

A STUDY ON CONSUMER BUYING BEHAVIOR OF ONLINE SHOPPERS IN RELATION TO THEIR ‘ADD TO CART’ EXPERIENCES

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ABSTRACT:As a social community, the Web is rapidly attracting significance and competitiveness as the most innovative marketing tool. Online shopping has emerged as a result of this opportunity, which has already transformed the lives of the consumers. This research is done through a self-constructed questionnaire of 229 online shoppers from the Philippines to understand their consumer buying behaviors. The survey revealed that the majority of the shoppers are female, belonged to the 21–30 years old age bracket, and mostly students. It was also found out that clothing and apparel are the items being purchased regularly and most of the respondents buy online only when a need arises plus more than half of the respondents have spent less than P 1,000. In terms of mode of payment, the majority of the respondents have paid their transaction through cash on delivery payment scheme. Results have shown that the number one driving factor for customers to buy online is convenience. On the other hand, they have also disclosed that the shopping application used based on their shopping experience is very satisfactory, while the misleading product photography and product description is the number one problem they have faced while purchasing online. The researchers suggest that consumers must carefully read the product description and customers’ reviews on the products before they make their purchasing decision.

KEYWORDS—consumer buying behavior, consumer satisfaction, motivation factor, online shopping

I. INTRODUCTION

People behave differently. They have their own unique personalities, characteristics, values, preferences and attitudes that set them apart from other individuals. Their degree of differences paved the ways for businesses to look into their behaviors in terms of buying and consuming goods and services. The way they purchase and decide what to buy have influenced businesses in deciding what type of products they should offer to satisfy consumers’ needs and wants which will lead businesses to earn better profits. With the increasing level of competition across industries, one’s understanding on the buying behaviors of its prospects and present consumers is seen to be an advantage in dealing with the changing socio-demographic profile of consumers as years go by.

One of the game-changers in global business arena is the rise of the online shopping applications/software. These online shopping applications provide convenience to consumers who got stuck in their busy schedules and want comfort in their own places. Without going in physical supermarket, department stores and shopping malls; consumers could access variety of products to choose from by simply downloading online shopping application in their smart phones or computers. They could also choose the mode of payment they want in availing goods they would like to purchase and be delivered in their respective places. With much ease and hassle-free shopping experience that these online shopping platforms could offer, growing number of consumers are now engaging in this type of buying modality.

As consumers progressively shifting their shopping habits in online platforms, their buying and consuming behaviors have also been changing. Their choice in shopping application for instance has been influenced by various factors such as the promotional tools employed by the online shopping application companies, quality of products offered and the type of service provided by their logistics partners. Consumers have also the tendency to show different buying behavior depending on the amount of products to be purchased along with its perceived quality. It is also good to note that consumers’ experience towards online shopping has never been fine all the times, as some have negative feedback and have expressed their dissatisfaction and disappointment. Hence, big factor on the decision-making process of consumers is the kind of experience they have had in online shopping in which repeat buying or brand switching could happen upon their next purchase. Indeed, the feedback of consumers towards online shopping have also reflected the type of buying behavior they are living out.

Various studies have been conducted to describe the consumer buying behaviors of online shoppers which aimed to contribute to the betterment of the services provided by companies that engage in online selling platform. These studies have also recognized the huge impact of consumer behavior in dictating the tempo of online selling businesses. This research endeavor attempts to contribute additional knowledge in the growing literature of buying behavior of online shoppers in the Philippines. This study has described the profile of the online shoppers and the factors that have been motivating them to purchase online. The perceived level of satisfaction among the consumer respondents along with the problems they encountered toward online shopping were also highlighted in this study.

II. STATEMENT OF THE PROBLEM

The paper focuses on the study of consumer buying behavior of online shoppers. This research is conducted to find the factors influencing the consumers towards online shopping in the Philippines. Specifically, it sought to answer the following:

1. The profile of the respondents;
2. Motivation factors that lead consumers to buy online;
3. Consumer satisfaction towards online shopping; and,
4. Problems encountered on shopping online.

III. METHODOLOGY

In this study, the researchers have utilized a descriptive type of research through an online survey to determine the consumer behavior of online shoppers in the Philippines by forming a self-made questionnaire taking into account the research objectives mentioned above. Likewise, a five-point Likert scale ranging from strongly agree to strongly disagree has been used to collect a quick response from the online consumers.

In this analysis, the convenient non-probability sampling approach was adopted to obtain data from respondents in the province of Nueva Ecija. A convenient sampling method is easy to implement, cost-effective, and more common in Internet Service research that gets a higher response rate (Eze, Manyeki, Yaw, and Har, 2011; Ritchie, Lewis, Nicholls, McNaughton, and Ormiston, 2014). The respondents of the study were the 229 online shoppers who belong to a different sex, age, and profession. The data accumulated were tallied, analyzed, and interpreted. The typicality of responses was calculated using the weighted mean.

IV. RESULTS AND DISCUSSION

This part provides the presentation of data relevant to the problems stated above. Corresponding analysis and interpretation regarding some presented data were discussed using some statistical tools which are also mentioned above.

Table 1. Profile of the Respondents

Sex	Frequency	Percentage
Male	92	40.17
Female	137	59.83
Total	229	100.00
Age	Frequency	Percentage
Below 20	49	21.40
21–30	118	51.53
31–40	38	16.59
41–50	22	9.61
51 and above	2	0.87
Total	229	100.00
Profession	Frequency	Percentage
Student	77	33.62
Self-employed	27	11.79
Government Employee	68	29.69
Private Employee	51	22.27
Others: 3 Housewife, 3 Fresh Graduates	6	2.62
Total	229	100.00
Items Purchased Online	Frequency	Percentage
Electronic Equipment	63	11.45
Computer Hardware	32	5.82
Books	19	3.45
Clothing and Apparel	151	27.45

Household Goods	84	15.27
Health Related Products	54	9.82
Office Supplies	28	5.09
Sporting Goods	19	3.45
Pet Supplies	17	3.09
Food and Groceries	71	12.91
Others, please specify:	12	2.18
Total	550	100.00
	Note: Multiple Responses	
Frequency of Online Purchase	Frequency	Percentage
Once a week	31	13.54
Once a month	30	13.10
When a need arises	98	42.79
Take advantage of big promo and sales	70	30.57
Total	229	100.00
Most Amount Spent in Single Transaction	Frequency	Percentage
Less than P 1,000	150	65.50
P 1,001–P 3,000	59	25.76
P 3,001–P5,000	12	5.24
P 5,001 and above	8	3.49
Total	229	100.00
Mode of Payment	Frequency	Percentage
Credit Card	19	8.30
Debit Card	12	5.24
Online Bank Transaction	23	10.04
Cash on Delivery	175	76.42
Total	229	100.00

Table 1 presents the profile of the respondents. As to sex, majority of the respondents are dominated by female (59.83%) while male respondents are being outnumbered (40.17%). Women respondents tend to have more needs and wants than their male counterparts particularly in terms of clothes, beauty products and other fashion items. It is also a nature of women to take the responsibility of buying the needs of her family like household commodities. Thus, in this modern time, they have also resorted to online shopping.

In terms of age, half of the total respondents belong to the 21–30 years old age bracket (50.53%) while those respondents above 51 years are the least in number (0.87%). Most of ages 21–30 years old are employed and tied with their busy schedules and other commitments. With lesser time to go to a physical store, they have opted to purchase their much needed commodities online. Meanwhile, few respondents under 51 years old and above have resorted to online shopping as most of this age group might find difficulty in using shopping applications or software.

As to profession, majority of the respondents are students (33.62%) followed closely by the group of government employees (29.69%) and private employees (22.27%). Even without any source of income yet, students comprised the majority of respondents of who purchased online. One respondent has disclosed that he saved portion of his allowance given by his parents enough for him to pay the items he purchased. Other student-respondents have admitted that she asked her parents to pay the goods she ordered online. It can also be demoted that student group are exposed in online activities and tend to visit online shopping stores in their spare times. On the other hand, the employees group are the ones with source of income yet with lesser time to go shopping centers, hence just downloaded shopping applications and order their needs online.

As to the items regularly purchased by the respondents, clothing and apparel category has recorded the highest percentage (27.45%) of goods bought online. With variety of products sold online, online shoppers might get overwhelmed with a lot of products and brands to choose from.

The study revealed that most of the respondents purchased online when a need arises (42.79%) and when they would like to take advantage of big promo and sales (30.57%). As disclosed by one of the respondents, she just purchased items online when there is a need and wanted it to be delivered in her place. She also reiterated that she opted to buy online to avoid hassle from buying in a tangible store. Other respondents have also admitted that they are waiting for the big time promo and flash sales to be offered by online shopping stores in which buying during those times would give them big savings due to price cut.

Meanwhile, more than half of the respondents have spent less than P 1,000 (65.50%) in a single transaction. As shared by one respondent, she has to control her spending due to her limited budget and has to

prioritize much more important things like the basic necessities of her family. It is also good to note that majority of the respondents are students; thus, they are just dependent on their parents' support.

In terms of mode of payment, majority of the respondents have paid their transaction through cash on delivery payment scheme (76.42%). Fewer respondents have resorted to payment through credit card (8.30%) and debit card (5.24%). Even with big shipping cost at stake, most consumers are resorting to cash on delivery as it would give them much more confident that they would not be victimized by a fraud; and that they would pay the items they purchased online once it arrives in their respective places.

Table 2. Motivation factors that lead consumers to buy online

No.	Factors	WM	Verbal Interpretation	Rank
1	Convenience	4.33	Strongly Agree	1
2	Wide Variety of brands and products	4.17	Agree	3
3	User-friendly shopping application	4.15	Agree	4
4	Reasonable price	3.99	Agree	8
5	More sales and discounts	4.11	Agree	5
6	Number of payment options available including Cash on Delivery	4.28	Strongly Agree	2
7	Free or discounted shipping fee	4.00	Agree	7
8	Ease of making returns and exchanges	3.46	Agree	10
9	Evidences of feedbacks are available	4.08	Agree	6
10	Quick delivery	3.88	Agree	9

The table above presents the motivation factors that lead consumers to buy online . It can be gleaned from the figures above that the consumers strongly agreed that it is convenient to buy online ($\bar{x}=4.33$). According to Pihlström and Brush (2008), convenience helps consumers to make better use of their precious time, which is an essential part of consumer value. Previous researches have attempted to test the potential effects of the online customer experience and have theoretically concluded that one of the key implications of improving the online customer experience is the intention to repurchase (Bilgihan and Zhang, 2016) and this can be achieved if shoppers find the convenience to purchase online.

Along with the same line, the respondents strongly agreed that one of the motivating factors they are buying online is the number of payment options available which includes COD (Cash on Delivery) ($\bar{x}=4.28$). Indeed, online shopping sometimes offers good payment plans (Amin, 2009) and options for customers. In practical terms, customers can decide their payment date and amount (Anonymous, 2009) in their own preference and convenience.

Furthermore, the online shoppers agreed that a wide variety of brands and products available online ($\bar{x}=4.17$) is another motivating factor to purchase using this platform. E-commerce has made purchasing simpler than it was, and online shops give customers advantages by having more goods and services from which they can choose (Lim and Dubinsky, 2004; Prasad and Aryasri, 2009).

On top of this, user-friendly shopping application ($\bar{x}=4.15$) can also be considered a motivating factor to buy online from the perspective of the consumers. Uncluttered and easy-to-navigate sites economize shopping time and the cognitive effort consumers expend figuring out how to shop effectively online (Szymanski and Hise, 2000). Since the user interface of an online store influences the experience of consumers interacting with a retailer's product or service offering (Griffith, 2001), a well-designed user interface framework will reduce the burden of searching for customers and the time needed for processing information.

Likewise, the respondents agreed that there are more sales and discounts ($\bar{x}=4.11$) online. For some consumers, value shopping entails looking for discounts, sales, or hunting for price promotions (Arnold and Reynolds, 2003). At the same time, many Internet users anticipate e-tailers to give or have lower rates for price promotions than offline retailers (Maxwell and Maxwell, 2001).

On the other side of the coin , consumers only agreed that there is an ease of making returns and exchanges in online shopping ($\bar{x}=3.46$). Every customer hates poor return policy and lack of after-sale service factor most respectively. Thus, marketers need to develop better return policies, improve the quality of the product and after-sale services, and should charge a reasonable price to encourage online shopping (Rahman, Islam, Esha, Sultana, and Chakravorty, 2018).

Table 3. Consumer Satisfaction Towards Online Shopping

No.	Factors	WM	Verbal Interpretation	Rank
1	Shopping application used	4.35	Very Satisfied	1
2	Wide variety of products available for sale	4.22	Very Satisfied	2
3	Truthfulness of information provided about	3.64	Satisfied	10

	the products			
4	Prices of products sold	3.93	Satisfied	7
5	Responsiveness and courteousness of the online seller	3.85	Satisfied	9
6	Service of delivery personnel	4.09	Satisfied	4
7	Delivery time of logistic provider	3.90	Satisfied	8
8	Ease of payment options	4.27	Very Satisfied	3
9	Quality of packaging	4.00	Satisfied	6
10	Quality of products received	4.01	Satisfied	5
	Average Weighted Mean	4.03	Satisfied	

The table above presents the consumer satisfaction towards their online shopping experience . It can be noted from the data above that the consumers are very satisfied with the shopping application they are using (\bar{x} =4.35). Haubl and Trifts (2000) found that interactive tools might have favorable effects on the quality and the efficiency of the shoppers' purchase decisions. In real life, uneasy to navigate applications, for instance, make customers walk away from online shopping (Comegys, Hannula, and Váisänen, 2009).

In the same way , consumers are very satisfied to purchase online because of the ease of payment options (\bar{x} =4.27). The study conducted by Wee and Ramesh (1999) stated that because of the convenience of delivery and ease of purchase, consumers prefer to shop online. This only denotes that the online payment process is another issue that should be taken care of for the reason that it affects the willingness of the buyer to pay (Wang, Ye, Zhang, and Nguyen, 2005).

In the same spirit, buyers using the online platform are very satisfied because of the wide variety of products available for sale (\bar{x} =4.22). In online shopping, extrinsic advantages include features such as a wide product range, competitive pricing, quick access to data, and low search costs. Intrinsic advantages include features such as color and design (Shang, Chen, and Shen, 2005).

Moreover, the consumers also revealed that they are satisfied with the service of delivery personnel(\bar{x} =4.09). According to Perrault and McCarthy, (2005) marketing intermediaries assist in providing convenience for the consumer by making products available where they want them, invest in inventory, serve as risk-takers and provide critical information to both producer and the customers. Thus, the logistic partners' role is very important in satisfying the customers.

Along similar lines, the customers are satisfied with the quality of the products they receive (\bar{x} =4.01).In research conducted by Fatlahah (2013), it has been proven that the product quality gives contribution of influence toward a purchase decision. Additionally, Kotler and Armstrong (2008) stated that the better result of product quality can make an opportunity for the consumers to make a purchase decision.

On the flip side, the online shoppers are just satisfied with the truthfulness of the information provided about the products (\bar{x} =3.64).Given the fact that customers rarely have a chance to touch and feel the products available online before they make a decision, online sellers normally provide more product information that customers can use when making a purchase (Lim and Dubinsky, 2004). Hence, the information provided affects how the customer perceives the retail service. That is why it is important to give truthful and sufficient information. With adequate information, customers can make better purchase decisions (Mentzer, Flint, and Kent, 1999; Mentzer, Rutner, and Matsuno, 1997), which creates value for them.

Table 4. Problems Encountered on Shopping Online

No.	Factors	WM	Verbal Interpretation	Rank
1	Delay in delivery	2.90	Sometimes	5
2	Product usually arrive in damage condition	2.38	Rarely	7
3	Wrong product and/or product specification is sent	2.37	Rarely	8
4	Rude delivery personnel	2.03	Rarely	10
5	Additional charges or sometimes hidden charges	2.16	Rarely	9
6	No assurance in terms of warranties	2.88	Sometimes	6
7	Lack of feel and touch of the product	3.05	Sometimes	2.5
8	Lack of after sale service	3.04	Sometimes	4
9	Return policy problems	3.05	Sometimes	2.5
10	Deceiving product photography and product description	3.20	Sometimes	1

The above table presents the problems encountered by customers when shopping online. The data revealed that the number one problem being faced by the consumers when buying online is the deceiving

product photography and product description ($\bar{x}=3.20$). Online shoppers will be disappointed if the product information does not meet their expectations (Liu and Guo, 2008) because information quality and visual design is an important effect on purchasing decision when buying online (Koo, Kim, and Lee, 2008).

Much in the same way, the online buyers experienced return policy problems and a lack of feel and touch of the product ($\bar{x}=3.05$). Customers care about returns (Dabholkar et al., 1996). Thus, they must be aware of the terms and conditions of the sellers in terms of their return policy.

In the same fashion, customers are less likely to buy clothes through online channels (Goldsmith and Flynn, 2005) because they have no chance to try or examine the actual product (Comegys, Hannula, and Väisänen, 2009). Customers would only buy these products over the Internet after they have already experienced them (Peterson, Balasubramaniam, and Bronnenberg, 1997).

Over and above that, buyers online experienced a lack of after-sale service from the sellers ($\bar{x}=3.04$). For customers, after-sales support and immediate responses to inquiries are of great importance (Spence, Engel, and Blackwell, 1970; Festervand, Snyder, and Tsalikis, 1986). As a result, outstanding quality after-sales service not only affects the retention of current customers but also raises the number of new customers (Anderson, Fornell, and Lehmann, 1994).

Lastly, the respondents also encountered problems in terms of warranties ($\bar{x}=2.88$). In the retail market, warranties are always considered as a signal of quality (Gal-Or 1989) and a signal of consumer protection (Ambad and Kulkarni, 2015). This is also the reason why when customers cannot distinguish clearly between high and low product quality in a market, a longer warranty length indicates higher product quality (Pakdil, Isın, and Genç, 2012) seen from the customer perspective.

V. CONCLUSION AND RECOMMENDATION

Based on the results gathered, the following conclusions were derived:

1. Majority of the respondents were female, belonged to 21–30 age group who were either students or employed professionals. Majority of them bought clothing and apparel and have purchased when their needs arise and when there were big promo and sales. They have spent less than Php 1,000 and paid through cash on delivery payment scheme;
2. Respondents were motivated to engage in online shopping due to the convenience it offers and with payments options including cash on delivery;
3. Respondents were satisfied in the course of their shopping experience. They were very satisfied to the shopping applications they used, availability of wide variety of products up for sale and the ease of payment options offered; and,
4. Deceiving product photography and product description was the top problem encountered by the respondents in shopping online.

Based on the derived conclusions, the following recommendations were formed:

1. For online sellers to increase their market share, they must give attention to making their online store beautiful, particularly by working on an appealing website;
2. The website and application design should be focused on attracting and satisfying more online customers; and,
3. At any level of a shopping journey, the online sellers must ensure that all the clicks of the consumers are being addressed to truly comprehend their needs, wants, and desires to provide them a wonderful experience and to minimize friction; and,
4. Consumers must not only focus on the photographs of products since in an online store, they cannot personally see, touch, or try the product they are interested in. They must carefully read the product description and the reviews of other costumers, before they make their purchasing decision.

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