

College Students' Attitude, Challenges Encountered and Engagement in Online Shopping

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Abstract— The customers' buying behavior has changed over time as internet adaptation evolved. This study determined the attitude, challenges encountered, and engagement of college students in online shopping. The study was conducted among 254 students in one of the universities in Ozamiz City. The study used the descriptive-correlational design. Respondents' Attitude toward Online Shopping Questionnaire, Respondents' Challenges Encountered in Online Shopping Questionnaire, and Respondents' Engagement in Online Shopping were used in gathering the data. Mean, Standard Deviation, Pearson Product Moment Correlation Coefficient, and F-test and T-test were used as the statistical tools in analyzing the data. Most college shoppers are females, and their attitude toward online shopping is positive. The college students' online engagement was not significantly related to the respondents' profiles. The shoppers rated high challenges regarding product expectations, service, cost, and online process. This means that college shoppers consider the specifications of items before purchasing them on hand. However, the attitude of college students towards online shopping was significantly related. It is concluded in the study that the dominant shoppers in online shopping are females as it gives them convenience and postulates that challenges encountered among shopping have a significant relationship toward the engagement of shoppers in online shopping activity. It is recommended that online sellers should display authentic products online to avoid scams and deception, while shoppers should become more careful in conducting product reviews.

Keywords— buying behavior, online engagement, product expectations, shopping mode, shopping motives.

INTRODUCTION

The development of the internet and digital technologies has changed the purchasing behavior of customers over time, as modern shopping patterns have also developed over the past decade or more (Lee et al., 2016; Kuswanto et al., 2019). Human behavior has been found to have changed dramatically at a very rapid pace due to the safer and faster existence of the internet. With this, contact links and trading take place faster through the internet without significant delays in different business transactions. So, this new channel of "business-to-customer electronic commerce has captivated retailers (Saxena, 2019).

The online shopping mode is becoming more popular in the present time as shoppers get into sitting at home and enjoy smart shopping due to convenience and comfort (Verender, 2016). However, while many shoppers migrate to web stores, there are still shoppers who prefer to shop directly from the physical stores due to the touch-and-feel perspective (Shanthi & Kannaiah, 2015). In this way, many business establishments claimed that it might sound good theoretically that people have started moving to online shopping because of the reality that several product categories are being displayed online, which in turn gives them more convenience in picking the product of their choice (Saxena et al., 2018).

In such a way, several commercial retail stores are turning into electronic web stores these days to address the present condition of society. However, due to the existing model in online shopping that adds up the physical stores, buyers' shopping behavior is greatly influenced and changed (Kanjer & Bhatia, 2018).

With the latest changes in the shopping mode, business and marketing practices have been affected by internet technology, and this technological advancement and usage of the internet have changed the function of marketing, retailing, advertisement, exchange, and shopping of goods and services (Yoon, 2019). Instead of this condition, studies show that the internet facilitates e-shoppers to have quick and easy access to information about products and services; facilitates buyers to compare competitor's products and information quickly at low cost to efficiently screen the competitive offerings and locate a low price for a specific product and services (Akram, 2018; Hoque et al., 2015; Katawetawaraks & Wang, 2011). Even with an increasing number of e-customers turning to the internet to make their purchases, many e-stores are also going out of business (Barutcu, 2010). Through an e-store, an e-shopper can easily switch to another e-retailer because of needing more satisfactory e-service quality, the high price of products, or the e-store design. Moreover, there

is no switching cost from one e-tailer to another. Therefore, one of the main issues in e-marketing is related to the e-customer satisfaction level provided during e-shopping (Cao, Ajjan & Hong, 2018).

Improving e-shopper satisfaction level has a greater chance of repurchasing or engagement from the same e-retailer and remaining a loyal e-customer of e-shopping mode (Qayyum et al., 2018). On the other hand, if an e-shopper is dissatisfied, he is likely to move from e-stores to traditional shopping stores. Moreover, E-shoppers will spread negative word-of-mouth to other e-shoppers if they are dissatisfied with the products and services offered by e-shopping. (Dharmesti & Nugroho, 2012).

Despite the various situations cited for satisfaction, people still prefer buying online since it gives them comfort and a better experience, which is considered the captivating part of online shopping (Abelson, 2018). Apart from that, this style has become popular due to the steady stream of new online customers and the introduction of new product categories posted online. That way, customers can freely search for and pick the product they want. According to the statistical results for online commerce, e-shopping has an exponential rate in which industries formed as worldwide B2C e-commerce revenues amounted to more than US\$ 1.2 trillion in 2013 (Saxena et al., 2018). Also, many buyers do a lot of internet surfing to find the best solution to their present and future needs and move toward the websites of their choice (Shanthi & Kannaiah, 2015). In the latest study on shoppers in the United Arab Emirates (UAE), "there is a positive attitude of shoppers for online shopping. However, e-tailing success's future depends on factors like competitive price, product variety, website user-friendliness, multiple security measures adaptation, and multiple payment method availabilities (Saxena et al., 2018)."

Since the online shopping trend is emerging in developing countries, many researchers are finding this area more interesting to explore. Much research has been done on shoppers' buying behavior with a special focus on online shopping motives and causes of dissatisfaction and attrition in developed countries. Still, such studies are very limited in developing countries since web marketing is yet to establish in developing countries (Faqih, 2013). That is why six dimensions of shopping motives are identified that involve emotional or hedonic elements and rational or realistic. Among these dimensions are quality shopping, adventure

shopping, satisfaction shopping, shopping for ideas, role shopping, and value shopping, which can be interpreted as motives in shopping interactions and seeing such things as important customer shopping motives (Devinder, 2018).

While there have been studies conducted about online shopping for different reasons, there needed to be a study dealing with the attitude, challenges, and engagement of college students who do online shopping. Thus, the researcher wanted to look into these factors in this study to create recommendations for sellers, buyers, and even the community at large who engage in online shopping.

This study is anchored on two theories: the Theory of Planned Behavior (1980) by Azjen and Fishbein and the Theory of Motivation (1943) by Abraham Maslow. The Theory of Planned behavior is designed to forecast customers' intentions (actual behavior) at a specific time and place (Ajzen, 1991). Accordingly, this theory precedes the intent of accomplishing a certain task, which is the role of two constructs: attitude and subjective norms. The consumers' attitude will depend on the typical situation they encounter, which they feel is a favorable or unfavorable evaluation of the behavior of interest towards a product. Thus, it would result in either a negative or positive outcome after the post-purchase evaluation (Baubonienė & Gulevičiūtė, 2015). The theory relates to the study, which attempted to forecast college students' attitudes toward online shopping and aims to determine the normative and contextual variables.

Also, the theory indicates a human intention to act, which is the subjective norm, and perceived behavioral regulation. Ideally, consumers' appraisal of an item will depend on their satisfaction level after receiving the products. On the other hand, perceived behavioral regulation is defined as the perceived difficulty of ease of consumers when performing a particular behavior (Pappas, Patel, Giannakos & Chrissikopoulos, 2014). In this situation, consumers will consider the standards and specifications of a product they like before creating a purchase since they only buy those items, they believe conform to the standards they set (Redda, 2019).

This study also adopts the theory of motivation proposed by Abraham Maslow, which is considered a well-established proposition. Accordingly, individuals are considered as active as they initiate behaviors to satisfy

the full range of their needs. In this manner, fulfillment is the typical reason customers engage in a certain activity. The consideration set of customers to engage in this activity will be the time spent browsing while looking for products that best represent their lifestyle and personality (Woolley & Fishbach, 2016). The said theory attempted to understand the importance of recognizing human needs to interact with the community to which they belong (Neto, 2015).

Rooted in the theory of motivation, the more current self-determination theory (SDT), which is an extension of the concept, also holds that human needs specify the content of motivation and provide a substantive basis for energizing and guiding action (Deci & Ryan, 2012). Moreover, the said theory asserts that understanding human motivation requires consideration for the well-being and satisfaction of innate psychological needs. In general, the theory of motivation and its associated theories hold that (1) needs-based motives are the primary criteria for individuals to participate in specific activities (Basu & Bano, 2016).

Thus, these theories were used to fully understand the behavioral intention of college students in online shopping since their engagement in online shopping is considered massive. In addition, college shoppers are more flexible in adopting different trends in the community, which would then affect their purchasing intention in buying online items.

The decision of customers to participate in any activities like online shopping will depend upon the attitude that person has. Attitude is defined as the tendency to favorably or unfavorably assess a behavior. Customers' attitude toward online retailers and websites is highly influenced by the trust that produces customers' repetitive visits (Povee & Roberts, 2015). Accordingly, attitude is pivotal in consumer decision-making as it affects customers' feelings and thoughts (Hagger et al., 2015). Customers' attitude is the main alert of their behavioral intention, including their inner desire to engage in a certain activity. Their motivation indicates that attitude toward behavior significantly affects behavioral intention (Ajzen, 2015). Therefore, the motivational categories should be the focal point for customers in the field of attitude. This motivational attitude can be divided into hedonic motivations and utilitarian ones. Hedonic motivation explains that the participation of the customers in action will depend on the influential factor of a person's receptors of pleasure

and pain against the desire to accomplish a goal or stay away from danger.

On the other hand, utilitarian motivation is a functional goal-oriented behavior that reflects on the task-related value of the shopping experience and orients the customer to obtain economical, rational, or extrinsic benefits. This means that customers will become wiser in making an action that would lead them to satisfaction. That way, customers' engagement in purchasing will depend upon the reason for engaging in such behavior.

Moreover, the engagement level of customers toward online shops depends on the experiences they have encountered in making a decision (Zhang & Kim (2013). With these experiences, challenges can be identified from these observations regarding product requirements, prices, resources, and the online process. Usually, customers want to have a hassle and fast experience. Therefore, they intend to engage in online shopping (Close & Kinney, 2010). Nevertheless, the intention to purchase for the second time around will vary depending on the level of satisfaction that the customers encounter with the first purchase.

Malthouse and Calder (2011) described customer engagement as an "interactive customer experience with the focal agent/item leading to a specific psychological condition." This is an important issue that companies deal with in online retailing mechanisms and enterprises. In particular, e-tailers have mainly been concerned about how customers can be influenced when buying decisions. In this case, the ideal perspective of consumers should be anchored on the motivational level and purchase intentions for the items offered (Nwankwo, Hamelin, & Khaled, 2014). This study determined the attitude, challenges, and engagement of college students in online shopping.

MATERIALS AND METHODS

The study used the descriptive-correlational design. It describes a phenomenon and its characteristic is the goal of descriptive research. Therefore, the design was considered appropriate for the present study, which determined the attitude, challenges encountered, and engagement of college students in online shopping and the significant relationship between the variables.

The study was conducted in one of the universities in Ozamiz City, which is situated in Misamis Occidental in the Northern part of Mindanao. It has 11 colleges with a

graduate school offering graduate and post-graduate studies. It offers 56 academic programs, including undergraduate to graduate programs, and 22 have been submitted voluntarily to accrediting agencies. Currently, the institution is accredited by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) and is enjoying the benefits as an autonomous school in Northern Mindanao.

The respondents of the study were college students of Misamis University at the College of Business and Management, namely: Bachelor of Science in Accountancy (BSA), Bachelor of Science in Business Administration (BSBA), Bachelor of Science in Hospitality Management (BSHM). There were 788 students from the College of Business and Management. Each of the programs was well represented with the number of respondents. They were selected through stratified random sampling. The study included eighty-six BSA students, one hundred twenty-six BSBA students, and forty-eight BSHM students.

This study utilized researcher-made questionnaires, validated, pilot-tested, and yielded a Cronbach's Alpha above 0.7 and a modified instrument adapted from Rosenberg Kim (2006).

Before the conduct of the study, permission protocols were sought. Consent was also obtained from the randomly selected college students. Informed consent was obtained before the respondents were asked to answer the research instruments. The researcher personally administered the questionnaires to the selected respondents.

The data gathered were tallied, analyzed, and interpreted. Mean and Standard Deviation were used in determining the attitude, challenges encountered, and level of engagement of college students in online shopping.

Pearson Product-Moment Correlation Coefficient was used to determine the significant relationship between the student's attitude toward online shopping and engagement and the significant relationship between the challenges encountered by students in online shopping and engagement. F-test and T-Test were used in determining the significant difference in the students' online engagement when grouped according to profile.

RESULTS AND DISCUSSION

Respondents' Profile

Table 1 reveals the respondents' profiles regarding sex and weekly allowance. It is shown that most of the respondents were female, totaling 178 out of 254 respondents or 70.08 percent, while the males surveyed were only 76 or 29.92 percent. Meanwhile, the weekly allowance of the respondents ranges from Php 1,000-Php 3,000, with an equivalent percentage of 79.92 percent of the students.

The finding revealed that most college shoppers were females engaged in online shopping. The typical reason they engage in such activity is that many product categories are widely available for their segment. Apart from it, most of the prices of the online products are cheaper than those displayed in the physical store, which is considered the captivating part for them. In addition, every time online shops deliver great service to them, they have a multiplier effect on the business because they represent a broad range of other potential customers and will likely tell people about the great service the business offers. Meanwhile, their weekly allowance ranged only from Php 1,000-3,000. Therefore, it indicates whether they will engage in online shopping since the prices of the products displayed online are minimal. Thus, they save their weekly allowance to buy items that they want.

In contrast to the present study's findings, Sinha (2015) found out that most of the shoppers who engaged in online shopping were males who were investigated in India. Male shoppers are usually engaged in online shopping since the products displayed are affordable compared to those displayed in the physical store. In addition, the entry of many international brands in the country, such as Massimo Dutti and Zara, creates awareness about fashion, creating an impact for men to embrace global trends.

From a comprehensive marketing perspective, most organizations need to target the total market for a specific product. A marketing mix (a set of 5Ps) must be created for each part of the market that an organization wants to target. Creating a marketing mix for every part of the target market would be very expensive. Instead, companies cut those targets into specific "segments" of the market the organization is more strategically positioned to target successfully. Segmentation also varies based on the target market, whether a consumer market or a business market.

Table 1: Respondents' profile (n=254)

Profile	Frequency	Percentage
Sex		
Male	76	29.92
Female	178	70.08
Allowance		
Php1 000- 3 000	203	79.92
3 001- 4 000	26	10.24
4 001- 5 000	18	7.09
5 001- 6 000	7	2.76

The study of buyer behavior helps marketing managers understand why people make purchases. To identify the target markets that may be most profitable for the firm, marketers use market segmentation, which is the process of classifying, identifying, and evaluating the layers of a market to identify a target market. For example, demographic segmentation uses categories such as age, education, gender, income, and household size to differentiate among markets. This form of market segmentation is the most common because demographic information provides a great deal of demographic data, especially about metropolitan areas. However, even though demographic information is easier to obtain than other types of information, it may not always be the best approach to segmentation because it is limited in what it can reveal about consumers.

Respondents' Attitude toward Online Shopping

Table 2 shows that, in general, the attitude of the respondents in online shopping is positive ($M = 2.72$; $SD = 0.62$). The college shoppers highlighted the positivity of online shopping since they found it an adventure while considering the different trendy products posted online. Moreover, they find it a good venue in which products posted online are widely available, making them more captivating to buyers in

choosing products that fit their desire. Therefore, businesses will make the shopping atmosphere more conducive and captivating to influence the purchasing decision of consumers.

The finding revealed that the shoppers rated their hedonic motivation as positive since most of them agreed that through online shopping, they could find the venue for spending their leisure time searching for products that they want to have. Also, they engage in the recent trend to blend with the present community. More so, utilitarian motivation is also rated as positive since this would identify the achievement of one's person after purchasing a product, whether he or she is satisfied or dissatisfied.

Consumers must first identify why they engage in online shopping by pinpointing the problem that needs to be addressed. The consumer should weigh the need to take alternative actions before purchasing to achieve satisfaction after purchasing an item. With that, they can determine what to buy and when to buy the item they desire since, after the purchase intention, the post-purchase evaluation may occur among shoppers (Shergill & Chen, 2015).

Table 2: Respondents' Attitude toward Online Shopping (n=254)

Constructs	M	SD	Interpretation
Hedonic	2.63	0.59	Positive
Utilitarian	2.80	0.65	Positive
Overall Attitude	2.72	0.62	Positive

Note: Scale: 3.25-4.0 (Very Positive); 2.50-3.24 (Positive); 1.75-2.49(Negative); 1.0-1.74(Very Negative)

Consumer behavior involves motivation drivers of shoppers in buying commodities or items, which, in the latter part, give them either satisfaction or dissatisfaction. Therefore, consumers must be wiser in buying items by evaluating the information gathered to ensure complete satisfaction after the purchase.

Challenges Encountered by the Respondents in Online Shopping

Table 3 presents that, in general, the challenges encountered by the respondents in online shopping are high ($M= 2.74$; $SD= 0.64$). The college shoppers highlighted that one of the challenges they encountered

in online shopping was the product category in which the color, size, and specifications were extremely important in making a purchase decision. On the other hand, immediate response to placing orders was also challenging for them since they wanted to have the exact date of arrival for the products they ordered online. Also, the cost of the shipping fee was considered a challenging part since they wanted to have a transparent cost of shipping with an appropriate breakdown of shipping fees with no hidden charges. Lastly, the online process was challenging on their part as well since they wanted to have an easier way of accessing their online shopping accounts when they made orders.

The finding revealed that shoppers rated high challenges regarding product expectations, service, cost, and online process. This means that college shoppers consider the specifications of items before purchasing them on hand. Apart from it, the cost of an item must match what is stipulated in the specifications of an item. Moreover, customers prefer to get their orders approved immediately. They want to have immediate feedback for the product ordered. Nevertheless, the online process is another issue that college students consider since they want fewer steps as they place their orders in online shops.

Table 3: Challenges Encountered by the Respondents in Online Shopping (n=254)

Constructs	M	SD	Interpretation
Product Expectations	2.63	0.4	High
Service	2.64	0.75	High
Cost	2.79	0.72	High
Online Process	2.88	0.70	High
Overall	2.74	0.64	High

Note: Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49(Low); 1.0-1.74(Very Low)

Level of the Respondents' Engagement in Online Shopping

Table 4 shows the usual products that online shoppers purchase and the frequency of their engagement in online shopping. It is indicated that most of the products purchased among college students are women's apparel and accessories, with a total number of 73 frequency or 28.73 percent among the products. Among these products are women's dresses, fashionable wear, and women's sweatshirts.

Apart from that, gadgets were the second most commonly purchased items among online shoppers, with a total frequency of 56 or 22.05 percent. Among the products usually purchased in gadgets are cell phone cases, tempered glass, earphones, and other categories.

With this perspective, the study of Akram (2018) cited that the internet facilitates e-shoppers to have quick and easy access to information about products and services; it facilitates buyers to compare competitor's products and information quickly at low cost to efficiently screen the competitive offerings and locate a low price for a specific product or service. However, the degree of satisfaction of an online shopper will depend on how the online seller accommodates queries and concerns with due authenticity and accountability. It is also considered a challenge among sellers since customers have diverse needs and preferences for a product category. With this, consumers will keep returning if those challenges are overcome.

When customers are handled properly about their queries and concerns, they keep coming back and buying those they like. From the customer relationship management perspective, the real boss of the business is the customer. This means that no business will exist without the presence of the customers. Hence, they must be treated well with utmost confidence, authenticity, and accountability. Challenges are addressed properly to fill in the gap between the buyer and the seller.

On the other hand, it has also been revealed in the table that the usual purchase frequency among shoppers is once a month, with a frequency of 69 or 27.17 percent.

The study's findings revealed that college students are fond of buying women's clothes, dresses, and other accessories that will make them more fashionable, especially when they are to join events.

College students usually buy products that are trendy and are offered discounts offered in a limited time only. On the other hand, the indication for buying once a month signifies that college students usually avail themselves of fabulous, discounted sales through flash sales deals of an item. With this, impulse buying happens since products are offered for a limited period.

Online stores become more captivated since virtual setup among product categories is placed appropriately, and e-shoppers are directed and updated with the product category they are looking for (Ozdemir & Akcay, 2019). Ideally, offering higher discounted prices will captivate customers' interest to buy the product directly, especially if these products are labeled with a

limited edition. In addition, the product category offered in the virtual store creates an appropriate venue where consumers can select items they like to have (Rastogi, 2010). The online store's captive designs and virtual graphics would then promote an appealing presence to online shoppers (Alsubagh, 2015).

Table 4: Level of Respondents' Engagement in Online Shopping (n=254)

Constructs	Frequency	Percentage
Frequently Product Purchased		
Women's Apparel & Accessories	73	28.73
Gadgets	56	22.05
Health and Personal Accessories	44	17.32
Home Entertainment	26	10.24
Makeup and Fragrances	27	10.63
Home Living & Appliances	17	6.70
Sports and Travel	2	0.79
None at all	9	3.54
Frequency of Purchase		
Once a Week	15	5.91
Twice	10	3.94
Thrice	2	0.79
Every after two weeks	8	3.14
Once a month	69	27.17
Twice a month	34	13.39
Once a year	40	15.75
Twice a year	27	10.63
Others	35	13.78
None at all	14	5.50

When customers are dealt with flash sales for some of the selected products online, they become more captivated, leading to impulse buying. Hence, strong marketing programs initiated by stores penetrate customers to make sound purchasing decisions. Customers then must make a prior evaluation of whether that product offered is extremely important or not to avoid the feeling of frustration after purchasing the item.

Significant Difference in the Respondents' Online Engagement When Grouped According to Profile

Table 5 showed the significant difference in online engagement when the respondents were grouped according to profile. The product purchased and the sex of the respondents showed no significant difference (t-value = 0.20; p-value = 0.84). The product purchased and the allowance of the respondents also showed no significant difference (f-value = 0.13; p-value = 0.90). Also, the frequency of purchase and sex of the

respondents did not show a significant difference (t-value = 0.71; p-value = 0.48). Meanwhile, the frequency of purchase and allowance still showed no significant difference (t-value = 0.04; p-value = 0.99)

The findings of the study revealed that the product purchased by students is not related to their sex and their weekly allowance. It indicates that the product purchased may depend upon the choice of a product category that the customers will avail of or the product they need. Also, the frequency of purchase shows did not influence the sex and allowance of the customers. Whether male or female customers, they engage in online shopping.

The demographic characteristics of customers, like income, gender, occupation, and education levels, are found to be statistically insignificant in both behaviors for products and purchase intention (Kim, 2006). In

contrast, Gong et al. (2013) cited in their study that understanding online purchase intention as to the profile of the respondents was a significant predictor of online

shopping intention and engagement. Therefore, this is a contradictory argument to the present study's findings.

Table 5: Significant Difference in the Respondents' Online Engagement When Grouped According to Profile

Variables	Test Statistics	p-value	Interpretation
Product Purchased and:			
Sex	T= 0.20	0.84	Not Significant
Allowance	F=0.13	0.90	Not Significant
Frequency of Purchase and:			
Sex	T= 0.71	0.48	Not Significant
Allowance	F=0.04	0.99	Not Significant

Note: ** means $p\text{-value} \leq 0.01$; Highly Significant at 1% level

Understanding the needs of the customers plays an important role in marketing. In this context, individuals or organizations can create products that are suitable to the preferences of the customers at large. By focusing on a target market, the company can establish itself as an expert on the wants and needs of that group. It can react quickly to changes in their interest or opinions and keep on a careful eye on attempts by other firms to lure the customers away.

Significant Relationship Between the Respondents' Attitude Toward Online Shopping and Engagement

Table 6 shows the significant relationship between the students' attitudes toward online shopping and engagement. It is indicated that the relationship between the attitude of college students toward online shopping and product purchases was highly significant ($r\text{-value} = 0.27$; $p\text{-value} = 0.00$). Meanwhile, the attitude of college students toward online shopping and the frequency of purchases had no significant relationship ($r\text{-value} = 0.12$; $p\text{-value} = 0.06$).

The study's finding indicates that shoppers' attitude is substantial in choosing and buying products. College shoppers usually consider their motivational intention to engage in online shopping while considering their preferences toward a product. On the other hand, their attitude towards online shopping and frequency of purchase had nothing to do with their brand choice.

Jun and Jafar (2011) cited that the attitude of shoppers is significant in the engagement of online shopping because consumers always see the different parameters like the perceived usability of the product, the perceived security of the website being used, the perceived adaptation of marketing mix which highlights the product description, the place, the promotional technique, and even price that is set for a particular product. Therefore, the marketing mix program initiated by the different stores, be it online or physical stores, contributes to the positive attitude of consumers to make a purchase.

Table 6: Significant Relationship Between the Respondents' Attitude toward Online Shopping and Engagement

Variables	r-value	p-value	Interpretation
Attitude towards Online Shopping and:			
Product Purchased	0.27**	0.00	Highly significant
Frequency of Purchase	0.12	0.06	No Significant

Note: ** means $p\text{-value} \leq 0.01$; Highly Significant at 1% level

Thus, marketing programs that highlight the marketing mix elements (product, price, place, and promotion) are extremely important to actively help the customers become aware as they use the information gathered to create reference points in buying the commodities or products they want on hand. In addition, implementing a marketing strategy can improve business profitability

because of its implications for all aspects of the company's operations. The marketing strategy helps the company focus and pay attention to target market segments and clarifies what product characteristics are required for successfully satisfying customer needs. This focus eliminates marginal operations that do not

contribute to business growth and promotes a streamlined approach to the company's business.

Significant Relationship between the Challenges Encountered by the Respondents in Online Shopping and Engagement

Table 7 shows the significant relationship between the following variables: product expectations and product purchased was highly significant (r-value = 0.18; p-value = 0.00); product expectations and frequency of purchase were significant (r-value = 0.15; p-value = 0.00); cost and product purchased was highly significant (r-value = 0.24; p-value = 0.00); cost and frequency of purchase was not high (r-value = 0.10; p-value = 0.11); service and product purchased was highly significant (r-value = 0.20; p-value = 0.00); service and frequency of purchase was significant (r-value = 0.15; p-value = 0.02); online process and product purchased was highly significant (r-value = 0.22; p-value = 0.00); online process and frequency of purchase was highly significant (r-value = 0.15; p-value = 0.01)

Based on the study's findings, shoppers expect a lot from the products purchased online. The specifications and the looks of the product posted online serve as the basis for what to expect from the product. The frequency of

purchase by shoppers in online stores is also perceived to significantly impact the shoppers since they usually avail of the truthfulness of claims in online shopping, especially in availing discounts and free shipping. To continually perceive the cost of the product purchased, college students look for the item they will purchase online since they want to ensure that the price they pay for an item is worth the product they received. Thus, the feeling of satisfaction should be at stake.

On the other hand, the purchase frequency has nothing to do with the product cost that customers consider since they usually avail of some discounted items posted online. Usually, discounted prices can be applied once or twice a month, as the researcher observed. In one way or another, the services granted and offered by the online shop are extremely important among college shoppers since they want to be prioritized and given an immediate response whenever possible from the service provider. Finally, online shoppers wanted an easier way of ordering items they liked. In addition, they wanted easier access as much as possible with the product they wanted to buy. With this, the ordering process can be shortened to create a hassle-free way of placing orders online.

Table 7: Significant Relationship between the Challenges Encountered by Students in Online Shopping and Engagement

Variables	R-value	P-value	Interpretation
Product Expectations and			
Product Purchased	0.18**	0.00	Highly Significant
Frequency of Purchase	0.15*	0.02	Significant
Cost and			
Product Purchased	0.24**	0.00	Highly Significant
Frequency of Purchase	0.10	0.11	Not Significant
Service and			
Product Purchased	0.20**	0.00	Highly Significant
Frequency of Purchase	0.15*	0.02	Significant
Online Process and			
Product Purchased	0.22**	0.00	Highly Significant
Frequency of Purchase	0.15**	0.01	Highly Significant

Note: ** means p-value ≤ 0.01; Highly Significant at 1% level

Evans (2018) highlighted in his total quality management perspective that businesses should meet customers' expectations because customers always want to be satisfied once they purchase a particular item. Also, Dew (2018) cited in the quality perspective that businesses should stay tuned in prioritizing customers since they are the boss of different businesses. Furthermore, business establishments depend on their

customers and, therefore, should understand current and future customer needs to meet and exceed expectations.

Marketing needs to ensure the satisfaction of the customers' needs by discovering and understanding what they need since they are the core reasons why businesses exist. Nevertheless, if the customers are

satisfied with what they buy, business entities can gain loyalty and commitment from them.

CONCLUSION AND RECOMMENDATIONS

Online shopping is the dominant trend in present times. Ideally, it changes the consumers' buying behavior and purchasing intention since it creates the right venue for shoppers to become hassle-free in buying the commodities and items they like. Most shoppers online are women since they usually buy trendy women's apparel and other accessories for all occasions they want to attend. However, expectations are drawn from the psychological core among college shoppers. Ideally, the price of the product purchased has something to do with the value they receive after making a purchase. Therefore, if the products' quality meets what they expect, they continue buying products online. But sometimes, their perception of what they perceive may not be realized because not all product specifications conform to what is being described online. Thus it can lead to frustration for college shoppers.

Based on the findings and conclusion of the study, the researcher recommends that online sellers become more concerned about satisfying customers' needs by offering products that meet the perceived expectations as posted online. Also, the process of an order must be more user-friendly to attract more shoppers to shop online. Finally, online shoppers should be more careful in reviewing online products to avoid deception and frustration. Future researchers conduct future studies with professionals, mothers, and other market segments engaged in online shopping as the respondents.

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