

# The Impact of Digital Shopping on Buying Decisions: The Case of Online Shoppers in Juban, Sorsogon

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**Abstract**— Digital shopping became a popular option for purchasing goods and availing services when e-commerce was introduced and given a significant role in the retail industry. This technology-propelled phenomenon that creates an impact to the buying decisions of consumers. Probing the impact of digital shopping on the buying decisions of consumers residing in a rural area who tend to be the recent target of a fore cited phenomenon was the focus of this study. This descriptive study involved 80 purposively sampled respondents. Revealed the findings that the topmost preferred digital shopping applications were Shopee, Lazada, and TikTok which facilitated them to purchase clothes and apparel, home and office supplies, and beauty and health products. Digital shopping propelled them to purchase trendy products at competitive prices. The posted product reviews increased their consumer vigilance and were considered by them as a guide in selecting items to save in the add-to-cart button and finally for inclusion in the complete checkout process. These online shoppers had their satisfaction every time the products delivered were of quality, compliant with the specifications set, and promptly delivered. Likewise, they oftentimes posted reviews on social media of their shopping experiences as a mechanism to provide feedback. Further disclosed by the findings that the online shopper respondents encountered issues with the quality of the products delivered and a scam on the existence of fake online stores. Vigilance on product online reviews, informed decisions through shopping website comparison, following reliable social media influencers and the inclusion of the Department of Trade and Industry tips on making online purchases are among the suggested digital shopping measures to achieve smart buying decisions.

**Keywords**— digital shopping, consumers' buying decision, e-commerce, product online reviews, shopping websites.

## I. INTRODUCTION

With the global pandemic that has massively struck the world in year 2019, came the continued rise of digital shopping. Consumers have become wary of the danger brought by the pandemic, that is why the shift to online shopping has increased significantly. To adapt to these changes in consumer behavior, existing businesses have expanded their online reach and new retailers have emerged in the market to cater to the needs of individuals of all ages.

According to an article published in the British Broadcasting Corporation (BBC), online shopping has long been present, particularly in the 1980s at England where it began. Using a television remote control, an elderly woman was able to make a purchase of a list of foods. According to Jonathan Reynolds, deputy dean of Oxford University's Saïd Business School and associate professor in retail marketing, the elderly woman utilized the "Videotex" system created by Michael Aldrich, an English inventor. The inventor used her television as a computer terminal and she created a grocery list on the TV screen via the Videotex technology, placing her order over the phone to a nearby Tesco. The establishment of an online marketplace named

NetMarket by 21-year-old computer genius Daniel M. Kohn in 1994 is credited with being the next significant advancement in the online commerce industry. It was referred to as a "new venture that is the equivalent of a shopping mall in cyberspace" and was the first transaction to be done securely online to which the first item bought is a Sting CD. From then on, online shopping websites such as Amazon and eBay and others emerged. Although early pioneers like Amazon and eBay, who now control the sector, gave the foundation for online shopping, Serdari, adjunct professor at New York University's Stern School of Business, claims that the actual driver of online shopping's success was a change in customer behavior.

Laliberte (2023), said that online shopping is a particular type of ecommerce that uses a web browser to link buyers and sellers across the internet. At present, it's not unusual to come across internet retailers offering a variety of goods to potential buyers, along with features, images, prices and specifications.

Digital shopping, frequently called online shopping, has become a necessity for individuals as it brings efficiency and convenience to their daily lives. It has provided consumers with options such as the mode of payment, delivery, and simply, the variety of products. Thus, it became part of the day-to-day decisions of shoppers and is likely to remain for a long period of time given how widely utilized smartphones and tablets are. As technology evolves, so as digital shopping.

In an article from the website Lucidchart, the consumer decision-making process is the method by which consumers assess their options before making a purchase. There are five steps to follow in the decision-making process: problem recognition, information search, alternatives evaluation, purchase decision, and post-purchase evaluation. When making a purchase, all customers follow these basic procedures to ascertain which goods and services will best meet their needs. When you decide to buy, you weigh your needs, do some research, and weigh the options available. After identifying a want, consumers figure out ways on how to attain it which brings them to the second step. Consumers depend on internal and external considerations, as well as past experiences—both positive and negative—with a product or brand while looking into their options. At the third step, potential customers have established standards for what they look for in a product. They are now comparing their potential options to similar alternatives. Next, after gathering all the information, including reviews from prior clients, buyers should make a rational decision about which good or service to buy. Finally, at the post-purchase, consumers evaluate if the products they bought met the standards they set.

The convenience brought by technology has undoubtedly changed the way consumers purchase products. A variety of products are posted in various digital shopping applications which individuals can browse and select. Without going to physical stores and with just a connection from the internet, consumers can purchase products or services of their needs. The shift from traditional shopping to digital shopping has altered individuals' lives positively. Secured payment systems such as credit cards and digital wallets are frequently used to facilitate online purchases.

One digital shopping application is Shopee. It is a worldwide technology company based in Singapore that specializes in online shopping. With 343 million

monthly visits as of 2021, Shopee is regarded as the biggest e-commerce platform in Southeast Asia.

Since Shopee was established in 2015, it has expanded quickly and thrived in markets other than Asia. Thirteen nations including Indonesia, Vietnam, Taiwan, Thailand, Malaysia, Philippines, Singapore, Mexico, Brazil, Columbia, Chile, Spain, and Poland, already have access to the Shopee platform.

In Singapore and the Philippines, Shopee introduced Shopee Mall in 2017 with 200 brands. The portal offers thousands of products available from top regional brands and merchants. Shopee Mall was developed to provide a more varied shopping experience online and to better serve more established firms pursuing an omnichannel strategy.

In Southeast Asia (SEA), the Philippines has experienced the greatest rise in digital shopping over the epidemic. Fifty-four percent (54%) of consumers in the said nation made their first internet transaction during the pandemic, and seventy-three percent (73%) of first-time online buyers intend to keep purchasing online once restrictions are lifted. The nation swiftly catches up to its neighbors in the SEA region, even given its inferior beginnings.

According to an article in Be Global, among the world's most frequent online buyers are Filipinos. One of the Southeast Asian e-commerce markets with the most rapid development is the Philippines. Shivani Gupta, senior banking payment analyst at Global Data, projects that by 2026, the e-commerce business in the nation will have grown to P968.9 billion (\$19.0 billion). These results undoubtedly benefited greatly from the Filipinos' internet buying behavior. The Philippines' e-commerce industry is mostly driven by the younger population, particularly the Millennials. The younger age has a tendency to adapt and embrace new advances more quickly, so this is not surprising. A survey from Statista's latest study in June 2023 showed that 35.6% of Filipino digital buyers are between the ages of 25 and 34. Furthermore, 29.3% of Filipino digital buyers are between the ages of 18 and 24. The total number of shoppers that belong to these younger generations is 64.9%. In contrast, only 11% of online shoppers were between the ages of 45 and 54. Furthermore, 24% of Filipino digital buyers are between the ages of 35 and 44.

In the Philippines, another digital shopping application which belongs to one of the most popularly used is Lazada. They can swiftly adjust to shifting demands and circumstances by utilizing data in real-time. Additionally, they link people to brands, design distinct experiences, and have developed into a retail destination where consumers go for both entertainment and shopping.

Despite the many benefits of online shopping, it has with it challenges. There are security risks such as data breaches, scams, and the like. Because of this, online shoppers will have to think twice if they would want to transact online for the safety of their personal information. In addition, some posted reviews of the products may not be reliable, and some items may not meet the specifications set by online shoppers.

In an article in International Trade Administration, it said that the eCommerce sector is aided by data privacy and cybercrime laws in the Philippines. To manage digital transaction cases with institutions like the Philippine National Police, Department of Justice and local courts, a framework is still lacking. The Philippines Data Privacy Law is overseen by the National Privacy Commission (NPC), which additionally urges locally registered businesses to appoint data privacy officers. NPC oversees the Philippines' adherence to global privacy accords, including the APEC Cross-Border Privacy Rules and the European General Data Protection Regulation. The United States Trade Representative's (USTR) Special 301 Watch List does not include the Philippines, yet Philippine eCommerce platforms continue to be the principal source of intellectual property (IP) infringement. eCommerce platforms are required by the Intellectual Property Code and Special Law on Counterfeit Products to uphold IP holders' rights and remove counterfeit goods and content. The organization in charge of carrying out the IP Code, which includes eCommerce regulations, is the Intellectual Property Office of the Philippines (IPOPIL).

While e-commerce has continuously grown, its consumers also increase. Before the COVID – 19 Pandemic, just a few percentages of total population of the Philippines have been using it and mostly these people are from urban or in highly developed cities. It was during the pandemic that the e-commerce boom, and the rise of different delivery service providers throughout the country. E-commerce scaled at this time

and expanded their market reach. From catering mostly urban sites to rural sites.

Purchasing online offers several benefits for individuals living in rural areas. These benefits address some of the unique challenges faced by rural communities and enhance the overall shopping experience.

One of the many rural places reached by e-commerce is the Municipality of Juban. Juban is a 4th class municipality in the province of Sorsogon and people from this municipality also purchase products online. Huge digital shopping applications previously mentioned also cater to the needs of consumers from smaller towns. Given that the said municipality is far from the 22 kilometers from Sorsogon City, which is the center of business activities in the province and has physical stores that offer multifarious goods and services. Despite the given facts, still locals resort to digital shopping because the items are readily available in just a few clicks.

In addition, rural markets have often limited retail options, and some brands or items are not locally available. Online shopping or e-commerce increased access to a wide range of products. Since most of these places are far from the business capital of the provinces, online shopping eliminates the need to travel long distances to reach physical stores, thus, making this beneficial to consumers because it can save their time and transportation cost.

Also, online shopping platforms offers competitive prices and discounts rather than on physical stores that have less competitors. One of the advantages of online shopping is home delivery. Consumers will receive their items or products even if they are at home and resting. However, there are a lot of factors and indicators of e-commerce that need further studies to provide insights about online shopping.

The researcher has confidence studying and analyzing the impact of digital shopping on the buying decisions of online shoppers in Juban will greatly aid them in making responsible buying decisions. The key benefits of it specially in understanding the consumer behavior, its impact on the economy of this municipality, its efficiency specially the logistics, consumers' engagement, convenience and accessibility and even entrepreneurial opportunities and careers for the locals. Furthermore, to improve their quality of living.

Undoubtedly, the kind of shopping that people know today is entirely different from the one of yesterday and has the possibility to remain and evolve as long as the consumers still choose online shopping platforms.

This research is geared towards attaining these objectives by first identifying their needs and gathering information to evaluate and to come up with effective and efficient recommendations that could benefit all.

**II. OBJECTIVES**

*This study determined the impact of digital shopping on buying decisions.*

Specifically, it identified the different digital shopping applications used by online shoppers. The products commonly purchased by online shoppers through digital shopping application. The impact of digital shopping on the buying decisions along with: problem recognition; search for information; evaluation of available alternatives; selection of the final products; post-purchase evaluation and know different issues along with buying decisions encountered by online shoppers.

**III. METHODOLOGY**

This study was intended to determine the impact of digital shopping on the buying decisions of the sampled eighty (80) online shoppers in Juban, Sorsogon that fall into the category of household consumers, office purchasing agents, business supplies in charge, and personal consumers, thus the descriptive research design was employed particularly the survey type. This is a quantitative approach that focuses on describing the

characteristics possessed by the respondents. Particularly, in this study, describing the influence of digital shopping on the goods and services acquisition of consumers was looked into.

This research showed numeral data and employed statistical tools. The data collected through the survey questionnaire explained why this study is quantitative. The findings are based on the survey results.

**IV. RESULTS AND DISCUSSION**

The following results were gathered, analyzed and interpreted by the researcher based from the objectives of the study. Tabular presentation and textual analysis and interpretation were also used.

**1. Digital Shopping Applications Used by Respondents**

The ranking of the responses of the respondents about the digital shopping applications used by online shoppers is shown in the table below. The following digital shopping applications as indicators were utilized: Shopee, Lazada, Tiktok Shop Seller Center, Shein, Abenson, Amazon, and eBay. The results were presented, computed, and ranked.

This table shows that Shopee ranked 1st as the digital shopping application used by online shoppers. It is also reflected that Lazada and Tiktok Shop Seller Center ranked as 2.5th. Furthermore, Shein ranked 4th and Abenson and Amazon ranked as 5.5th. Finally, eBay was the least placed in rank 7th.

*Table 1. Digital Shopping Applications Used by Respondents*

Digital Shopping Application	Frequency	Rank
Shopee	72	1
Lazada	41	2.5
TikTok Shop Seller Center	41	2.5
Shein	21	4
Abenson	5	5.5
Amazon	5	5.5
eBay	3	7

The data presented in Table 1.0 shows that Shopee is the most utilized digital shopping application by online shoppers. It implies that Household Consumers, Office Purchasing Agents, Business Supplies In charge, and Personal Consumers prefer Shoppe as their digital shopping application. Shopee is user-friendly. Sellers can effectively manage and promote their stores while shoppers can efficiently navigate through its features,

making the diverse list of products easily searchable. In addition, Shopee is easily accessible, operating in different countries, particularly in Southeast Asia. It also offers various discounts. Lazada, on the other hand, also offers a variety of products. TikTok, the social media application, is one of the most popular across countries. Its contents are very engaging. Due to this, sellers can reach a wider market because they can promote their

products through short videos and interact directly with customers through the comments section. Influencers such as celebrities also help in increasing sales by further promoting the products. Shein, on the other hand, offers a wide array of affordable items. Abenson and Amazon are two of the most popular applications yet garnered low frequency. While Abenson is centered on offering a variety of furniture, appliances, and gadgets, shoppers in Juban, and Sorsogon prefer buying such products in physical stores. Next, Amazon offers a lot of services and products yet the application itself is less known by the locals of Juban, Sorsogon. It is much known internationally. Finally, eBay is ranked last because only a few locals know it as well.

Khalifa and Liu (2007) stated that a consumer's repeat behavior at a store can reveal their habits. Recurring

purchases by consumers may be explained by habit. The likelihood of recurrence may stem from customers' contentment with the establishment. Repurchase behavior could be predicted based on customer satisfaction (Jones and Suh, 2000).

**2. Products Commonly Purchased Through Digital Shopping**

The ranking of the responses of the respondents about the products commonly purchased through digital shopping is shown in Table 2.0. The products commonly purchased through digital shopping are clothes and apparel, home/office supplies, beauty/ health products, electronic gadgets, home appliances, books/ reading materials, sports equipment, groceries, toys, and furniture. The results were presented, computed, and ranked.

*Table 2. Products Commonly Purchased Through Digital Shopping*

Products	Frequency	Rank
<b>Clothes and apparel</b>	65	1
<b>Home/Office Supplies</b>	49	2
<b>Beauty/Health Products</b>	43	3
<b>Electronic gadgets</b>	34	4
<b>Home Appliances</b>	22	5
<b>Books/Reading Materials</b>	16	6
<b>Sports Equipment</b>	14	7.5
<b>Groceries</b>	14	7.5
<b>Toys</b>	11	9.5
<b>Furniture</b>	11	9.5

This table shows that clothes and apparel ranked 1st as the most commonly purchased product through digital shopping. It is because people are into trendy fashion products. Shopping for clothes online is more convenient than going to physical stores since buyers can select the specific item they would like to buy in just a few clicks rather than searching from piles of clothes in physical shops.

Chua (2006) adds that social media platforms are utilized by online retailers, particularly those selling clothing, to help shop owners who wish to sell their merchandise online so that customers can make purchases online. For instance, the best products may be found on websites like Lazada, Shopee, Zalora, and Go Shop Malaysia because the goods they sell are imported from other countries aside from Malaysia (Delafrooz, Paim, & Khatibi, 2010). Customers have fast and easy access to purchase them (Doolin, Dillon, Thompson, & Corner, 2005). Customers now like shopping for

clothing products on the website (Frag, Krizek, & Dijst, 2006).

It is also reflected in the table that home/ office supplies ranked 2nd. As the second most commonly purchased products through digital shopping, respondents believe that these supplies are important. According to them, they purchase home/office supplies that are trendy. The advertisements they see influence them to buy them. In addition, they purchase these supplies only when it is needed in their day-to-day lives.

Beauty and health products ranked 3rd. According to online shoppers, they purchase beauty products such as lipsticks, face powder, and other cosmetics that they believe they need every day. They added that these products are important because they enhance their features and thus boost their confidence especially when they are socializing with people. These make them more presentable.

Electronic gadgets ranked 4th. According to respondents, they purchase gadgets for a lot of reasons. One, they purchase it for convenience as it can save time. Communication is easy through technology since it can deliver a message instantly. Second, it is a need. For example, in academic tasks. Many school requirements are done online such as working on projects or assignments. Third, for entertainment such as playing mobile games and watching movies.

Furthermore, home appliances ranked 5th. According to the respondents, home appliances are vital in their day-to-day lives since they make household chores easy.

For example, a vacuum cleaner can effectively and fastly clean dirty areas than a regular broom. In doing laundry, automatic washing machines can decrease their level of tiredness which can benefit their health as they don't have to exert much physical energy.

Books/ Reading materials ranked 6th. According to the respondents, they purchase reading materials mostly for educational purposes such as coloring books, story books, and the like.

On the other hand, some respondents purchase reading materials such as novels to fuel their hobby of reading. They use discounts in checking out the books.

It can be noted that sports equipment and groceries ranked 7.5th. Some respondents said they purchase sports equipment online since they do not have the means for transportation for heavy equipment.

Through buying online, they can have it delivered to their doorstep with ease. On the other hand, the respondents said that they purchase groceries online because of their busy schedules. They don't have the luxury of time to go to supermarkets due to the demand of their work.

Finally, toys and furniture were placed in the 9.5th rank, the least product commonly purchased through digital shopping. According to the respondents, they order toys such as legos, balls, toy cars, dolls, and so on. In other words, there are wide selection, and its price is much lower than those being sold by physical stores. On the other hand, they purchase furniture such as sofas and tables because of delivery ease.

According to Raman & Annamalai (2011), online shopping for clothing can also give customers the chance to share knowledge and write evaluations regarding the items and services that have been purchased. This may create an opportunity for others to ask questions in the future. Instead of merely depending on commercials, they can also get actual responses from other customers (Bakar, Ismail, & Ahsan, 2008).

### **3. Impact of Digital Shopping on the Buying Decisions**

The data presented in Table 3.1 are the ranking of the responses of respondents about the impact of digital shopping on buying decisions. The following indicators include trendy products interest them to buy, products purchased online are family's basic daily needs, current fashion propels them to buy online, buying products online has been done because many are doing such, acquiring products considered as wants is facile through online, and online product endorsers have bearing on their online shopping habit. The results were presented, computed, and ranked.

According to Chaffey & Smith (2013), an online customer can find out about a need from family and friends or personal sources. A friend who has purchased a particular good may have an impact on them, making them desire to purchase the same item or something comparable. Peer pressure is the name given to this influence.

That someone feels compelled to imitate their friends and family's actions. An online customer may occasionally be able to identify a need by viewing an engaging advertisement. This section will cover a model of how businesses manage the awareness of their e-customers later on. This source can also be referred to as a commercial source of information.

The table shows that trendy products interest the respondents to buy online. This ranked 1st as having the most impact along with problem recognition. Because of social media's existence, people can know which products are trending.

To be able to adapt to these trends, people patronize products that gain the most attention. These products appeal to their emotions in such a way that it drives them to purchase them to satisfy their need to have a better lifestyle.

*Table 3.1 Impact Along with Problem Recognition*

Indicators	Frequency	Rank
<b>Trendy products interest me to buy</b>	45	1
<b>Products purchased online are my family's basic daily needs</b>	37	2
<b>Current fashion propels me to buy online</b>	32	3
<b>Buying products through online has been done because many are doing such</b>	28	4
<b>Acquiring products considered as wants is facile through online</b>	26	5
<b>Online product endorsers have a bearing on my online shopping habit</b>	20	6

It can also be noted that products purchased online are their family's basic daily needs ranked 2nd. When necessities are met, it provides overall fulfillment to an individual. These refer to their physical, emotional, and mental health. An example of a basic need of a family is nutritious foods which help in promoting their health and wellness.

Furthermore, current fashion propels them to buy online ranked 3rd. According to some respondents, they have this yearning to be accepted by society. In buying clothing, they find a sense of belongingness. They can express their individuality through the clothing they buy at a cheaper price online. Because it is cheaper than the clothing they can buy at physical stores, they can buy more and thus express themselves more.

Buying products online has been done because many are doing such ranked 4th. According to respondents, they have resorted to online shopping since the pandemic because they have observed that many are doing such. Further, because of its convenience. Most people are busy, and shopping online has been a way to cope up with this. They know shopping online will save them time. Thus, they follow what they see as convenient.

It is also reflected in the table that acquiring products considered as wants is facile through online ranked 5th. Online shopping applications provide a variety of products that shoppers can browse and select. They won't have a hard time finding certain products because

there are tools that help them filter a specific product of their want or need.

Finally, the least online product endorsers have a bearing on their online shopping habits which is ranked 6th. Consumers are attracted to endorsers who share their personal experiences in using a certain product. Most especially if there is proof given. An example would most likely center on beauty products.

Ellitan, Lukito, and Wahyu (2021) cited that businesses make use of the large user base of social media and e-commerce networks to market a wide range of goods at different price points and quality levels. This is what first caused customers to think twice about using Internet media for transactions. But trust between customers and online business actors is another factor that buyers take into account when making purchases online. In numerous instances, customers have sent money to complete transactions to pay for goods they have bought.

According to a study, sales promotions that are hurriedly made can lead to impulsive decisions, no matter how long the event is (Guan et al., 2019). Liu et al.'s (2021) study indicates that consumers are less likely to be rational when looking for a product when a sale is about to end because they have to meet the deadline set by the seller or brand to take advantage of any discounts or sales promotions that are being offered (Wu et al., 2021).

*Table 3.2 Impact Along with Search for Information*

Indicators	Frequency	Rank
<b>The prices of products catch my attention</b>	57	1
<b>Details of the products presented online attract me oftentimes</b>	44	2
<b>The benefits of the products persuade me to purchase them</b>	43	3
<b>The visually appealing presentation of products online entices me to buy</b>	25	4
<b>The product brand influences my buying decisions</b>	21	5

The ranking of the responses of the respondents about the impact along with the search for information are shown in Table 3.2. The indicators are the prices of products catch consumers' attention, details of the products presented online attract them oftentimes, the benefits of the products persuade them to purchase, the visually appealing presentation of products online entices them to buy, and the product brand influences their buying decisions. The results were presented, computed, and ranked.

The table shows that the prices of products that catch their attention ranked 1st as the factor that mostly impacts online shoppers in deciding what to buy. This indicates that the shoppers are finding the best deals by comparing the items sold by different online sellers. To draw in customers, sellers offer discounts and other special offers. In other cases, sellers put the products on limited offer to encourage customers to purchase them.

It also reflects that details of the products presented online attract them oftentimes ranked 2nd. This pertains to the product's information – its name, description, picture, specifications, price, and other information relevant to the product. The description of the product provides shoppers with clarifications such as its uses which will further help them in assessing how the product fits into their day-to-day lives. The picture, especially the high-quality ones, increases the desire of shoppers to purchase the product as it catches their attention. On the other hand, the specifications of the product refer to its important attributes such as its measurements or size, durability, warranty, and other technical information while the price is the amount of money the consumer must pay.

Furthermore, the benefits of the products persuade them to purchase ranked 3rd. This shows that shoppers are they are searching for products worth their money.

Next, the visually appealing presentation of products online entices them to buy placed in rank 4th. According to the respondents, the product's visual impression matters. If the product is well presented through pictures, it attracts them to buy it. It interests them when they see that a certain product stands out from the rest. They become curious about it. As a result, they look into their description and other information.

Finally, the product brand influences their buying decisions ranked as 5th. According to the shoppers, they

want to be assured of the quality of the product. Since the companies that sell these products are established, they purchase from them. For them, the quality of branded products is already given. It gives them a sense of assurance.

Buying interest, according to Source et al. (2005), is the degree to which a client is likely to take action before making a purchase; if the product satisfies their needs, they will be more likely to do so. He continued by saying that when making an online purchase, consumers will consider what kind of goods they need to buy, where to buy them, and how to pay. According to him, consumers must decide for themselves whether or not they wish to buy a thing. Based on reviews from previous customers, a customer will consider product, quality, and pricing before making a selection. Social networks such as mass media, social media, and websites influence consumer's decisions. It will be simpler for customers to obtain information before deciding what to buy. They are looking for this information because they want to learn more about the goods and services and hear from customers who have already used the goods before making a purchase.

The ranking of the responses of the respondents about the impact along with the evaluation of alternatives are shown in table 3.3. The indicators are online reviews according to the products help them to be vigilant as to what products be added to the list for online purchases, varied product choices give them a reason to purchase online, and prices offered by the online sellers allow them to be prudent as to what products be purchased, the claimed quality of products triggered them to be careful as to what products be added to the cart, and product endorsers credibility has bearing as to what products be purchased. The results were presented computed and ranked.

The ranking of the responses of the respondents about the impact along with the evaluation of alternatives are shown in table 3.3. The indicators are online reviews according to the products help them to be vigilant as to what products be added to the list for online purchases, varied product choices give them a reason to purchase online, and prices offered by the online sellers allow them to be prudent as to what products be purchased, the claimed quality of products triggered them to be careful as to what products be added to the cart, and product endorsers credibility has bearing as to what products be



purchased. The results were presented computed and ranked.

Table 3.3 shows that online reviews according to the products help them to be vigilant as to what products be added to the list for online purchases ranked 1st. According to the respondents, they can better understand the benefits of the products by reading reviews about them. Either they read it through the

comments or review section or through videos in which users narrate their experiences in using the product.

It also reflected that varied product choices give them a reason to purchase online ranked 3rd along with two other choices. According to the respondents, it is for convenience purposes. It saves them time because they can readily see the specific product that they want to buy online.

*Table 3.3 Impact Along with Evaluation of Alternatives*

Indicators	Frequency	Rank
<b>Online reviews of the products help me to be vigilant as to what products be added to the list for online purchases</b>	59	1
<b>Varied product choices give me a reason to purchase online</b>	34	3
<b>Prices offered by the online sellers allow me to be prudent as to what products be purchase</b>	34	3
<b>The claimed quality of products triggered me to be careful as to what products be added to the cart</b>	34	3
<b>Product endorser's credibility has a bearing as to what products be purchased</b>	23	5

The other two choices are: prices offered by the online sellers allow them to be prudent as to what products be purchased and the claimed quality of products triggered them to be careful as to what products be added to the cart are also ranked 4th. The shoppers consider the quality and the prices of the products before making a purchase. This is to make sure that even though the product is priced less, the quality is still considered.

Finally, the last product endorsers' credibility has a bearing as to what products to be purchased is ranked 5th. As to this situation, the shoppers consider the reputation of the endorser. As much as possible, they want them to have a clean record to be able to trust them. Celebrity endorsement is one effective marketing strategy. It helps consumers remember the product that is being catered. They become aware of it.

Similarly, Pires et al. (2004) claimed that customers' decisions to make purchases online have been significantly influenced by the element of trust. Customers who have had a negative delivery experience are less likely to trust merchants who post advertisements for their goods on social media.

Because an online purchase is virtual and involves no actual interaction between the buyer and seller, the buyer's trust in the seller is crucial, and buyers must be willing to assume any risk associated with the transaction.

According to Raman & Annamalai (2011), security is a consideration that has a significant impact on consumers' decisions to make online purchases. This is because customers are highly wary of security while making purchases on social media platforms since they may become suspicious of an online transaction's security. Customers' faith in online sellers of goods is based on their ability to persuade them that there is no fraud involved in the transaction and how secure their present transactions are.

This demonstrates that customers are prepared to take a chance when buying the goods they desire due to their appeal and benefits. Simultaneously, the means they acquire have increased their willingness to take chances and increased their openness. Risks associated with online shopping include payment fraud, particularly when credit cards are used, product quality, exploitation of customer personal information, and networks that online businesses use from unreliable sources.

The ranking of the responses of the respondents about the impact along with the selection of the final product are shown in table 3.4. The indicators are only those products of quality are included in the final purchase, the products purchased are those that comply with the specifications set, they believe that the best product is the one selected considering the number of choices offered, and the final products included in the cart are those with competitive prices.

*Table 3.4 Impact Along with the Selection of the Final Products*

Indicators	Frequency	Rank
<b>Only those products of quality are included in my final purchase</b>	48	1
<b>The products that I purchased are those that comply with the specifications I set</b>	42	2
<b>I believe that the best product is the one I selected considering the number of choices offered</b>	36	3
<b>The final products that I included in the cart are those with competitive prices</b>	24	4

Table 3.4 shows that only those products of quality are included in their final purchase with a frequency of 48 and ranked 1st as having the most impact in terms of selecting the final products. According to online shoppers, they only purchase high-quality products because they know that they can be used in the long run. It satisfies them because it meets their expectations.

It also reflects that the products that they purchased are those that comply with the specifications set ranked 2nd a frequency of 42. Online shoppers have specific standards in deciding what products to buy to not waste their money on things that will not bring them value in the long run. According to the respondents, they see to it that the price of the products meets the value of it in terms of its durability and performance.

Furthermore, the respondents believed that the best product is the one they selected considering the number of choices offered ranked 3rd. In this context, online shoppers, purchase products that meet their expectations after comparing various products being offered online which provide the same benefits.

Finally, the indicator which says that the final products that they included in the cart are those with competitive prices, was the least and placed 4th. According to the respondents, especially the students, they purchase products that are priced low but provide the same value as the high-priced ones. They first look through the number of sales the product has and then proceed to read reviews from customers.

Bhatnagar et al. (2000) stated that they examined the convenience factor when making online purchases in their study. According to the study's findings, most customers prefer online shopping since it saves them time, allows them to choose from a wider selection of products, and is more affordable. This illustrates how consumers have been driven to buy things online due to convenience, as it allows them to make informed decisions and satisfy their preferences. Online shopping has made consumers' lives easier because it allows them to shop whenever and wherever they want, saving them time from having to go out and seek products or drive around town to buy necessities. When consumers purchase online products, prices can be compared, details of a product they want to buy can be learned and comments from past consumers who have bought the product can be seen. This implies that shopping online is much easier and more convenient.

The ranking of the responses of the respondents about the impact along with post-purchase evaluation are shown in Table 3.5. The indicators that state that they feel satisfied every time that the products delivered are compliant with the specification set which yielded to patronizing the products of the online sellers, they like informing people of the benefits /advantages of buying products by giving reviews, they feel responsible every time that they warn co-online buyers by discussing the risks /disappointments experienced with the products, and the chance to provide reviews about the products excites them as online consumers are included. The results were presented computed and ranked.

*Table 3.5 Impact Along with Post Purchase Evaluation*

Indicators	Frequency	Rank
<b>I feel satisfied every time that the products delivered are compliant with the specification set which yielded to patronizing the products of the online sellers.</b>	52	1
<b>I like informing people of the benefits /advantages of buying products by giving reviews</b>	39	2
<b>I feel responsible every time that I warn my co-online buyers by discussing the risks /disappointments experienced with the products</b>	26	3
<b>The chance to provide reviews about the products excites me as an online consumer</b>	23	4

Table 3.5 shows that they feel satisfied every time that the products delivered are compliant with the specification set which yielded to patronizing the products of the online sellers ranked 1st as having the most impact along with post-purchase evaluation. Customer satisfaction is anchored on trust. According to the respondents, they are satisfied when the actual product they bought matches its product description online. In addition, online sellers who are consistent in providing quality services make them patronize other products being sold by them.

It also reflected that they like informing people of the benefits /advantages of buying products by giving reviews ranked 2nd with a frequency of 39. Online shoppers find joy and satisfaction when they inform other people of their experience with the product they bought online as it brings them a sense of concern to others. They become glad that they are able to help other people to have an understanding of the products based on their experiences.

Next, they feel responsible every time that they warn their co-online buyers by discussing the risks /disappointments experienced with the products ranked

3rd. According to the respondents, it is just right to warn others of the negative impact of the product to protect them from harm such as scams. It also gives a warning to sellers to provide safety to their customers.

Finally, the chance to provide reviews about the products excites them as online consumers was placed 4th. According to online shoppers, by providing online reviews, they can earn discounts or points. Not only did they help other customers, but it also brought them a sense of achievement or reward for being honest and concerned about others.

**4. Issues along with Buying Decisions**

Issues along with Buying Decisions refer to the several issues that exist online that can discourage customers from buying products. Among these issues are: 1.) the quality claimed by the products posted is not of those claimed 2.) security risks such as data breaches, scams, and the like 3.) the final product selected is not the actual products delivered 4.) the product specifications posted are not of those delivered 5.) unreliable online reviews of a product; and 6.) online shopping triggers hyper-consumerism. The responses of the respondents about the issues along with buying decisions are shown below.

*Table 4. Issues along with Buying Decisions*

Indicators	Frequency	Rank
<b>The quality claimed by the products posted is not of those claimed</b>	44	1
<b>There are security risks such as data breaches, scams, and the like</b>	38	2
<b>The final product selected is not the actual product delivered</b>	34	3
<b>The product specifications posted are not those delivered</b>	28	4.5
<b>Products online reviews posted are unreliable</b>	28	4.5
<b>Online shopping triggered me toward hyper-consumerism</b>	21	6

Table 4.0 shows that the quality claimed by the products posted is not of those claimed ranked 1st as one of the major issues of online shoppers. Based on the responses of the online shoppers, some products they thought were of good quality, do not meet their standards once they arrive. Some of them are damaged because of weak packaging.

It is also reflected that there are security risks such as data breaches, scams, and the like ranked 2nd. Since customer satisfaction is anchored on trust, the personal information of the customers must be secured. They are likely to have online transaction with a business that values the personal information they provide online.

Furthermore, the final product selected is not the actual product delivered ranked 3rd. The respondents claimed that the description and picture of the product did not match the actual product that they received.

Next, the product specifications posted are not of those delivered ranked 4.5th. The shoppers' expectations were not met because the product's specifications online are far different from the actual item. For example, the sizes of the delivered blouses and dresses do not match the size chart shown by the seller.

It can be noted that product online reviews posted are unreliable and ranked 4.5th. According to online shoppers, some reviews online are not trustworthy. For

example, there are no images as proofs for damaged items.

Finally, online shopping triggered me toward hyper-consumerism was the least and placed as 6th. Despite the popularity of online shopping, shoppers from Juban, Sorsogon still consider the financial impact of buying excessively.

According to the study on e-commerce trust (Rachel & Caterina, 2012), consumers may be concerned about losing money when they shop online and do not receive the products. Put another way, people fall victim to online scams. Phishing and malware are the two most prevalent Internet frauds, according to the majority of shared information regarding those scams (Web Of Trust). She went on to say that other problems could lead to negative client experiences. For example: a poorly designed website, difficulty communicating online, shipment delays, mismatched products, and so forth.

The following are the proposed digital shopping measures that can aid consumers in achieving smart buying decisions: Vigilance on product online reviews; Informed decisions through shopping website comparison; Following reliable social media influencers and inclusion of DTI consumer tips on making online purchases

## V. CONCLUSIONS AND RECOMMENDATIONS

Based on the preceding findings, the researcher concludes that the most common digital shopping applications used by online shoppers are Shopee, Lazada, and TikTok. The products commonly purchased by online shoppers are clothing and apparel, home and office supplies, beauty and health products, electronic gadgets, and home appliances. Digital shopping propels consumers to be trend-focused, cost-conscious, influenced by product online reviews, quality-conscious, and manifesting customer patronage. The common issues along with buying decisions encountered by online shoppers include product quality variation, fake online shop, failed deliveries, and hyper-consumerism. Digital Shopping Measures that promote online shoppers' vigilance on product online reviews, informed decisions through shopping website comparison, following reliable social media influencers, and inclusion of DTI consumer tips on making online purchases are proposed to serve as a road map for achieving smart buying decisions.

The researcher offers the following recommendations based on the findings and conclusions made: (1) Online shoppers be watchful of the review ratings of digital shopping sites for them to be protected from scams. (2) Online shoppers be guided by the limitations suggested by the concerned Government entities as to what products be brought using e-commerce platforms and those that ideally be physically purchased. (3) Selective online shopping be instilled among consumers through reading online shopping reviews and attending to forums on becoming wise consumers initiated by the DTI. (4) A task group of online shoppers responsible for promoting their rights as consumers be organized. (5) The suggested digital shopping measures be adopted.

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