

## **Influence of Online Transaction Trends to Credit Card Behavior of DWCC Employees**

Rabelai E. Barrientos<sup>1</sup>, Angelika M. Sangalang<sup>2</sup>, Kate Audrey P. Garcia<sup>3</sup>, Jenny Rose Z. Concepcion<sup>4</sup>, Kyla Rica Z. Garcia<sup>5</sup>, Prof. Shirley I. Mendoza, DBE, PhD.<sup>6</sup>

<sup>1, 2, 3, 4, 5, 6</sup> (School of Business, Hospitality, and Tourism Management, Divine Word College of Calapan, Philippines)

Corresponding Author.: Rabelai E. Barrientos<sup>1</sup>

**ABSTRACT:** *Online transactions are prevalent nowadays as we move to a more digital world at a fast pace. Related to this is the embracing of cashless modes of payment like the use of credit cards which are sometimes uncontrollable and can lead to piling of debts. Other studies focused on what influences buying behavior but little is known about credit card behavior. The main objective of this study is to determine the relationship between online transaction trends and credit card behaviors. The chosen respondents for this study are the DWCC Faculty and Employees owning credit cards. The independent variable is the online transaction trends with indicators such as trust, convenience, time, privacy, and pricing while the dependent variable has indicators of usage frequency and credit card balance. After data collection and analysis, only privacy and pricing of online transaction trends have a significant relationship with usage frequency of credit card behavior.*

**KEYWORDS** - *credit card behavior, online transaction trends, pricing, privacy, usage frequency*

### **I. INTRODUCTION**

Internet has been a great part of every transaction that people perform every day. It served as the tool for communication and many technological advancements which aim for efficiency and productivity. In addition, it also paved its way for the birth of online transactions. Online transactions are defined by IGI Global (n.d.) as using the internet to conduct banking, investing, and product purchases [1]. Additionally, Law Insider (n.d.) defined it as any online payment or buy activity [2]. In this study, aside from online shopping, online transactions may also include payments of bills and other expenses and booking of services done online. 33 percent of respondents in the Philippines said they carried out between 26 and 50 percent of their transactions online, according to Statistica (2022) [3]. Additionally, according to Nielsen Research, the top three categories for online transaction are movie tickets (34%), fashion-related items (39%), and bill payments (39%). (Visa, 2015). Additionally, this study found that Filipinos are more confident when using payment cards, preferring them over bank transfers (34%), cash on delivery (35%) and other methods when making online purchases (65%) [4]. When having transactions online, some of the consumers also use credit cards instead of cash-on-hand. Credit cards were described by Bloomenthal and Catalano (2021) as a thin, rectangular piece of plastic or metal that is issued by a bank or financial services provider that enables cardholders to borrow money to pay for products and services from businesses that accept credit cards [5]. As of January 2021, less than 3% of respondents in the Philippines who were 15 years of age or older said they had a credit card, according to a DataReportal survey. Of these, a greater proportion of male respondents—2.5 percent—said they own a credit card (Statistica, 2022) [6]. These online transactions help the consumers save time and costs and can also induce people to use credit cards especially in times when they lack money on hand. Aside from these advantages, this may also result in impulsive and impractical buying of unnecessary products and services and accumulation of more debt. With this problem, this study is being proposed to determine the relationship between online transactions trends and credit card behavior of Faculty and Employees of Divine Word College of Calapan from College Campus and Basic Education.

Dost, Illyas, & Rehman (2015) with their study entitled “Online Shopping Trends and Its Effects on Consumer Buying Behavior: A Case Study of the Young Generation of Pakistan”, used five variables such as trust, time, convenience, privacy, and product variety. Out of these five variables, convenience and trust have the most effects on whether individuals decide to buy things online or in physical stores, whereas privacy has less of an impact [7]. Focusing on online payment methods, Nguyen and Nguyen (2020) have found that awareness of usefulness, awareness of risk, awareness of trust, awareness of ease of use, perception of product uncertainty, and perceived behavioral control have impact on the decision to use an online payment method [8].

According to Zhu, Ren, Chen, and Evans (2020), online shopping was discovered to be the most important predictor of credit consumption out of the four forms of internet usage, which are social use, entertainment use, information use, and online shopping [9]. In line with this, Coupon Follow (2019) conducted a report entitled “State of Online Shopping & Credit Card Usage Habits In 2019”. 42% of the 1,740 US consumers responded that they overspent their budget while purchasing online in the last six months. Meanwhile, 29% of respondents used a credit card to make an internet purchase even if they knew they wouldn't be able to pay the bill straight away. Additionally, it has been discovered that internet shopping can quickly result in credit card debt, as evidenced by the 28% of people who had previously accrued credit card amounts of more than \$1,000 as a result of online buying. Additionally, this study revealed that almost 3 in 10 people (29.1%) had charged an internet purchase on a credit card they couldn't afford to pay off. Another significant finding from this study's report relates to the customers' ages, showing that older Millennials between the ages of 29 and 38 were most likely to have used credit cards for online purchases [10].

Aside from online shopping, consumers also use credit cards in other online transactions such as payment of school fees, donations, travel expenses, and app and games subscriptions. PaymentsJournal (2022) reports that 43% of consumers pay using a credit card to subscribe to a video streaming service, 37% do so for a music streaming service, 55% do so for a news or magazine subscription, and 48% do so for a software subscription. In addition, 41% of customers use a credit card to pay for a box-of-the-month subscription, while 42% of customers use a credit card to pay for a premium app subscription [11].

Additionally, Basnet and Donou-Adonsou (2016) conducted a study entitled “Internet, consumer spending and credit card balance: Evidence from U.S. Consumers”. According to this study, having access to the internet raises the likelihood of having a positive credit card balance by 4% to 5% when compared to people without it. The study found that while the internet increases debt, debt can be reduced via education [12]. Moreover, credit card debt is another type of debt, and a study by Adzis, Bakar, and Shahar (2017) titled "Factors impacting young people' debt in Malaysia" found that among Malaysian young adults, income level is a significant predictor of debt level. This shows that people with high incomes have greater debt capacities and can therefore borrow more money [13].

From the related studies given above, the researchers chose the case study of Dost et al. (2015) entitled “Online Shopping Trends and Its Effects on Consumer Buying Behavior: A Case Study of Young Generation of Pakistan”, as the basis model of this study because it has a concrete model of conceptual framework and is aligned with the proposed study's objective [7]. The main objective of this study is to determine the influence of online transaction trends to credit card behavior of Faculty and Employees of DWCC.

As for the significance of this study, this can be beneficial to the respondents, specifically the Faculty and Employees of DWCC for they will know how to manage their finances, specifically credit card management. This would be possible through an action plan about credit card management that will be proposed by the researchers based on the results of the study. In line with this, as the employed individuals properly manage their credit card usage, the banks can also benefit since they will be receiving payments from their debtors on time. This study will also be useful to the future researchers that will conduct research with the same topic. This study is only limited to know the relationship between online transaction trends and credit card behavior of Faculty and Employees of DWCC focusing on the variables presented in the conceptual framework. The respondents involved in this study are the Faculty and Employees of Divine Word College of Calapan from College Campus and Basic Education with ages 18 years old and above owning credit cards.

## 1.1 Review of Related Literature

### 1.1.1 Online Transactions

Internet, being an essential instrument in this modernized world for communication, is also being utilized in online transactions. Online transactions are defined by IGI Global (n.d.) as using the internet to conduct banking, investing, and product purchases [1]. Additionally, Law Insider (n.d.) defined it as any online payment or buy activity [2]. In this study, aside from online shopping, online transactions may also include payments of bills and other expenses and booking of services done online. 33 percent of respondents in the Philippines said they carried out between 26 and 50 percent of their transactions online, according to Statistica (2022) [3]. Additionally, according to Nielsen Research, the top three categories for online transactions are movie tickets (34%), fashion-related items (39%), and bill payments (39%) (Visa, 2015). Additionally, this study found that Filipinos are more confident when using payment cards, preferring them over bank transfers (34%), cash on delivery (35%) and other methods when making online purchases (65%) [4]. Market Business News (2022) defines online shopping as "the activity or action of buying things or services through the internet" as one of the online transactions [14]. According to DataReportal, 62.5% of respondents in the Philippines said they had made an online purchase (Statistica, 2022) [6]. One of the reasons behind these statistics is due to the convenience, speed, and time-saving that online transactions bring to the consumers.

According to Dost et al. (2015), in their study entitled *Online Shopping Trends and its effects on Consumer Buying Behavior: A Case Study of Young Generation of Pakistan*, out of these five variables, convenience and trust have the most effects on whether individuals decide to buy things online or in physical stores, whereas privacy has less of an impact. 215 respondents were surveyed who are all students in universities of Punjab [7]. The authors of this study recommended adding pricing and discount as other variables affecting online buying behavior. Moreover, Nguyen and Nguyen (2020) have also conducted a study which is quite similar to Dost et al. in terms of independent variables. They have found that awareness of usefulness, awareness of risk, awareness of trust, awareness of ease of use, perception of product uncertainty, and perceived behavioral control has an impact on the decision to use an online payment method [8]. In addition, Zhu, Ren, Chen, and Evans (2020), conducted a study entitled "How does internet usage affect the credit consumption among Chinese college students? A mediation model of social comparison and materialism". They discovered that among the four forms of internet use—social, entertainment, informational, and online shopping—with 558 Chinese participants, online shopping emerged as the most significant predictor of credit use [9]. Finally, Basnet and Donou-Adonsou looked at whether households with internet access are more prone to credit card defaults in their study. Their research found a direct correlation between internet access and credit card delinquencies using the Survey of Consumer Finance and the probit model [12].

#### 1.1.1.1 Trust

According to Thagard (2018), trust is "an essential component of all human relationships, including sexual relationships, familial relationships, economic relationships, political relationships, and medical practices.[16]" In the study of Suganya and Pauliester (2016), they noted that security and trust are two crucial aspects to take into account while conducting any online transaction [17]. Online shopping as one of the most popular transactions online, also requires trust. As evidence for this, Tasin (2017) demonstrated in her research how trust affects consumers' decisions to make purchases online [18]. Her study offers proof that the reliability of the information, the consumer reviews, and the website quality are the foundations of confidence in online shopping. In addition, according to Shaheen, Zeba, Chatterjee, and Krishnankutty (2020), e-commerce website trust is influenced by the legitimacy and informational value of online reviews [19]. However, since people are only transacting online and checking the products through pictures, they cannot avoid doubting the online transaction apps and websites. Like the usage of credit cards, trust encourages the use of electronic payments. A study titled "The factors of electronic payment system utilization from customers' perspective" was carried out by Oney, Guven, and Rizvi in 2017. Their findings suggest that the use of Electronic Payments Systems (EPS) is significantly influenced by both perceived security and trust [20]. Additionally, Ahmed, Ali, and Top (2021) claimed that customers should feel secure when providing their credit card and other personal information online [21]. Trust in online transactions can somehow induce people to use their credit cards instead of cash-on-hand when having online transactions.

#### 1.1.1.2 Time

Electronic payment has advantages including cost and time savings and reduced transaction costs. It allows consumers to have cashless transactions and payments for goods and services through card, mobile phones or the internet. In addition, most people prefer internet payment transactions because it can save more valuable time than the traditional methods of payment. (Dockmaster, 2021) [22]

According to the study of Jadhav and Khanna (2016) "Factors Influencing Online Buying Behavior of College Students: A Qualitative", they have stated that time is one of the factors enticing more consumers to shop online [23]. Over the past years customer's buying behavior had a vast change. Instead of going to the physical stores they go to online stores. Online transactions are one of the easiest solutions for a busy life in today's world. It saves ample time for modern people to purchase despite their busy lives (Rahman, Islam, Esha, Sultana, & Chakravorty, 2018) [24]. Rahman et. al also stated that time saving is one of the main foundations for online shopping. This motivates online shoppers to buy from the internet.

People think that going and visiting physical stores is time consuming. Also, those who work in the office prefer online shopping because they can shop after office hours. Accordingly, convenience, time-savings, price, and product variety benefits are the main reasons that motivate Amazon Prime members and non-Prime shoppers to shop and buy on Amazon's website (Rashaduzzaman, 2020) [25]. When using credit card shoppers can have an easier time if they need to dispute a transaction. Like when they make a purchase from an online retailer, and it doesn't deliver the product they purchased. (Lyle Daly 2019) [26].

#### 1.1.1.3 Convenience

A person's perception of how easy it is to use a system is referred to as perceived ease of use (PEOU). The study of Shen, Li, and DeMoss (2012) cited by Indiani et al. (2015) says that perceived transaction convenience has numerous variables including: ease of ordering procedure, ease of product search, and ease of

paying transactions [27]. The role of perceived transaction convenience was proven in online shopping whether an easy and safe payment method is crucial to the users (Ferreira, 2016) [28]. Moreover, Shaw and Sergueeva (2016) discovered that perceived transaction convenience influences users in a positive way and desire to utilize a smartphone for mobile commerce in a significant [29]. Also, Cheema, Rizwan, Jalal, Durrani, & Sohail (2013) revealed in their study that the factors that affect the intention in online shopping are the perceived ease of use and perceived enjoyment [30]. Based on Facebook's Emerging Trends Research, Cudis (2021) also indicated 93 percent of Philippines-based respondents that in deciding to purchase online convenience and price are the two things to be contemplated [31]. One of the main reasons why customers are inclined to use internet purchasing is convenience (Jiang, Yang, and Jun 2013). [32] Convenience as one of the driving factors of online transactions can affect consumers to purchase on credit as this is easy to use and the safest financial instrument around.

#### 1.1.1.4 Privacy

Protecting consumer privacy is a critical challenge for the growth of e-commerce (Bandara, Fernando & Akter, 2020) [33]. The rapid increase in the number of consumers using online channels has resulted in extensive online collection and sharing of consumer information (Alhouti, Johnson, & D'Souza, 2016) [34]. Various organizations purposefully collect, store, and process customer information, raising a number of concerns (Alashoor, Han, & Joseph, 2017) [35]. As a result, they see online transactions as a threat to their privacy.

Online transaction privacy, according to Sushko (2021), refers to how much of your personal, financial, and browsing information has remained private while you're online [36]. As information technology advances, people gain the ability to share personal information globally, but they have little to no control over how others use their information (Brandimarte, Acquisti, & Loewenstein, 2013) [37]. In line with this, Akhter (2014) stated that privacy concerns have a negative impact on online transactions. Businesses should take certain steps to protect consumers' privacy and assure them that the information they provide is secure (Akhter 2014)[38].

Consumers are probably aware that privacy threats stem from who has access to their information and how that information is used. Despite this, the authors contend that people continue to fail to recognize that who controls, access, and use their information is the most important factor in privacy protection (Brandimarte, et al., 2013) [37]. Understanding how your information is exposed online will give you more control over your privacy, as there are only a few things that can be kept private (FindLaw, 2016) [39]. This is where privacy policies come into play. This is one method by which organizations address privacy concerns. However, according to FindLaw (2016), when asked to check a box indicating that they have read and understand the company's privacy policy, the majority of online shoppers immediately click "agree" without reading the policy, despite the fact that it is critical.

Customers are more likely to continue using online services in the manner that businesses require and desire if clear privacy statements are provided (Hakobyan, 2019) [40]. Furthermore, as technology progresses, credit cards, debit cards, electronic cash and check systems, smart cards, digital wallets, contactless payment methods, and mobile payments, to name a few, became a part of the payment system (Bezhovski, 2016) [41]. According to a March 2017 survey of global online shoppers, consumers preferred credit card payment over other payment methods, with 42 percent preferring credit card payment over other payment methods (Sabanoglu, 2021) [42]. However, the rise of e-commerce has increased the risk of cybercrime and hacking, raising the prospect of identity theft, privacy invasions, and financial espionage (Fianyi, 2015) [43]. In line with this, Aigbe and Akpojaro (2014) reveals that having two or more authentication factors makes an electronic payment system more secure, reduces the potential for fraud, and increases users' confidence in using electronic payment systems, particularly credit card options [44].

#### 1.1.1.5 Pricing

Pricing, as the term is used in economics and finance, is the act of initiating a value for a product or service. In other words, pricing occurs when a business decides how much a customer must pay for a product or service (Carlson, 2020) [45]. According to the study made by Akbar, Sularso, and Indraningrat (2020) entitled *The Effect of Price, Ease of Transaction, Information Quality, Safety, and Trust on Online Purchase Decision*, they have concluded that price has a significant positive effect on online purchasing decision, which means that the more appropriate the price, the more likely for the consumers to make online purchase decision [46]. Price positively and significantly influenced consumers' intention to purchase products from online shopping websites. The price of the product stood out as the third most influential variable of consumers' online product purchase intention. This result implies that consumers perceive online shopping websites offer products at a cheaper price than physical stores.

Along with this, one of the most effective pricing strategies is giving discounts (Chan, 2017) [47]. Price reduction is a common marketing tactic for attracting customers by offering a bonus or incentive that encourages them to buy the marketed products right away (Yin & Huang, 2014) [48]. When seen from the point

of sale, Ismaya in Kasimin (2014) cited by Solenski and Heriyanto (2017) stated that a price discount is a discount on the agreed sale price if payment is made within a period of time [49]. Price is a critical aspect in influencing and attracting consumers' thoughts and buy intentions.

In relation to credit card usage, customers with credit cards can't resist the urge to buy the product because they experience pleasure at the thought of being able to purchase it immediately, without considering even if it is too expensive (Hurd & Konsko, 2020) [50]. Therefore, if an online shop has a good pricing strategy, then they can gain a lot of customers with credit cards since the purpose of pricing strategy is to make the products and services affordable.

### 1.1.2 Credit Card Behavior

As online transactions, any phone/electronic transaction requested through an electronic transmission over the Internet (Law insider, n.d) [2] become common, more payment options became available to consumers (Bezhovski, 2016) [41], with credit cards being the most commonly used payment method in online transactions (Bezhovski, 2016 [41] & Sabanoglu, 2021) [42]. One of these methods is a credit card which is a payment card that is issued to users as a payment system. It enables the cardholder to pay for goods and services based on his or her promise to pay (Koparal & Calik, 2014) [51]. According to statistics, 42 percent of online shoppers worldwide prefer to use a credit card in an online transaction (Sabanoglu, 2021) [42].

Among all online transactions, credit cards are best used in online shopping. In a report published by Coupon Follow in 2019, they surveyed 1,740 US consumers with annual household incomes ranging from \$0 to \$200,000+. This report entitled "2019 State of Online Shopping & Credit Card Usage Habits" states that approximately 42 percent of all respondents said they overspend their budget while shopping online in the previous six months. Meanwhile, 29 percent charged an online purchase to a credit card knowing they wouldn't be able to repay it immediately. Based on these data, overspending was discovered to be the most common bad habit that arises when shopping online. It has also been discovered that online shopping can easily lead to credit card debt, with 28 percent of people having accumulated more than \$1,000 in credit card balances in the past through online shopping. Furthermore, according to the report, nearly one-third (29.1 percent) of people have charged an online purchase to a credit card that they couldn't afford to repay. In addition, the age of the consumers is another important takeaway from this report that is related to this study. The most active online shoppers are millennials. These consumers, who range in age from 23 to 38, are the most likely to shop online and spend the most money. Older Millennials (aged 29 to 38) were the most likely to have accumulated credit card debt while shopping online. In fact, 34% of Millennials aged 29 to 38 have more than \$1,000 in credit card debt [10].

In line with this, according to Bankbazaar (n.d.), people can now use credit cards to pay their utility bills, which can include gas, telephone, electricity, insurance, and so on [52]. Other online transactions that accept credit cards include paying tuition, subscribing to services, and making donations. According to Moneymax (2021), cardholders can use a credit card to pay for all school fees and repay in installments without the need for cash on hand. This demonstrates how credit cards in the Philippines can help parents in paying installment tuition fees [53]. For online donations, Federal Trade Commission (2021) claims that it is best to donate online using a credit card or check; however, before entering your payment information, it is important to ensure that the web address begins with "https" [54]. On the other hand, according to PaymentsJournal (2022), 43 percent of consumers use a credit card to pay for a video streaming subscription, 37 percent use it to pay for a music streaming subscription, 55 percent use a credit card to pay for a news or magazine subscription, and 48 percent use a credit card to pay for a software subscription. Furthermore, 42% of consumers use a credit card to pay for a premium app subscription, while 41% use a credit card to pay for a box-of-the-month subscription [11]. In terms of payment options for credit card debt, Sakaguchi, Stewart, Gathergood, Adams, Guttman-Kenney, Hayes, & Hunt (2021) states that paying the minimum can increase the amount of debt and interest paid as the debt is revolving monthly. Thus, it is recommended that minimum payment should be replaced by automated and manual payments and the full amount must be given importance.[55]

Additionally, Basnet and Donou-Adonsou (2016) conducted a study entitled Internet, Consumer Spending and Credit Card Balance: Evidence from U.S. Consumers which examines whether households with internet access have more favorable attitudes toward incurring more credit card balance. The study concluded that the internet leads to more debt, but education could alleviate that debt [12].

## 1.2 Theoretical Framework

This study is anchored on the theories of Technology Acceptance Model Theory, Shopping Continuum Theory, The Credit Theory of Money, Restricted Access/Limited Control Theory of Privacy, and Pricing Strategy Theory.

### 1.2.1 Technology Acceptance Model Theory

A theory called the Technology Acceptance Model (TAM) is being created to examine how a system's usefulness and simplicity of use can influence a user's intention and behavior to utilize the system (Davis, 1989). When a system is easy to use, it doesn't demand a lot of work to utilize it, and it's valuable when it helps the system operate better (Davis, 1989; McKechnie, Winklhofer and Ennew, 2006; Lee, Fiore, and Kim, 2006; Chen & Ching, 2013). It is stated that utility and convenience of use affect a person's intention to use a system. Websites that are simple to use and can offer helpful information will be able to increase the purchase intention in the context of e-commerce (Gunawan, Hanjaya, and Kenny, 2015) [56]. This theory suggests that ease of use and usefulness influence usage of online transactions and cashless payment methods. This will benefit the researchers to better strengthen the claim on how online transaction trends affect the credit card behavior of Faculty and Employees of DWCC.

#### 1.2.2 Shopping Continuum Theory

Shopping continuum theory (SCT) is based on Cognitive Continuum theory of Hammond (1988) which explains how people make decisions in complex, dynamic information environments. SCT explains how online consumers cognitively and affectively interact with information and shopping environments provided by online stores, depending on their shopping task orientations, and how the interaction influences shopping choice. It provides depth understanding of shopping tasks (goal-oriented, experiential-oriented, and search-oriented shopping tasks) and interaction of cognitive and affective perceptions toward online stores. Because decision-making tends to fall along a continuum, SCT suggests that consumers have a practical decision-making process and tend to make shopping choices that are consistent with their shopping task orientations (Choi, n.d.) [57]. SCT is relevant to the proposed study since online shopping is one of the major online transactions. This theory is developed purposely for online shopping. This will help the researchers strengthen the claims and possible results about shopping choices, decision-making and credit card behavior of the Faculty and Employees of DWCC.

#### 1.2.3 The Credit Theory of Money

The Credit Theory asserts in short that a sale and purchase is the exchange of a commodity for credit (Mitchell Innes, 1914) [58]. Sidd (n.d.) explained in his article that the Credit theory of money, sometimes referred to as the Debt Theory of Money, views money and credit as the same thing [59]. The three points from this theory are: there is no such thing as a medium of exchange, a sale and purchase is the exchange of a commodity for a credit, and credit and credit alone is money. While people usually think of money as some token that has value, and a credit (and corresponding debt) as a promise to repay, researchers of the credit theory say these are actually one and the same. This theory is relevant to this proposed study since the dependent variable is the credit card behavior of the Faculty and Employees of Divine Word College of Calapan. The researchers can use this theory to support their claims about the influence of online transaction trends in credit card behavior.

#### 1.2.4 Restricted Access/Limited Control Theory of Privacy

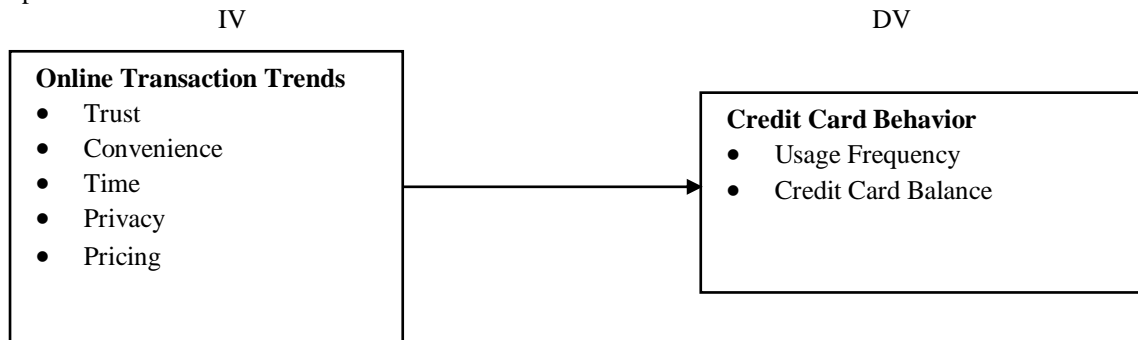
The Restricted Access/Limited Control (RALC) theory of privacy is a theory developed by Moor and Tavani that proposes that the concept of privacy should be distinguished from both justification and governance of privacy (Schwabe, 2019). It is classified into four categories: non-interference, seclusion, limitation, and control (Tavani, 2007, as cited in Schwabe, 2019 & Confer, n.d.). Non-intrusion and seclusion theories focused on physical access and invasion of people. However, according to Tavani (2007), the primary focus has shifted to access rather than control of personal information. With technological development, the problem about data access is more focused on where and how our personal information is accessed. In line with this, Tavani (2007) as cited in Confer & Heuple (2017) noted that control theory states that someone can willingly reveal everything about himself while still maintaining privacy because he retains control while limitation theory addresses whether or not information access is restricted, but they do not address where access control is located [60]. This theory supports the study for this suggests the proper governance of privacy. The significance of privacy is involved in both online transactions and using credit cards.

#### 1.2.5 Pricing Strategy Theory

Pricing is said to have an impact on product features, promotions, and all other facets of your marketing plan, according to Danna Griffin's Pricing Strategy Theory (2019) [61]. It is challenging to adjust a price once it has been set without extra work and expense. The cost of your goods communicates with customers and helps them remember your brand. Your pricing strategy seeks to persuade the customer that your product is the best value for the money, whether or not that is actually the case. This theory concluded that having a good pricing strategy really has a positive effect on the buying behavior of customers since they will be encouraged to buy the products because they believe that they can have it with good quality and an affordable price. This

theory is applicable to the proposed study because pricing strategy is really an important factor when it comes to the sales of a business specifically to online stores. This will support the study on how pricing can influence people to immediately use credit cards instead of cash on hand while having online transactions.

1.3 Conceptual Framework



**figure 1. conceptual framework**

Source: Online Shopping Trends and Its Effects on Consumer Buying Behavior: A Case Study of Young Generation of Pakistan (Dost, Ilyas, & Rehman, 2015)

The conceptual framework of this study is based on the study of Dost, et al. (2015) entitled “Online Shopping Trends and Its Effects on Consumer Buying Behavior: A Case Study of Young Generation of Pakistan” [7]. Originally, they have five independent variables such as trust, time, convenience, privacy, & product variety and their dependent variable is consumer buying behavior. They have recommended adding pricing and discount as variables to widen the scope of the study. The researchers of this study have considered their recommendation and decided to have online transaction trends as the independent variables with factors such as trust, time, convenience, privacy, and pricing. Additionally, the researchers have also decided to change consumer buying behavior to credit card behavior as the dependent variable with factors usage frequency and credit card balance.

1.3.1 Online Transaction Trends

Online transaction trends as the independent variable in this study pertains to the factors that people consider in having transactions online.

- Trust - The consumer's confidence in using specific products and services from a certain website.
- Convenience - Accessing the store/website, searching for products and services, and acquiring specific items and services with minimal effort.
- Time - The number of hours saved from travelling. Furthermore, this includes the hours during which the product and services are accessible to consumers.
- Privacy - The risk of disclosing personal information when having online transactions, as well as the level of data protection available to consumers.
- Pricing - The cost of goods and services in relation to the item's perceived value by the consumer.

1.3.2 Credit Card Behavior

Credit card behavior as the dependent variable in this study pertains to the behavior and actions that people do while using credit cards. These actions specifically involve the frequency of credit card usage and the status of credit card balance.

- Usage Frequency - How often or frequently do the respondents use credit cards
- Credit card balance - the total amount of money you owe the credit card company at any given time (Axelton, 2020) [62].

1.4 Statement of the Problem

The study aims to determine the influence of online transaction trends on credit card behavior of Faculty and Employees of DWCC.

This study aims to answer the following questions.

1. What are the factors that influence the online transaction trends in terms of;
  - 1.1. Trust

- 1.2. Convenience
- 1.3. Time
- 1.4. Privacy
- 1.5. Pricing
2. What are the factors that influence the credit card behavior of the Faculty and Employees of Divine Word College of Calapan in terms of;
  - 2.1. Usage frequency
  - 2.2. Credit card balance
3. Is there a significant relationship between online transaction trends and credit card behavior of Faculty and Employees of Divine Word College of Calapan?

1.5 Hypothesis

Ho: Online transaction trends has no significant relationship to credit card behavior of Faculty and Employees of Divine Word College of Calapan.

**II. METHODOLOGY**

2.1 Research Design

This study is quantitative research since it involved collecting and analyzing numerical data. This quantitative study used a correlational approach to test whether variables are related. In this case, the two variables tested are the online transaction trends as the independent variable and credit card behavior as the dependent variable. The questionnaires used in this study are according to the factors under the variables.

2.2 Subject and Sampling

The respondents of this study are Divine Word College of Calapan (DWCC) employees from Janssen and Freinademetz Campuses. They were chosen as respondents as they earn regular income and have the capability of owning credit cards. Furthermore, researchers selected them after considering the findings of supporting articles. Adzis et al. (2017) revealed that among Malaysian young adults, income level is a strong predictor of debt level [13]. Moreover, according to Daly (2022), income is an important factor during the credit card application process [63]. Income can help credit card companies determine the right credit limit and whether the applicants will be able to afford their monthly payments.

DWCC Janssen and Freinademetz Campuses have a total of 243 employees. In order to determine the final number of respondents who are credit card holders that use credit cards in different online transactions, the researchers conducted a pre-assessment survey. The result showed that out of 232 employees who participated in the pre-assessment survey, only 55 have been using their credit cards in any online transactions.

In line with this, the researchers used the total population sampling technique in selecting respondents. It is a form of sampling technique that examines the total population. The rationale behind this choice is that the entire population size is small and manageable, with only 55 employees meeting the set criteria and characteristics.

2.3 Data Gathering Procedures and Instrumentation

This is quantitative research which involves hypothesis testing. The researchers used both primary data and secondary data in data collection. The population of the DWCC faculty and employees served as the secondary data that was obtained from the Human Resource Office. The researchers conducted two types of survey, the pre-assessment survey which determined the credit card owners of DWCC and the main survey for main data collection. The researchers used the survey method to gather the primary data from the respondents through a set of questionnaires using google form. The questionnaire was divided into two sections: the first is online transaction trends, which included the subparts trust, convenience, time, privacy, and pricing. The second section is about how DWCC faculty and employees use credit cards. In terms of questionnaires, the researchers constructed a self-made questionnaire wherein some questions were based on existing questionnaires related to this study. This self-made questionnaire underwent a test and retest method for validation.

2.4 Reliability

The self-made questionnaire went through a reliability test and was initially answered by fifteen persons twice. The questionnaire was tested using Pearson’s r. Items with a Pearson correlation coefficient higher than 0.6 are considered reliable.

Table 1 Pearson’s r

Variable	Pearson’s r	Interpretation
Online Transaction		



Trust 1	0.78843	Reliable
Trust 2	0.76073	Reliable
Trust 3	0.87394	Reliable
Trust 4	0.87865	Reliable
Trust 5	0.91593	Reliable
Convenience 1	0.82818	Reliable
Convenience 2	0.84712	Reliable
Convenience 3	0.72591	Reliable
Convenience 4	0.71052	Reliable
Convenience 5	0.73855	Reliable
Time 1	0.86603	Reliable
Time 2	0.70613	Reliable
Time 3	0.72265	Reliable
Time 4	0.78364	Reliable
Time 5	0.75248	Reliable
Privacy 1	0.83958	Reliable
Privacy 2	0.77195	Reliable
Privacy 3	0.68771	Reliable
Privacy 4	0.92034	Reliable
Privacy 5	0.89040	Reliable
Pricing 1	0.70583	Reliable
Pricing 2	0.67235	Reliable
Pricing 3	0.67082	Reliable
Pricing 4	0.88695	Reliable
Pricing 5	0.92582	Reliable
<b>Credit Card Behavior</b>		
Usage Frequency 1	0.70420	Reliable
Usage Frequency 2	0.74691	Reliable
Usage Frequency 3	0.84135	Reliable
Usage Frequency 4	0.82811	Reliable
Usage Frequency 5	0.85802	Reliable
Credit Card Balance 1	0.77852	Reliable
Credit Card Balance 2	0.68148	Reliable
Credit Card Balance 3	0.87542	Reliable
Credit Card Balance 4	0.76115	Reliable
Credit Card Balance 5	0.87542	Reliable

### 2.5 Data Analysis

Two types of statistics were used to analyze the data collected. The researchers used descriptive statistics which include the mean and standard deviation, as well as regression analysis which fall under inferential statistics. Researchers used descriptive statistics to summarize the characteristics of data. Mean and standard deviation were used to measure data and determine its accuracy. Inferential statistics, on the other hand, allowed the researchers to test a hypothesis. Researchers used correlation analysis to determine how the dependent variable changes in response to changes in the independent variables.

### 2.6 Ethical Consideration

The researchers made sure that the study overview and data analysis method were fully disclosed to the respondents before the data gathering procedure. Additionally, the researchers also explained and obtained consent from the respondents. All data gathered from the respondents were kept with confidentiality and were used with the sole purpose of the study only. Proper citation of references was observed to avoid plagiarism. Most importantly, the researchers assured that this study is being conducted not for self-interest but for the public good.

## III. RESULTS AND DISCUSSION

### 3.1 Findings

After administering the survey questionnaires to the 55 respondents of credit card owners among DWCC employees, it has been found that 37 of the respondents own only 1 credit card, 11 respondents have 2 cards, 3 respondents with 3 cards, 2 respondents with 4 cards, 1 respondent with 5 cards, and also 1 respondent with 6 cards. In terms of online transactions, the top three transactions being performed by the respondents using credit cards are online shopping, online payment of bills, and online transfer of funds in order. These findings can be supported by the study of Zhu, Ren, Chen, and Evans (2020), wherein it proved that online shopping is the most important predictor of credit consumption out of the four forms of internet usage [9].

3.1.1 Descriptive Statistics

**Table 2 Mean Perception of the Respondents in Terms of Trust**

Items	Mean	Rank	Description
1. I make/had made online transactions on websites with trustable seller/owner.	4.67	1	Highly Significant
2. I make/had made online transactions on websites with nice reviews from other consumers.	4.62	2	Highly Significant
3. I make/had made online transactions on websites which display real-life pictures of products and services.	4.51	5	Highly Significant
4. I make/had made online transactions on websites which display quality information about the products and services they offer.	4.55	4	Highly Significant
5. I make/had made online transactions on websites which display quality information about them.	4.56	3	Highly Significant
Overall Mean	4.58		Highly Significant

Table 2 presents the mean perception of the respondents in terms of trust as one of the indicators under the independent variable, which are all highly significant. Among the items of trust, question number 1, which pertains to making online transactions with trustable sellers, has the highest mean of 4.67. Question number 2 which is about having nice reviews from consumers has the second highest mean of 4.62. Question number 5 about displaying quality information about the sellers, question number 4 about displaying quality information of products and services, and question number 3 focusing on displaying real-life pictures of products and services, rank third to fifth respectively in terms of mean perception. All in all, the overall mean is 4.58, which proved that DWCC Employees with credit cards rely on trust when making online transactions. This can be supported by the study of Suganya and Pauliester (2016) which noted that trust is a crucial aspect to take into account while conducting any online transaction [17].

**Table 3 Mean Perception of the Respondents in Terms of Convenience**

Items	Mean	Rank	Description
1. I make/had made online transactions anytime I wanted.	4.49	1	Highly Significant
2. I make/had made online transactions with minimal effort.	4.47	2	Highly Significant
3. The websites I visit/had visited and use/had used for online transactions are/were always accessible.	4.38	3	Highly Significant
4. The websites I visit/had visited and use/had used for online transactions are/were user-friendly.	4.36	4	Highly Significant
5. I am/was able to complete my online transaction/s without difficulty.	4.33	5	Highly Significant
Overall Mean	4.41		Highly Significant

Table 3 shows the respondents' mean perceptions of convenience under the independent variable, all of which are highly significant. The first Convenience item, which is about conducting online transactions anytime, has the highest mean of 4.49 out of all the Convenience items. The second-ranking item, which is about exerting minimal amount of effort when conducting an online transaction, gets a mean score of 4.47. The third item is regarding the accessibility of conducting online transactions, with a mean score of 4.38. Making online transactions user-friendly and without difficulty is the focus of items 4 and 5, which are easily ranked fourth and fifth. Overall, the mean perception of Convenience is 4.41, which indicates that DWCC credit card holders depend on convenience while conducting online transactions. This can be supported by the study of Jiang et. al

(2013) which stated that one of the principal factors influencing customers to adapt to online purchasing has been convenience [32].

**Table 4 Mean Perception of the Respondents in Terms of Time**

Items	Mean	Rank	Description
1. Using online transactions to acquire a product or service allows/had allowed me to do my shopping more quickly.	4.55	4	Highly Significant
2. I could do more things because online transactions save me time from traveling.	4.62	1	Highly Significant
3. I prefer/had preferred online transactions because I have too little time to make physical transactions.	4.60	2.5	Highly Significant
4. Online transactions allow/had allowed me to avoid waiting in lines.	4.60	2.5	Highly Significant
5. Online transactions save/had saved me time in disputing transactions.	4.47	5	Highly Significant
<b>Overall Mean</b>	<b>4.57</b>		<b>Highly Significant</b>

Table 4 shows the mean perception of the respondents in terms of Time, which are all highly significant. The number 2 question on using online transactions to save time on traveling has the highest mean of 4.62. With a mean of 4.60, questions number 3 about preferring online transactions over physical transactions because of limited time and number 4 about making online transactions to avoid waiting in lines, followed. Questions number 1 and 5 concerning using online transactions to speed up shopping and dispute transactions, came in fourth and fifth place with a mean score of 4.55 and 4.47, respectively. The overall mean is 4.57, which shows that DWCC Employees with credit card value time when doing online transactions. The study by Jadhav and Khanna (2016), "Factors Influencing Online Buying Behavior of College Students: A Qualitative," claims that time is one of the factors driving more customers to purchase online [23]. This study can support these findings regarding time.

**Table 5 Mean Perception of the Respondents in Terms of Privacy**

Items	Mean	Rank	Description
1. Sharing personal information online still makes/had made me feel safe and continue online transactions.	3.78	2	Significant
2. Sharing too much personal data online still makes/had made me use online transactions.	3.65	3	Significant
3. I only conduct/conducted online transactions with websites that have a clear privacy policy.	4.47	1	Highly Significant
4. I still make/had made online transactions given the possibility of hacking.	3.55	4	Significant
5. I still make/had made online transactions given the possibility of identity theft.	3.53	5	Significant
<b>Overall Mean</b>	<b>3.80</b>		<b>Significant</b>

Table 5 presents the respondents' mean perception in terms of Privacy as one of the factors under the independent variable, wherein the four questions are described as significant and the other one as highly significant. Among the items of Privacy, question number 3, which is about conducting online transactions whenever websites have clear privacy policy, has the highest mean of 4.47. Question number 1 which pertains to feeling safe after sharing personal information rank as the second with a mean of 3.78. The third in the rank refers to making online transactions after sharing too much information have a mean score of 3.65. Question number 4 and 5 which are all about possibilities of hacking and identity theft rank as fourth and fifth respectively with regards to their mean perception. The overall mean perception of Privacy is 3.80, which means that DWCC Employees with credit cards are relying on privacy when it comes to making online transactions. This claim can be supported by the study of Hakobyan (2019) entitled "The Rise Of Online Privacy Concerns

Inhibits the Customer Online Shopping Experience," which states that customers are more likely to continue using online services in the manner that businesses require and desire if clear privacy statements are provided [40].

**Table 6 Mean Perception of the Respondents in Terms of Pricing**

Items	Mean	Rank	Description
1. Low prices motivate/had motivated me to make online transactions.	4.18	2	Significant
2. Discounts motivate/had motivated me to make online transactions.	4.31	1	Highly Significant
3. Promos like monthly sales motivate/had motivated me to make online transactions.	4.11	3	Significant
4. Referral codes which decrease prices motivate/had motivated me to make online transactions.	3.98	5	Significant
5. Earning points/rewards which decrease prices motivate/had motivated me to make online transactions.	4.05	4	Significant
<b>Overall Mean</b>	<b>4.13</b>		<b>Significant</b>

Table 6 presents the mean perception of the respondents in terms of Pricing as one of the indicators under the independent variable, in which the four items are all significant and one item is highly significant. Among all the items under Pricing, item number 2, which is about discounts motivates in making online transactions has the highest mean of 4.31. Second is item number 1 with the mean of 4.18, which pertains to low prices motivates in online transactions. The third in the rank refers to promos like monthly sales motivates in making online transactions has the mean of 4.11. Earning points which decrease prices motivates in making online transactions ranked number 4 with a mean of 4.05. Referral codes which decrease prices motivates in making online transactions came in fifth place with the mean of 3.98. The overall mean is 4.13, which means that DWCC Employees with credit cards depend on Pricing when making online transactions. This can be supported by the study made by Akbar, Sularso, and Indraningrat (2020) entitled The Effect of Price, Ease of Transaction, Information Quality, Safety, and Trust on Online Purchase Decision, which states that price positively and significantly influenced consumers' intention to purchase products from online websites [46].

**Table 7 Mean Perception of the Respondents in Terms of Usage Frequency**

Items	Mean	Rank	Description
1. I use/had used credit card/s on a quarterly basis (four times a year).	3.16	3	Uncertain
2. I use/had used credit card/s on a monthly basis.	3.45	2	Significant
3. I use/had used credit card/s on a yearly basis.	2.96	4	Uncertain
4. I use/had used credit card/s as my second payment option in times of lacking cash-on-hand.	3.80	1	Significant
5. I use/had used my credit card until the credit limit was reached.	2.44	5	Low Significance
<b>Overall Mean</b>	<b>3.16</b>		<b>Uncertain</b>

Table 7 displays the respondents' mean perceptions of the dependent variable, Usage Frequency, which has an overall mean of 3.16 uncertain in description. Out of all the Usage Frequency questions, the fourth one, regarding using a credit card as a second option when you run out of cash, has the highest mean of 3.80. The second through fourth-ranking item, which is about using a credit card on a monthly, quarterly, and yearly basis, receives mean scores of 3.45, 3.16, and 2.96, respectively. The fifth item, with a mean score of 2.44, is about using a credit card until the credit limit is reached. This shows that DWCC employees use their credit cards frequently. This can be supported by Coupon Follow in 2019 in a report entitled "2019 State of Online Shopping & Credit Card Usage Habits" which noted that approximately 42 percent of US consumers with annual household income from \$0 to \$200,000+ said that they overspend their budget while shopping online [10].

**Table 8 Mean Perception of the Respondents in Terms of Credit Card Balance**

Items	Mean	Rank	Description
1. I always paid my credit card in full.	4.02	1	Significant
2. I carried over a balance and was charged interest.	2.60	2	Low Significance
3. I had paid the minimum payment only.			
4. I was charged a late fee for late payment.	2.44	3	Low Significance
5. I was charged an over-the-limit fee for exceeding my credit line.	2.11	4	Low Significance
	1.82	5	Low Significance
Overall Mean	2.60		Low Significance

Table 8 presents the mean perception of the respondents in terms of Credit Card Balance. This factor includes questions pertaining to bad behavior regarding holding credit card balances. Among all the items, item number 1, which pertains to paying a with credit card in full, ranks first with the mean of 4.02. Item number 2 about paying interest for carrying a balance has the second highest mean with 2.60. Item 3 on making minimum payment only, item 4 about being charged a late fee for late payment and item 5 on being charged an over-the-limit fee for exceeding credit line place third to fifth, respectively based on their mean perception. This shows that DWCC Employees monitor and regulate their credit card balances. This can be supported by the study "Default Effects of Credit Card Minimum Payments" conducted by Sakaguchi, H., Stewart, N., Gathergood, J., Adams, P., Guttman-Kenney, B., Hayes, L., & Hunt, S. (2021) which asserts that making minimum payments significantly raises the amount of debt that is revolving from month to month and the interest paid [55]. Thus, the unintended consequences of default minimum payments may therefore be remedied by changing the minimum payment option for automated and manual payments and emphasis should be placed on the full amount.

3.1.2 Correlation

**Table 9 Summary Table of r and r<sup>2</sup>  
DV: Credit Card Behavior**

IV: Online Transaction Trends	DV: Credit Card Behavior	r	r <sup>2</sup>	p value	Interpretation
Trust	Usage Frequency	0.113901	0.012973	0.407665	Not significant
Convenience		0.165189	0.027287	0.228112	Not Significant
Time		0.231633	0.053654	0.088829	Not Significant
Privacy		0.347380	0.120673	0.009362	Significant
Pricing		0.319723	0.102223	0.017337	Significant
Trust	Credit Card Balance	-0.175106	0.030662	0.201004	Not Significant
Convenience		-0.002022	0.000004	0.988311	Not Significant
Time		0.067611	0.004571	0.623808	Not Significant
Privacy		0.124988	0.015622	0.363236	Not Significant
Pricing		0.076117	0.005794	0.580721	Not Significant

Table 9 presents the correlation between the online transaction trends as the independent variable and credit card behavior as the dependent variable. Among the indicators under Online Transaction Trends, only Privacy and Pricing have a significant relationship with Usage Frequency under Credit Card Behavior since they have p value of 0.009362 and 0.017337 respectively, which are lower than 0.05 as the level of marginal significance. Privacy has a Pearson correlation coefficient with Usage Frequency of 0.347380 which is higher than Pricing with a Pearson correlation coefficient of 0.319723. To be specific, both Privacy and Pricing have a low positive correlation with Usage Frequency. The other 3 indicators under Online Transaction Trends do not have significant relationship with Usage Frequency of Credit Card Behavior. Specifically, Time, Convenience and Trust has a low correlation with Usage Frequency, resulting only with a Pearson correlation coefficient of 0.231633, 0.165189, and 0.113901 respectively.

In terms of Credit Card Balance under Credit Card Behavior, none among the indicators of independent variable have a significant relationship with it since all of their p-values are greater than 0.05. In fact, the lowest

Pearson correlation coefficient was recorded under Credit Card Balance specifically in Trust with a result of -0.175106, followed by Convenience with the second lowest result of -0.002022. Time, Pricing, and Privacy also have a low Pearson correlation coefficient of 0.067611, 0.076117, and 0.124988 respectively. This means that Online Transaction Trends such as Trust, Time, Convenience, Privacy, and Pricing do not influence the Credit Card Balance of DWCC Employee credit card owners. This proved that none among the indicators of online transaction trends affect the way respondents monitor and regulate their credit card balances.

These findings of correlation are being opposed by the study of Dost, Illyas, & Rehman (2015) wherein trust, time, convenience, privacy, and product variety have influence on online buying behavior which is obviously different from credit card behavior [7]. This might be the reason why Privacy and Pricing are the only indicators under Online Transaction Trends affecting Usage Frequency under Credit Card Behavior. Additionally, given the limitations of the current research, the results should be interpreted critically.

### 3.2 Conclusion

Online Transaction Trends are the determinants of consumers on purchasing products and services online. These include trust, time, convenience, privacy, and pricing. In order to become a wise consumer, one should consider all of these deciding factors. Online transactions exist when the buying of products and services takes place through the use of the internet. In making such purchases, using a credit card is one of the most common methods of payment. Handling a credit card can be a bit challenging that is why you must be knowledgeable enough about its capacities and limitations.

The descriptive statistics pertaining to the mean perception of the respondents on online transactions shows that among the five indicators such as Trust, Convenience, Time, Privacy, and Pricing, Trust has the highest overall mean. This means that Trust under the Online Transaction Trends is what mostly motivates the DWCC Employees in having online transactions. Under Trust, websites with trustable owners are most likely influencing the respondents in online transactions. In terms of Convenience, the respondents prefer online transactions due to its availability any time. In terms of Time, they use online transactions mostly because of the less time incurred from travelling. Clear privacy policy is also being considered by the respondents. Lastly, discounts mostly motivate them in having transactions online. Trust, Convenience, and Time have highly significant mean while Privacy and Pricing both have significant mean. This means that these five factors definitely influence online transactions which answers the first statement of the problem.

The Usage Frequency indicator has the higher overall mean over the Credit Card Balance, according to the descriptive statistics of the Credit Card Behavior as dependent variable respondents' mean perception. This implies that DWCC employees utilize their credit cards frequently since they include them as a backup method of payment when conducting and completing online transactions. Accordingly, DWCC employees monitor and manage their credit card balances in order to prevent late fines and other problems that could harm their credit. In order to respond to the second statement of the problem, it might be said that the first indicator, Usage Frequency, has an uncertain mean and that the second indicator, Credit Card Balance, has low significance, meaning that these indicators do not fully influence Credit Card Behavior as a whole.

A low significant correlation between the independent and dependent variables of the study can be inferred from the data collected as a whole. Since the factors that have been selected have low positive correlation values, most of them are likely to be not significant. This conclusion is supported by the Pearson Correlation Coefficient, a statistical tool used by researchers to assess the relationship between independent and dependent variables. The Pearson Correlation Coefficient shows that all factors have a value lower than 1 which denotes negligible correlations to low positive correlation. However, two online shopping trends, namely Pricing and Privacy, have low positive correlations with the Usage Frequency of Credit Card Behavior, therefore, the null hypothesis relating to the relationship of Privacy and Pricing with Usage Frequency can be rejected. For other factors, the researchers failed to reject the null hypothesis because they failed to prove that they have a strong significance and correlation. With this at hand, the researchers draw the conclusion that other variables might influence the dependent variable of this study.

### 3.3 Recommendation

Among the Online Transaction Trends, Privacy and Pricing are the only factors that influence Usage Frequency of credit cards by DWCC Employees. In line with this, it is recommended for the DWCC Employees to focus and prioritize monitoring their behavior in Privacy and Pricing preference. This can be more possible and effective through an action plan regarding a webinar focusing on Credit Card Management to properly manage debts. This can be supported by the study of Basnet and Donou-Adonsou (2016) which found that while the internet increases debt, debt can be reduced via education [12]. This webinar will definitely focus on Privacy

and Pricing since these are the factors influencing Credit Card Behavior. In addition, this webinar can also include talks on how to be responsible for having online transactions.

Furthermore, in terms of the factors under online transaction trends with higher mean but low significance with credit card behavior, it is still recommended to be careful on having online transactions to avoid online scams and theft.

In terms of the variables and factors chosen by the researchers based on the related literature, it is recommended for the future researchers to search and add other variables that might have a stronger correlation with credit card behavior. Aside from this, it can also be suggested to widen the scope of the respondents to get a greater number of sample size. The widening of scope can be possible by choosing different setting with greater population number.

### **ACKNOWLEDGEMENT**

We, the researchers, would like to acknowledge our thesis adviser Ma'am Maria Cristina F. Melo, PhD. for her guidance and support throughout the conduct of this study and our Dean, Prof. Shirley I. Mendoza, DBE, PhD. who collaborated with us in finishing the paper. In addition, we also would like to thank our statistician, Sir Dennis S. Alcaraz for giving his time and availability to assist us in the checking of questionnaires and statistical analysis of our study. Of course, we are very thankful to the respondents who willingly gave their time and participated in our survey for us to finish our data collection. Without them, we cannot obtain the data to be used in our study. We are also grateful for the presence and help of our friends and classmates who have been with us from the beginning until we have finished our thesis study. We also would like to thank our parents and siblings for their emotional and moral support. Lastly, we would like to thank the Almighty God for giving us strength, wisdom, and guidance especially during moments where we are struggling to manage our time in balancing personal life and academics.

### **REFERENCES**

- [1] Akhter, S. H. (2022). *The Influence of Time on Transactional Use of the Internet: Buying, Banking, and Investing Online*. IGI Global Publisher of Timely Knowledge. <https://tinyurl.com/mvwwpfwe>
- [2] Law Insider. (2021). *Online Transaction definition*. Law Insider. <https://tinyurl.com/ms7sjw77>
- [3] Statista. (2022, February 18). • *Philippines: weekly e-commerce activities 2021*. Statista. <https://tinyurl.com/u94wjcb5>
- [4] Visa. (2015, March 2). *Convenience, price, and deals drive growth of local e-commerce industry – Visa*. Visa. <https://tinyurl.com/3zstaydm>
- [5] Bloomenthal, A., & Catalano, T. J. (2021, May 17). *Credit Card Definition*. Investopedia. <https://tinyurl.com/52jhs5ez>
- [6] Statista Department. (2022, February 16). • *Philippines: adults with credit card by gender 2021*. Statista. <https://tinyurl.com/2bucsvv2>
- [7] Dost, M. K. B., Ilyas, M., & Rehman, C. A. (2015, October). Online Shopping Trends And Its Effects On Consumer Buying Behavior: A Case Study Of Young Generation Of Pakistan. *Journal of Social Development*, 5(1). <https://tinyurl.com/2pyeh2u6>
- [8] Nguyen, Linh, T. P., & Hau, V. (2020, October 30). *Factors Affecting Online Payment Method Decision Behavior of Consumers in Vietnam -The Journal of Asian Finance, Economics and Business / Korea Science*. KoreaScience. <https://tinyurl.com/y2hdp3yn>
- [9] Zhu, X., Ren, W., Chen, Q., & Evans, R. (2020, November 12). *How does internet usage affect the credit consumption among Chinese college students? A mediation model of social comparison and materialism*. Semantic Scholar. <https://tinyurl.com/bderjjam>
- [10] Coupon Follow. (2019, June 4). *State of Online Shopping & Credit Card Usage Habits*. Coupon Follow. <https://tinyurl.com/5kwua7hc>
- [11] PaymentsJournal. (2022, March 7). *Top Payment Methods Currently Used for Subscription Services*. PaymentsJournal. <https://tinyurl.com/4bsenjym>
- [12] Basnet, H. C., & Donou-Adonsou, F. (2016, September). Internet, consumer spending, and credit card balance: Evidence from US consumers. *Science Direct*, 30, 11-22. <https://tinyurl.com/y8deufpp>
- [13] Adzis, A. A., Bakar, J. A., & Shahar, H. K. (2017, October 1). Factors influencing young adults' debt in Malaysia. *Journal of Business and Retail Management Research*, 12. 10.24052/JBRMR/V12IS01/FIYADIM
- [14] Market Business News. (n.d.). *Online shopping - definition and meaning*. Market Business News. <https://tinyurl.com/2czhjz6d>

- [15] Ojibwa. (2016, March 19). *Origins of English: Honesty, Integrity, Trust and Other Words*. Daily Kos. <https://tinyurl.com/5c3s39d7>
- [16] Thagard's, P. (2018, October 9). *What Is Trust?* Psychology Today. <https://tinyurl.com/3us44t44>
- [17] Suganya, R., & Merlin Pauliester, C. (2016). *Multiple Trust Model in Online Transaction by Trusted Third Party*. enggjournals. <https://tinyurl.com/yckhkfuq>
- [18] Tasin, N. B. (2017). Factors Influencing Customer's Trust in Online Shopping Among Executives in a Bank. *Malaysian Journal of Social Sciences and Humanities*, <https://tinyurl.com/yc8at5fp>
- [19] Shaheen, M., Zeba, F., Chatterjee, Namrata, Krishnankutty, & Raveesh. (2020). Engaging customers through credible and useful reviews; the role of online trust. ProQuest. <https://bit.ly/3UbCtMc>
- [20] Oney, E., Rizvi, W. H., & Guven, G. O. (2017, April 12). *The determinants of electronic payment systems usage from consumers' perspective*. Taylor & Francis Online. <https://tinyurl.com/235hrmc9>
- [21] Ahmed, S. Y., Ali, B. J., & Top, C. (2021, May 10). Understanding the Impact of Trust, Perceived Risk, and Perceived Technology on the Online Shopping Intentions: Case Study in Kurdistan Region of Iraq. SSRN. <https://tinyurl.com/yyktkbzb>
- [22] DockMaster. (2021, May 11). *Top 5 Reasons consumers prefer online payments*. DockMaster. <https://tinyurl.com/jdhrn562>
- [23] Jadhav, V., & Khanna, M. (2016, January 4). Factors Influencing Online Buying Behavior of College Students: A Qualitative Analysis. *The Qualitative Report*. <https://tinyurl.com/prfx7j6>
- [24] Rahman, M. A., Islam, A., Esha, B. H., Sultana, N., & Chakravorty, S. (2018, October 8). Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh. <https://bit.ly/2EymfbZ>
- [25] Rashaduzzaman, M. (2020, December 2). Influence of Convenience, Time-savings, Price, and Product Variety on Amazon Prime Members and Non-Prime Shoppers' Online Apparel Purchase Intention. <https://tinyurl.com/y2b5f7j5>
- [26] Daly, L. (2019, February 6). *4 Reasons to Use a Credit Card When Shopping Online*. The Motley Fool. <https://tinyurl.com/mvm3e9st>
- [27] Indiani, N. L. P., & Fahik, G. A. (2020). Conversion of online purchase intention into actual purchase: the moderating role of transaction security and convenience. ResearchGate. <https://tinyurl.com/muxzyy7b>
- [28] Ferreira, M. B. (2016, July 21). Measuring consumer perceptions of online shopping convenience. <https://tinyurl.com/r4njr4km>
- [29] Shaw, N., & Sergueeva, K. (2017, July). Mobile Shopping Should be Useful, Convenient and Fun! ResearchGate. <https://bit.ly/3U2PSGo>
- [30] Cheema, U., Rizwan, M., Jalal, R., Durrani, F., & Sohail, N. (2013). *The Trend of Online Shopping in 21st Century: Impact of Enjoyment in Tam Model*. AESS Publications. <https://tinyurl.com/yttju4vk>
- [31] Cudis, C. (2021, April 13). Filipinos lap up online shopping amid pandemic: survey. *Philippine News Agency*. <https://tinyurl.com/2s4ythxj>
- [32] Jiang, A., Yang, Z., & Jun, M. (2013, April). Measuring consumer perceptions of online shopping convenience. <https://tinyurl.com/5ejcvkww>
- [33] Bandara, R., Fernando, M., & Akter, S. (2020). Privacy concerns in E-commerce: A taxonomy and a future research agenda. *Electron Markets*, 30(3), 629-647. <https://tinyurl.com/5aczebw9>
- [34] Alhouti, S., Johnson, C.M., & D'Souza, G. (2016, February 1). The complex web of values: The impact on online privacy concerns and purchase behavior. 17, 22-35. <https://tinyurl.com/yv6mjtz8>
- [35] Alashoor, T., Han, S., & Joseph, R. (2017, August 1). Familiarity with Big Data, Privacy Concerns, and Self-Disclosure Accuracy in Social Networking Websites: An APCO Model. *Communications of the Association for Information Systems*, 41. 10.17705/1CAIS.04104
- [36] Sushko, O. (2021, November 19). *What Is Online Privacy and Why Does It Matter?* Clario. <https://tinyurl.com/382kvzkw>
- [37] Brandimarte, L., Acquisiti, A., & Loewenstein, G. (2013, May 1). Misplaced Confidences Privacy and the Control Paradox. *Social Psychological and Personality Science*, 4(3), 340-347. 10.1177/1948550612455931
- [38] Akhter, S. (2014, May 6). Privacy concern and online transactions: The impact of internet self-efficacy and internet involvement. *Journal of Consumer Marketing*, 31. 10.1108/JCM-06-2013-0606
- [39] FindLaw. (2016, June 20). *Privacy and Online Shopping*. FindLaw. <https://tinyurl.com/5e2y3xnc>
- [40] Hakobyan, M. (2019, April 20). *The Rise Of Online Privacy Concerns Inhibits the Customer Online Shopping Experience*. CustomerThink. <https://tinyurl.com/3f2fw4uf>
- [41] Bezhovski, Z. (2016). The Future of the Mobile Payment as Electronic Payment System. *European Journal of Business and Management*, 8(8). <https://tinyurl.com/yckukrpk>



- [42] Sabanoglu, T. (2021, January 14). • *Global preferred online payment methods 2017*. Statista. <https://tinyurl.com/yckjauu3>
- [43] Fianyi, I. (2015, September). Curbing cyber-crime and Enhancing e-commerce security with Digital Forensics. *International Journal of Computer Science Issues*, 12. <https://tinyurl.com/3ucp794c>
- [44] Aigbe, P., & Akpojaro, J. (2014, December). Analysis of Security Issues in Electronic Payment Systems. *International Journal of Computer Applications*, 108(10). 10.5120/18946-9993
- [45] Carlson, R. (2020, July 27). *Pricing: What Is It? The Balance Small Business*. <https://tinyurl.com/mr4db76k>
- [46] Akbar, R. M., Sularso, R. A., & Indraningrat, K. (2020). *The Effect of Price, Ease of Transaction, Information Quality, Safety, and Trust on Online Purchase Decision*. Jurnal UNEJ. <https://tinyurl.com/2p948yzz>
- [47] Chan, M. (2017, December 5). *Discount Pricing Strategy Explained*. Unleashed Software. <https://tinyurl.com/y4f7bex4>
- [48] Xu, Y., & Huang, J.-S. (2014, September 1). Effects of Price Discounts and Bonus Packs on Online Impulse Buying. <https://tinyurl.com/su4233ff>
- [49] Solenski, V., & Heriyanto, M. (2017, October). Influence of Price Discount and Sales Promotion on Impulse Buying Azwa Perfume Pekanbaru. <https://tinyurl.com/fp8a885u>
- [50] Prelec, D., Simester, D., Hurd, E., & Tsosie, C. (2020, July 27). *Credit Cards Can Make You Spend More, but It's Not the Full Story*. NerdWallet. <https://tinyurl.com/yc6dz4zz>
- [51] Koparal, C., & Calik, N. (2014). Bank credit card usage behavior of individuals; are credit cards considered as status symbols or are they really threats to consumers' budgets? A field study from Eskisehir, Turkey. *International Journal of Social Sciences*, 3(4). <https://tinyurl.com/35vevpum>
- [52] Bank Bazaar. (n.d.). Pay Utility Bill through Credit Card. <https://tinyurl.com/4eaeafc3>
- [53] Moneymax. (2021, August 20). *How Pay Tuition with a Credit Card or E-Wallet in the Philippines*. Moneymax. <https://tinyurl.com/4r6wpmjk>
- [54] Federal Trade Commission Consumer Advice. (2021, May). *Before Giving to a Charity*. Federal Trade Commission Consumer Advice. <https://tinyurl.com/3fdpwn4d>
- [55] Sakaguchi, H., Stewart, N., Gathergood, J., Adams, P., Guttman-Kenney, B., Hayes, L., & Hunt, S. (2021). Default Effects of Credit Card Minimum Payments. *Journal of Marketing Research*, 59(4). <https://tinyurl.com/mr48z9y4>
- [56] Gunawan, F., Hanjaya, M., & Kenny, K. (2015, March 29). *Understanding Factors influencing Consumers Online Purchase intention Via Mobile App: Perceived Ease of use, Perceived Usefulness, System Quality, information Quality, and Service Quality*. Sciendo. <https://tinyurl.com/57ya2dm4>
- [57] Choi, E.-J. (n.d.). *A NEW SHOPPING CHOICE PROPOSITION: "SHOPPING CONTINUUM THEORY" FOR ONLINE SHOPPING Eun-Jung Choi Merchandising Management*, M. GEBRC. <https://tinyurl.com/3tppze5e>
- [58] MONEY What it is How it works. (n.d.). The Credit Theory of Money. MONEY What it is How it works. <https://bit.ly/3Fr8Thz>
- [59] Sidd. (2022). Credit Theory of Money, Explained Simply. What is Money? <https://bit.ly/3fkK1gO>
- [60] Schwabe, D., & Laufer, C. (2019). Trust and Privacy in Knowledge Graphs. <https://tinyurl.com/bdfxabvc>
- [61] Griffin, D. (2019, March 16). *Pricing Strategy Theory*. Small Business - Chron.com. <https://tinyurl.com/54c5fhku>
- [62] Axelton, K. (2020, March 14). *What Is a Credit Card Balance?* Experian. <https://tinyurl.com/kwh9nph7>
- [63] Daly, L. (2022, June 23). How Your Income Affects Credit Card Applications | The Ascent. The Motley Fool. <https://bit.ly/3SOFXb8>

**\*Corresponding Author: Rabelai E. Barrientos<sup>1</sup>**

**<sup>1</sup>(School of Business, Hospitality, and Tourism Management, Divine Word College of Calapan, Philippines)**