups. The dependent variable in this analysis is the respondent's level of assessment and behavior towards online shopping, and the discrete groups of independent variable (male and female).

Below mentioned formula represents one way Anova test statistics:

$$F = \frac{MST}{MSE}$$

Where,
F = Anova Coefficient
MST = Mean sum of squares due to treatment
MSE = Mean sum of squares due to error
Formula for MST is given below:

$$MST = \frac{SST}{p-1}$$

$$SST = \sum n(x - \overline{x})^2$$

Where,
SST = Sum of squares due to treatment
p = Total number of populations
n = The total number of samples in a population.

Table 1.1:- Frequency and Percentage Distribution of Respondents' Gender.

Gender	Frequency	Percentage
Female	170	70%
Male	73	30%
Total	**243**	**100%**

Table 1 represents the respondents' gender. It can be seen from the table that 70% of the respondents are female with a frequency of 170. However, only 30% are Male with a frequency of 73. This indicates that women are more interested in online shopping than men. This support the fact that women take care of the household needs of the family and also shopping serves as a recreational activity for women. This could also be due to the fact that women have more needs than men especially when it comes to apparel and other necessities. Men usually goes online shopping when they already have a thing to buy in mind unlike women who sometimes go shopping then purchase the good that they like or seems interesting.

Table 1.2:- Frequency and Percentage Distribution of Respondent's Marital Status.

Marital Status	Frequency	Percentage
Single	203	84%
Married	38	16%
Separated	1	0%
Widowed	1	0%
Total	**243**	**100%**

Table 1.2 represents the respondents' marital status. The table shows that most of the respondents who use online shopping platform are single with a frequency of 203 or 84%. Next are married people with a frequency of 38 or 16%. While separated and widowed has the least number of respondents who use online shopping to buy products or services with a frequency of 1 only. This indicates that single people have more time to spend in other leisure

activities than married people who are busy tending to their own family and do not have much time for other activities like online shopping.

Table 1.3:- Frequency and Percentage Distribution of Respondent's Age.

Age	Frequency	Percentage
24 and below	62	26%
25 to 30	132	54%
31 to 35	22	9%
36 to 40	15	6%
41 to 45	6	2%
46 and above	6	2%
Total	**243**	**100%**

Table 1.3 shows the respondents' age. Among the 243 respondents, 62 or 26% are between 24 years old and below, 132 or 54% are between 25 to 30 years old, 22 or 9% are between 31 to 35 years old, 15 or 6% are between 36 to 40 years old, and respondents who are between 41 to 45 years old and 46 and above gets the same result with a frequency of 6 or 2%. This indicates that respondents between 25 to 30 years old frequently visits online shopping platforms. The people who belong in this age group usually has high position or supervisory/managerial position at work and have stable jobs than those who are 24 years old and below. This means they have more disposable income that they can use for shopping. On the other hand, those who are in the age group of 31 and below barely used online shopping platform. The people in this age group prefer the traditional way of shopping or going to department stores or malls than using the available technology.

Table 1.4:- Frequency and Percentage Distribution of Respondent's Monthly Income.

Average Monthly Income	Frequency	Percentage
Less than P 10,000	2	1%
P 10,000 to P 20,000	48	20%
P 20,001 to P 30,000	101	42%
P 30,001 to P 40,000	45	19%
P 40,001 to P 50,000	18	7%
More than P 50,000	29	12%
Total	**243**	**100%**

Table 1.4 represents the respondents' monthly income. It can be identified that most of the respondents who use online shopping platform have an average monthly income between Php 20,001 to Php 30,000 with a frequency of 101 or almost half of the total respondents. 48 or 20% have an average monthly income of Php 10,001 to Php 20,000, 45 or 19 % of the respondents have an average monthly income between Php 30,001 to Php 40,000, 29 or 12% earn an average monthly income of more than Php 50,000, 18 or 7% earn an average monthly income between Php 40,001 to Php 50,000 while those who earn less than Php 10,000 get the least number of respondents with a frequency of 2 or 1% only.

Table 1.5:- Frequency and Percentage Distribution of Respondent's Frequency of Visiting Online Shops.

Frequency of Visiting Online Shops	Frequency	Percentage
Once	6	2%
Sometimes	106	44%
Often	53	22%
Seldom	50	21%
Always	28	12%
Total	**243**	**100%**

Table 1.5 shows how frequent the respondents visit online shop. The result shows that 6 or 2% visit online shops "Once", 106 or 44% answered "Sometimes", 53 or 22% answered that they visit the online shops "Often", 50 0r 21% said that they "Seldom" visit online shops while the remaining 28 or 12% answered that they "Always" visit online shops.

Table 1.6:- Frequency and Percentage Distribution of Respondent's Frequency of Purchasing through Online Shops.

Frequency on Purchasing through Online Shops	Frequency	Percentage
Weekly	14	6%
Monthly	74	30%
Quarterly	115	47%
Yearly	40	16%
Total	243	100%

Table 1.6 represents the respondents' frequency of purchasing through online shops. Only 14 or 6% answered that they purchase through online shopping every week, 74 or 30% of the total respondents said that they purchase monthly, 115 or 47% respond that they purchase every quarter and 40 or 16% answered that they purchase yearly.

Table 1.7:- Frequency and Percentage Distribution of Respondent's Frequently Visited Online Shops.

Online Shops	Frequency	Percentage
Shoppee	195	80%
Lazada	189	78%
Metrodeal	65	27%
Zalora	40	16%
OLX/ Carousell	28	12%
Amazon	14	6%
Globe Online Shop	6	2%
eBay	4	2%
AliExpress	3	1%
Galleon.ph	3	1%
Others	20	8%

Figure 1.7:- Frequency and Percentage Distribution of Respondent's Frequently Visited Online Shops.

Table 1.7 represents the respondents' frequency of visiting online shops. The table shows that the most visited online shop is shoppee with a frequency of 195 or 80% of the respondents said that they visited the said online shop, 189 or 78% of the total respondents said that they visited Lazada which is two percent lower than shoppee. Metrodeal falls right behind Lazada with 65 or 27% of the respondents said that they visited the said online shop, 28 or 12% of the respondents visited OLX/Carousell, 14 or 6% of the total respondents said that they visited Amazon, both Globe Online Shop and eBay has been visited by 2% of the total respondents with a frequency of 6 and 4, respectively. AliExpress and Galleon.ph has the same frequency of 3 or 1% of the respondents visited these online shops while 20 respondents or 8% of the total respondents answered that they visited other online shops.

Table 1.8:- Frequency and Percentage Distribution of Respondent's Commonly Purchased Products from Online Shops.

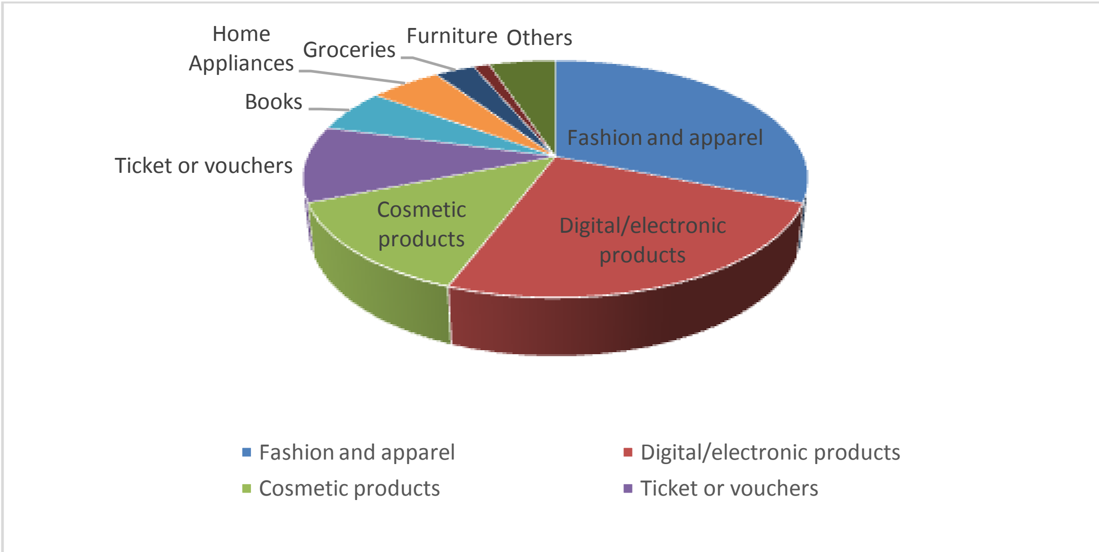

Table 1.8 represents the respondents' commonly purchased products from online shops. It can be seen that the most frequently purchased product are those that are related with fashion and apparel which has a frequency of 153 or 63%, 121 or 50% of the total respondents said that they purchase digital or electronics products on online shops, next are the cosmetic products with a frequency of 64 or 26%, while 51 or 21% respondents said that they have purchased ticket or voucher on online shops, 29 or 12% of the total respondents have bought books, 27 or 11% answered that the they have purchased home appliances, 15 or 6% bought groceries, only 6 respondents or 2% answered that they purchased furniture and 25 or 10% of the total respondents bought other products through online shopping.

Table 1.9:- Frequency and Percentage Distribution of Respondent's Preferred Mode of Payment.

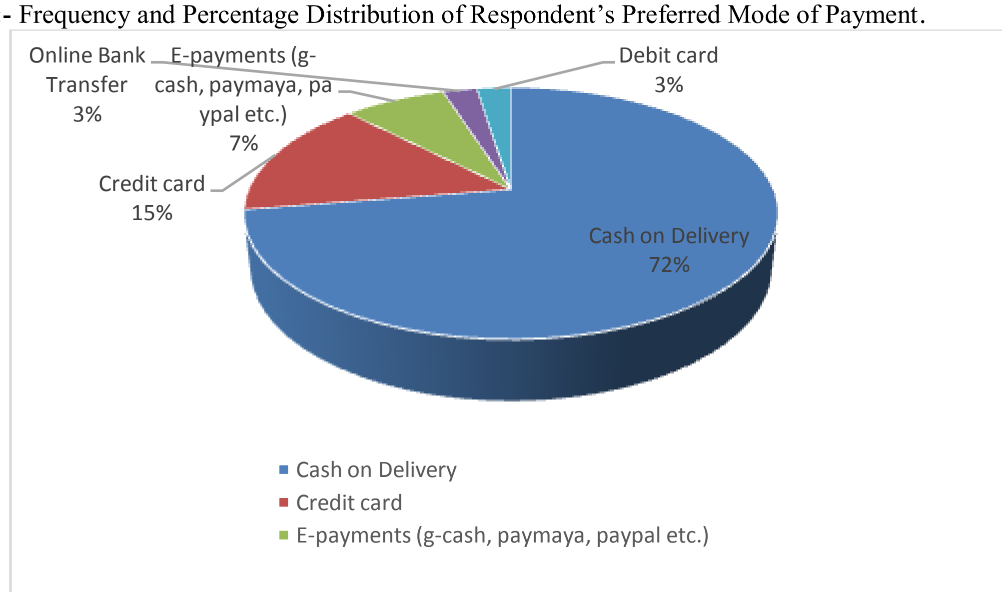

Table 1.9 shows the respondents' preferred mode of payment when purchasing products from online shops. Cash on delivery is the most preferred mode of payment with a frequency of 176 or 72%, 37 respondents or 15 of the total respondents said that they prefer to use credit card when paying for the item they bought through online shopping, 18 or 7% said that they prefer to use e-payments such as g-cash, paymaya, paypal and the like, while Online Bank Transfer and Debit Card both have a frequency of 6 or 2% only.

Table 1.10:- Frequency and Percentage Distribution of the Factors That Respondents Consider Before Buying from Online Shop.

Factors to Consider	Frequency	Percentage
Product and seller Review	169	70%
Product and seller rating	118	49%
Comparison of prices	105	43%
Referral from friends	35	14%
Advise from offline stores	3	1%

Table 1.10 represents the factors that respondents consider before buying from online shops. Product and seller review has the highest frequency with 169 or 70% of the respondents consider this factor before buying a product, 118 or 49% consider Product and seller rating before they purchase a product through online shopping, Comparison of prices has a frequency of 105 or 43% of the total respondents consider the prices of the product in different shops before they buy it, 35 respondents or 14% answered that they consider referral of their friends when deciding whether to purchase a product or not, lastly only 3 respondents or 1% of the total respondents said that they consider the advice from offline stores before they decide to purchase a product from online shop.

Table 1.11:- Frequency and Percentage Distribution Of The Respondent's Reason for Using Online Shopping.

Reason	Frequency	Percentage
Time saving/Convenience	169	70%
Sale or discounts	92	38%
Product and information availability	76	31%
Wider selection of products	76	31%
Better offers	67	28%
Better prices	66	27%
Ease of use	36	15%
Service quality	9	4%
Helpful for old and disabled	2	1%

Table 1.11 shows the respondents' reason why they prefer to use online shopping. Most of the respondents, with a frequency 169 or 70%, said that they prefer to use online shopping because of its time saving and convenient feature. 92 respondents or 38% answered that they use online shopping because of the sale or discounts given by the sellers. Both product and information availability and wider selection of products have the same number of frequency which is 76 or 31% of the total respondents. 67 or 28% said that it's because of the better offers of online shops while 66 respondents answered better prices as one of the reason they prefer to use online shopping. 36 or 15% answered ease of use, 9 or 4% said that they prefer to purchase through online shopping because of the quality of service while only two respondents or only 1% said that they use the online shops because it is helpful for the old and disabled.

Table 1.12:- Significant Difference Between Respondents' Demographic Profile and Level of Assessment.

	Product and seller rating		Product and seller Review		Advice from other sellers		Comparison of prices		Referral from friends	
	Sig.	I	Sig.	I	Sig.	I	Sig.	I	Sig.	I
Gender	0.734	NS	0.607	NS	0.100	NS	0.338	NS	0.858	NS
Age	0.975	NS	0.395	NS	0.551	NS	0.760	NS	0.241	NS
Marital Status	0.259	NS	0.256	NS	0.982	NS	0.142	NS	0.218	NS
Average Monthly Income	0.853	NS	0.453	NS	0.113	NS	0.410	NS	0.015	S

	Time saving / convenient		Product and information availability		Wide selection of products		Cheaper prices than in physical stores		Better offers than in physical stores		Helpful for old and disabled	
	Sig.	I	Sig.	I	Sig.	I	Sig.	I	Sig.	I	Sig.	I
Gender	0.203	NS	0.663	NS	0.450	NS	0.821	NS	0.567	NS	0.995	NS
Age	0.490	NS	0.590	NS	0.849	NS	0.572	NS	0.537	NS	0.262	NS
Marital Status	0.017	S	0.106	NS	0.666	NS	0.245	NS	0.959	NS	0.174	NS
Average Monthly Income	0.947	NS	0.518	NS	0.234	NS	0.724	NS	0.966	NS	0.345	NS

Legend: Significant at p-value <= 0.05; S = Significant, NS – Not Significant

Table 1.12 represents the significant difference between the respondents' demographic profile and their level of assessment on online shopping. The table shows that there is no significant different between the respondents' demographic profile and their level of assessment in terms of "Product and Seller Rating", "Product and Seller Review", "Advice from Other Sellers", "Comparison of Prices", "Product and Information Availability", "Wide Selection of Products", "Cheaper Prices than in Physical Stores", "Better Offers than in Physical Stores" and "Helpful for Old and Disabled" which has a p value greater than 0.05. However, there is a significant relationship between the respondents' Average Monthly Income and "Referral from Friends" which has a p value less than 0.05 (p=0.015). A Tukey post hoc test revealed that there is a significant difference between the level of assessment of respondents in "Referral from friends" with a monthly income of more than Php 50,000.00 when compared to those whose income ranges between P 20,001 to P 30,000 and P 40,001 to P 50,000. However, the said test shows that there is no significant difference between the level of assessment of respondents with a monthly income of more than Php 50,000.00 when compared to those with income less than Php10,000.00, Php 10,000.00 to Php 20,000.00 and Php 30,000.00 to Php40,000.00. This indicates that respondents whose income is more than Php 50,000 don't usually ask for a referral from friend when using online shopping.

On the other hand, the table indicates that there is a significant difference between respondents' level of assessment on online shopping and their marital status. Tukey post hoc test revealed that respondents who are single find online shopping to be convenient and also time saving compared to those who are married, widowed and separated.

Table 1.13:- Significant Difference Between Respondents' Behaviour and Level of Assessment.

	Product and seller rating		Product and seller Review		Advice from other sellers		Comparison of prices		Referral from friends	
	Sig.	I	Sig.	I	Sig.	I	Sig.	I	Sig.	I
Behavior	0.266	NS	0.145	NS	0.447	NS	0.026	S	0.288	NS

	Time saving / convenient		Product and information availability		Wide selection of products		Cheaper prices than in physical stores		Better offers than in physical stores		Helpful for old and disabled	
	Sig.	I	Sig.	I	Sig.	I	Sig.	I	Sig.	I	Sig.	I
Behavior	0.881	NS	0.301	NS	0.004	S	0.021	S	0.009	S	0.656	NS

Legend: Significant at p-value <= 0.05; S = Significant, NS – Not Significant

Table 1.13 represents the significant difference between the respondents' behaviour and their level of assessment on online shopping. The table shows that there is no significant difference between the respondents' behaviour and their level of assessment in terms of ", "Product and Seller Rating", "Product and Seller Review", "Advice from Other Sellers", "Referral from Friends", "Time Saving/Convenient", "Product and Information Availability", and "Helpful for old and Disabled". On the other hand, there is a significant difference between the respondents' behaviour and their level of assessment on "Comparison of Prices", "Wide Selection of Products", "Cheaper Prices than in Physical Stores" and "Better Offers than in Physical Stores".

A Tukey post hoc test revealed that there is a significant difference between those who "Sometimes" visit online shops and those who "Always" visit online shops. People who "Always" purchase through online shopping "Strongly agrees" that one of the factor they consider before using or buying at online shopping websites is the comparison of prices from other shops while those whose frequency of visiting online shops is "Sometimes" state that they only "Agree" with the said statement.

People who "Always" visit online shops stated they "strongly agree" that they prefer online shops because of the "Wide Selection of Products" while those who "Sometimes " and "Seldom" visit online shops only "Agree" with the statement.

The said test also specifically shows that respondents who "Always" use online shopping "Strongly Agrees" that online shops offer cheaper prices than in physical stores while those who "Seldom" use online shopping only "Agree" that the prices on online shops are indeed cheaper than in physical stores.

Also Tukey post hoc test revealed that respondents who "Seldom" visit online shops "Disagree" that there are better offers on online shops than in physical stores while those who "Always" use online shops said that they "Strongly Agree" that online shops have better offers. Lastly, those respondents who said that they "Sometimes" purchase through online shopping answered that they "Agree" with the said statement.

Findings:

Based on the results gathered, the following findings are hereby presented.

Majority of the respondents are females with a frequency of one hundred seventy-three (173) and percentage of 70%. On the other hand, males comprised of seventy-three (73) respondents with a percentage of 30%.

Majority of the respondents who use online shopping platform are single with a frequency of 203 and percentage of 84%. Next are married people with a frequency of 38 and percentage of 16%. While separated and widowed has the least number of respondents who use online shopping to buy products or services with a frequency of 1 only.

Among the 243 respondents, 62 or 26% are between 24 years old and below, 132 or 54% are between 25 to 30 years old, 22 or 9% are between 31 to 35 years old, 15 or 6% are between 36 to 40 years old, and respondents who are between 41 to 45 years old and 46 and above gets the same result with a frequency of 6 or 2%.

In terms of average monthly income majority of the respondents who use online shopping platform have an average monthly income between Php 20,001 to Php 30,000 with a frequency of 101 or 41 %. While 48 or 20% have an average monthly income ofPhp 10,001 to Php 20,000, where in 45 or 19 % of the respondents have an average monthly income between Php 30,001 to Php 40,000, 29 or 12% earn an average monthly income of more than Php 50,000, and 18 or 7% earn an average monthly income between Php 40,001 to Php 50,000 while those who earn less than Php 10,000 get the least number of respondents with a frequency of 2 or 1% only.

In terms of how frequent the respondents visit online shop. The result shows that 6 or 2% visit online shops “Once”, 106 or 44% answered “Sometimes”, 53 or 22% answered that they visit the online shops “Often”, 50 or 21% said that they “Seldom” visit online shops while the remaining 28 or 12% answered that they “Always” visit online shops.

As regards with frequency of purchasing through online shops. Only 14 or 6% answered that they purchase through online shopping every week, 74 or 30% of the total respondents said that they purchase monthly, 115 or 47% respond that they purchase every quarter and 40 or 16% answered that they purchase yearly.

In terms of respondents’ frequency of preferred online shops. Majority of them visited online shop is shoppee with a frequency of 195 or 80% of the respondents while 189 or 78% of the total respondents said the they visited Lazada which is two percent lower than shoppee. Metrodeal falls right behind Lazada with 65 or 27% of the respondents said that they visited the said online shop, 28 or 12% of the respondents visited OLX/Carousell where in 14 or 6% of the total respondents said that they visited Amazon, both Globe Online Shop and eBay has been visited by 2% of the total respondents with a frequency of 6 and 4, respectively. AliExpress and Galleon.ph has the same frequency of 3 or 1% of the respondents visited these online shops while 20 respondents or 8% of the total respondents answered that they visited other online shops.

In terms on what product they usually bought majority of purchased products are those that are related with fashion and apparel which has a frequency of 153 or 63%, 121 or 50% of the total respondents said that they purchase digital or electronics products on online shops, next are the cosmetic products with a frequency of 64 or 26%, while 51 or 21% respondents said that they have purchased ticket or voucher on online shops, 29 or 12% of the total respondents have bought books, 27 or 11% answered that the they have purchased home appliances, 15 or 6% bought groceries, only 6 respondents or 2% answered that they purchased furniture and 25 or 10% of the total respondents bought other products through online shopping.

In terms of respondents’ preferred mode of payment when purchasing products from online shops. Cash on delivery is the majority preferred mode of payment with a frequency of 176 or 72%, 37 respondents or 15% of the total respondents said that they prefer to use credit card when paying for the item they bought through online shopping, 18 or 7% said that they prefer to use e-payments such as g-cash, paymaya, paypal and the like, while Online Bank Transfer and Debit Card both have a frequency of 6 or 2% only.

In terms of the factors that respondents consider before buying from online shops. Product and seller review has the highest frequency with 169 or 70% of the respondents consider this factor before buying a product, 118 or 49% consider Product and seller rating before they purchase a product through online shopping, Comparison of prices has a frequency of 105 or 43% of the total respondents consider the prices of the product in different shops before they buy it, 35 respondents or 14% answered that they consider referral of their friends when deciding whether to purchase a product or not, lastly only 3 respondents or 1% of the total respondents said that they consider the advice from offline stores before they decide to purchase a product from online shop.

As regards with respondents’ reason why they prefer to use online shopping. Majority of the respondents, with a frequency 169 or 70%, said that they prefer to use online shopping because of its time saving and convenient feature. 92 respondents or 38% answered that they use online shopping because of the sale or discounts given by the sellers. Both product and information availability and wider selection of products have the same number of frequency which is 76 or 31% of the total respondents. 67 or 28% said that it’s because of the better offers of online shops while 66 respondents answered better prices as one of the reason they prefer to use online shopping. 36 or 15% answered ease of use, 9 or 4% said that they prefer to purchase through online shopping because of the quality of service while only two respondents or only 1% said that they use the online shops because it is helpful for the old and disabled.

There is no significant difference between the respondents’ demographic profile and their level of assessment in terms of “Product and Seller Rating”, “Product and Seller Review”, “Advice from Other Sellers”, “Comparison of Prices”, “Product and Information Availability”, “Wide Selection of Products”, “Cheaper Prices than in Physical Stores”, “Better Offers than in Physical Stores” and “Helpful for Old and Disabled” which has a p value greater than 0.05.

There is a significant relationship between the respondents' Average Monthly Income and "Referral from Friends" which has a p value less than 0.05 (p=0.015). A Tukey post hoc test revealed that there is a significant difference between the level of assessment of respondents in "Referral from friends" with a monthly income of more than Php 50,000.00 when compared to those whose income ranges between P 20,001 to P 30,000 and P 40,001 to P 50,000.

There is no significant difference between the level of assessment of respondents with a monthly income of more than Php 50,000.00 when compared to those with income less than Php10,000.00, Php 10,000.00 to Php 20,000.00 and Php 30,000.00 to Php40,000.00. This indicates that respondents whose income is more than Php 50,000 don't usually ask for a referral from friend when using online shopping.

There is a significant difference between respondents' level of assessment in online shopping and their marital status. Tukey post hoc test revealed that respondents who are single find online shopping to be convenient and also time saving compared to those who are married, widowed and separated.

There is no significant difference between the respondents' behaviour and their level of assessment in terms of ", "Product and Seller Rating", "Product and Seller Review", "Advice from Other Sellers", "Referral from Friends", "Time Saving/Convenient", "Product and Information Availability", and "Helpful for old and Disabled".

There is a significant difference between the respondents' behaviour and their level of assessment on "Comparison of Prices", "Wide Selection of Products", "Cheaper Prices than in Physical Stores" and "Better Offers than in Physical Stores".

There is a significant difference between those who "Sometimes" visit online shops and those who "Always" visit online shops. Respondents who "Always" purchase through online shopping "Strongly agrees" that one of the factor they consider before using or buying at online shopping websites is the comparison of prices from other shops while those whose frequency of visiting online shops is "Sometimes" state that they only "Agree" with the said statement. Respondents who "Always" visit online shops stated they "strongly agree" that they prefer online shops because of the "Wide Selection of Products" while those who "Sometimes "and "Seldom" visit online shops only "Agree" with the statement.The said test also specifically shows that respondents who "Always" use online shopping "Strongly Agrees" that online shops offer cheaper prices than in physical stores while those who "Seldom" use online shopping only "Agree" that the prices on online shops are indeed cheaper than in physical stores. Also Tukey post hoc test revealed that respondents who "Seldom" visit online shops "Disagree" that there are better offers on online shops than in physical stores while those who "Always" use online shops said that they "Strongly Agree" that online shops have better offers. Lastly, those respondents who said that they "Sometimes" purchase through online shopping answered that they "Agree" with the said statement.

Conclusions:-

The endeavor of this study is to identify if there is no significant difference in respondent's assessment in online shopping and their demographic profile.

Therefore, from the findings the researcher had drawn the following conclusions:

Most of the respondents were female. This indicates that women are more interested in online shopping than men. This support the fact that women take care of the household needs of the family and also shopping serves as a recreational activity for women. This could also be due to the fact that women have more needs than men especially when it comes to apparel and other necessities. Men usually goes online shopping when they already have a thing to buy in mind unlike women who sometimes go shopping then purchase the good that they like or seems interesting.

Single people have more time to spend in other leisure activities like online shopping than married people who are busy tending to their own family and do not have much time for other activities.

Respondents' ages between 25 to 30 years old frequently visit online shopping platforms. The people who belong in this age group usually have high position or supervisory/managerial position at work and have stable jobs than those who are 24 years old and below. This means they have more disposable income that they can use for shopping. On the other hand, those who are in the age group of 31 and up barely used online shopping platform. The people in this age group prefer the traditional way of shopping or going to department stores or malls than using the available technology.

Most of the respondents prefer to buy fashion and apparel in online shop to keep up with the latest trends or the newest looks as it plays a vital role in our society. Fashion is important in society because it has the potential to bring different people together to celebrate their own individuality. The best way to enjoy fashion is to wear what they love by showing others on what or who they are. It allows people to express their personality.

Most of the respondents usually visited Shoppee followed by Lazada, Metrodeal, OLX/Carousell, Amazon, Globe Online Shop, ebay, AliExpress and Galleon.ph.

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