Add to cart: What is the role of a shopping platform in influencing purchasing behavior among Grade 12 DLSU Manila students in the post-COVID-19 pandemic

Don Josh Vincent Bragado Almanza[1], Mary Maxinne Corcega Arrieta[1], Kimberly Jhenin Herrera Mangilog[1], and Zhanelle Anne Padura Villegas[1]

[1] *De La Salle University Integrated School*

Patrick R. Hariramani[1]
Research Adviser
[1] *De La Salle University-Manila*

Abstract: The Internet has become a part of people's daily lives, including sending messages and other forms of communication. Aside from this, the internet has been associated with the wide-range use of E-Commerce and Shopping Platforms, which influence the purchasing behavior of individuals on both a local and international scale. The current study generally aimed to (1) analyze the factors that influence the purchasing habits of Grade 12 Students from DLSU Manila during the COVID-19 pandemic, (2) the use of E-commerce and its dependability to be trustworthy and secure as physical stores, and (3) how E-Commerce can be enhanced in terms of buyer and seller satisfaction. The students generated and developed an online survey and disseminated it through the utilization of Google Forms. The results gathered from the survey show that among the five different shopping platforms tested — Shopee, Lazada, Shein, TikTok Shop, and Zalora — the DLSU SHS Manila Grade 12 students have the most experience with the platforms Shopee and Lazada with 47 respondents and 43 respondents respectively. Overall, online shopping platforms significantly influence purchasing behavior among Grade 12 DLSU Manila students in the post-COVID-19 pandemic era. These platforms provide convenience, accessibility, and a wide variety of products, which has led to a significant shift toward online shopping. The researchers then recommend the improvement of user interfaces for online shopping platforms, as well as the use of Shopee for sellers, and Lazada for consumers due to the various accessibility options offered by both platforms.

Keywords: E-Commerce; social media; reaction; perception; satisfaction

1. INTRODUCTION

1.1 Introduction

Due to numerous technological advancements, online businesses and shopping platforms have had a significant global impact, allowing consumers to click a button and buy or sell items online (Nikbin et al., 2021). The Internet has become a part of people's daily lives, including sending messages and other forms of communication. As a result of technological advancements, online businesses worldwide have had a substantial influence. Shopping platforms/E-commerce have been around for a while, but their functions were refined and improved during the pandemic. Initially, since people cannot make contact or look at the items they want to purchase in person, it is difficult to allow them to ascertain the quality of these goods. As a result, people may buy low-quality goods. Besides that, due to the sheer number of online businesses, purchasing something online can be perplexing. Consumers could see the same items in various stores, yet their prices range from reasonable to prohibitively expensive. Consequently, they will need guidance on which products to buy.

With the occurrence of COVID-19, it is clear that the significant shift to shopping platforms/E-commerce will undoubtedly influence our purchasing habits and will almost certainly continue for a while to come. It has also demonstrated that it can provide greater convenience and efficiency to prospective consumers. And with that, knowing the effects of using E-commerce platforms as a mode of purchase among Grade 12 DLSU SHS Manila Students will be critical in our research before aiming our goals in the study. Thus, our study aims to strengthen the factors influencing students' perceptions of E-commerce platforms and focuses on variables such as comfort, cost savings, and time and effort invested as variables affecting a student to pursue online purchases.

1.2 Statement of the Problem

What are the aspects of online shopping platforms in influencing purchasing behavior among Grade 12 DLSU Manila students in the post-COVID-19 pandemic?

1.3 Statement of the Research Objectives

Explicitly indicating our objectives, it is inevitable that COVID-19 will undeniably affect the purchasing behavior of Grade 12 DLSU Manila students in the following manner:

1. To analyze the underlying factors influencing the purchasing habits of Grade 12 DLSU Manila students during the COVID-19 pandemic.
2. To assess whether E-commerce is intended to be as trustworthy and secure as retail stores or any physical location enterprise.
3. To determine how E-commerce could be enhanced to decrease customer complaints and fraud.
4. To evaluate how E-commerce can be improved in terms of buyer-seller communication.

1.4 Significance of the Study

The study's findings suggest that, while the COVID-19 business climate is unknown, it parallels the economic crisis times when many people lost their jobs. As a result, the current study aims to provide a comprehensive evaluation of marketing tactics used during an economic downturn. A systematic literature review approach based on the marketing mix tool was utilized to address the study goals to investigate and structure the literature on tactics and behaviors during economic crises. The marketing mix tool was chosen because it collects essential marketing decision factors (product, pricing, promotion, and place) that businesses use to gain a competitive advantage (Abedian et al., 2021; Goic et al., 2021).

1.5 Scope and Limitations of the Study

The study aims to identify the functions of E-commerce platforms that influence the purchasing behavior of DLSU Manila Grade 12 students in the post-COVID-19 pandemic. These data will be gathered using a Google Forms survey that the respondents will complete. The online survey questionnaire respondents are DLSU Manila Grade 12 students. This study focuses on the purchasing behavior of the Grade 12 DLSU Manila Students during the post-COVID-19 pandemic. Its primary goal is to identify the factors influencing the purchasing behavior of Grade 12 DLSU Manila students during the post-COVID-19 pandemic. The researchers shall cover the following aspects of E-commerce: ways to improve trustworthiness, efficiency, and security.

The research shall focus on these factors to accurately portray their contribution to the reliability of E-commerce platforms and how using E-commerce can benefit business owners. The researchers have chosen Senior High School business owners to understand how they showcase their products to the population.

2. METHODOLOGY

2.1 Research Design

The research methodology must include several aspects of how the researchers will gather data and provide information to their audience about how they will conduct the study. Furthermore, the contents of this chapter will elaborate on how the researchers will analyze the responses to validate their findings. The methods mentioned in this chapter must adhere to standard research practices, such as data collection in a quantitative manner, specifically descriptive statistics; this method will then be helpful to researchers in measuring, discussing, and interpreting gathered information in an intuitive valuable, and timely manner. This chapter shall

contribute to the research by elaborating on the processes and methods used.

2.2 Research Locale

The study will be conducted at De La Salle University Manila. The respondents will be asked to answer the following survey questions with their consent and can answer them in their free time within the period. The researchers chose the place to implement because it will provide the necessary information with a limited scope to DLSU Manila Grade 12 students. The study was conducted during the second trimester of DLSU SHS Manila.

2.3 Profile of Respondents

Sex: Male and Female; Strand: Accountancy and Business Management, Science Technology Engineering and Mathematics, Humanities and Social Sciences (Academic Track)

2.4 Sampling Design

The researchers chose Grade 12 senior high school students of the De La Salle Manila Campus who use online business platforms as the sample selection to gather respondents for the survey, with a sampling size of 50. The survey questionnaire will be provided using a Google Form link and circulated via emails and Facebook Messenger groups. The researchers shall choose a time and date to close the form to finalize the number of respondents whose answers shall be analyzed. The online survey questionnaire will use mixed-method research containing close-ended and open-ended questions.

2.5 Method/s of Data Collection

The researchers shall obtain data through Google Forms. They will deploy a survey questionnaire to students and those who have experienced transacting through an e-commerce platform and online payment. The survey shall be deployed via Facebook Messenger messages and emails to increase engagement and response rates. The survey will only be answered after the respondents have signed the consent form to avoid any problems. Once the responses have been gathered, the researchers must close the form and analyze the data derived from the responses. Before the researchers can study the answers, they must be sorted by question.

2.6 Method/s of Data Analysis

In analyzing the data gathered, the researchers shall utilize the summary of responses from the Google Form as presented through graphs, charts, or tables. The statistical tool that will be used is descriptive statistics. However, before collecting the summary of responses, the researchers shall double-check the number of reactions each participant has made to ensure that the survey was only answered once, avoiding repetition that may lead to data inaccuracy.

Open-ended response variables not part of the study limitation will be considered an outlier and omitted from the analysis. Descriptive statistics provides summaries of the sample and data measurements to aid in describing and understanding the characteristics of a particular data set. The mean, median, and mode, utilized at practically all math and statistics levels, are the most well-known types of descriptive statistics. The mean or average can be derived by summing up all the data set's figures and dividing by the total number of figures.

3. RESULTS AND DISCUSSION

3.1 Results and Discussion

Figure 1
Strand and Block


Figure 1
Strand and Block of Respondents
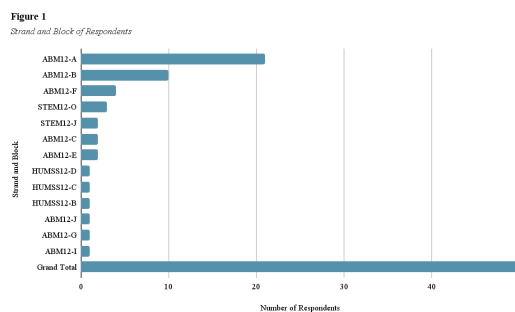
Based on the chart given above, which concerns the demographic profile of the participants, the results tabulated above show that the majority of the respondents are from ABM12-A. The sample size is 50.

3.1.2 Section A: Yes or No and Rating Questions

Figure 2
*Experience using an E-Commerce Platform*

Figure 2
How often do you use e-commerce platforms?
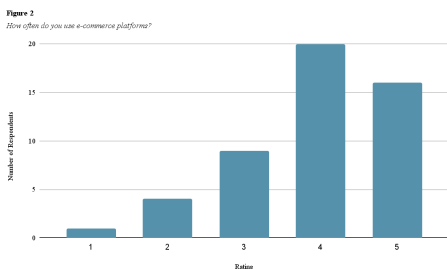
Table 1
Descriptive Statistics of the Oftenity of Experience using an E-Commerce Platform

Descriptive Statistics	
Mean	3.92
Median	4
Mode	4

Based on the chart given above which concerns how often participants use online shopping platforms, the results say that majority of the respondents surveyed in the DLSU SHS Grade 12 use shopping platforms quite often with 16 respondents voting for 5 and 20 respondents voting for 4. In contrast, the last 15 respondents surveyed answered between 1 and 3. The generated mean among Figure 2 and Table 1 shows 3.92, which means that users commonly rated their experience at a neutral or average level.

Figure 3
Satisfaction with Shopee App

Figure 3
Satisfaction with Shopee App
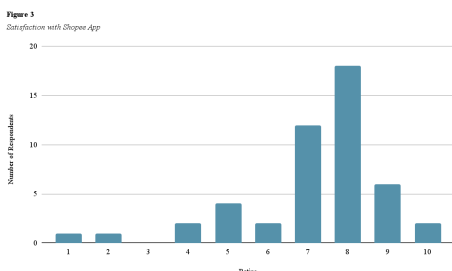
Table 2

Descriptive Statistics of Satisfaction with Shopee App

Descriptive Statistics	
Mean	7.1875
Median	8
Mode	8

Based on the chart given above which concerns how satisfied are the respondents with the use of the online shopping platform Shopee, the results tabulated above show that the majority of the respondents rate Shopee a 7 or an 8 in a scale of 1-10 with 12 votes for 7 and 18 votes for 8 respectively. The other results range from being satisfied with Shopee with 6 votes of 9 and 2 for 10, while a few felt dissatisfied with Shopee with 10 votes scattered from 1-6, respectively. A mean of 7.1875 was also generated, which generally meant that most respondents found their experience to be close to satisfactory based on their own preferences.

Figure 3
Satisfaction with Lazada App

Satisfaction with Lazada App
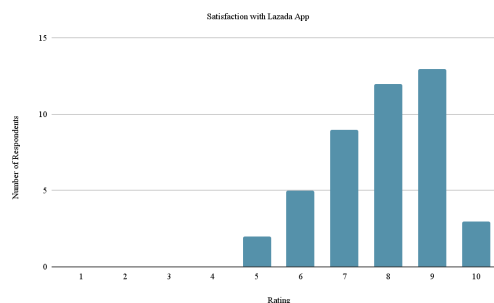
Table 3
Descriptive Statistics of Satisfaction with the Lazada App

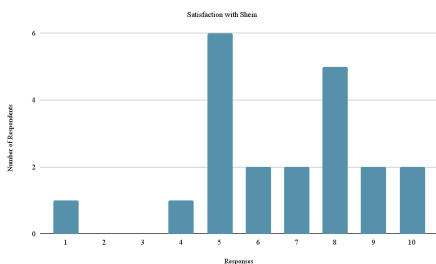| Descriptive Statistics	
Mean	7.863636364
Median	8
Mode	9

Based on the chart given above which concerns how satisfied are the respondents with the use of the online shopping platform Lazada, the results tabulated above show that majority of the respondents rate Lazada 8 and 9 at a scale of 1-10 with 12 votes for 8 and 13 for 9 respectively. While the remaining votes range from 5-10 with no votes ranging from 1-4. The mean also generated a value of 6.636, which meant that the respondents answered that their satisfaction

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was more than the half of the rating, commonly meaning good results.

Figure 4
Satisfaction with Shein

Table 4
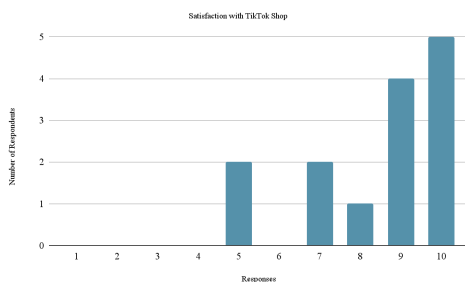*Descriptive Statistics of Satisfaction with Shein*

Descriptive Statistics	
Mean	6.636363636
Median	7
Mode	5

    Based on the chart given above which concerns how satisfied the respondents are with the use of the online shopping platform Shein, the results tabulated above show that the majority of the respondents rate Shein a 5 in a scale of 1-10 with 6 votes.
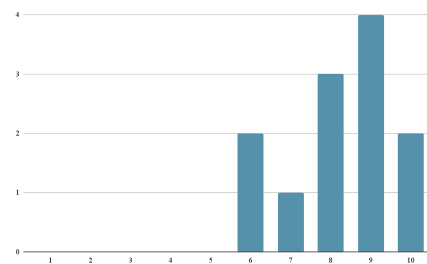
Figure 5
Satisfaction with TikTok Shop

Table 5
Descriptive Statistics of Satisfaction with the TikTok Shop

Descriptive Statistics	
Mean	8.428571429
Median	9
Mode	10

    Based on the chart given above, which concerns how satisfied are the respondents with the use of the online shopping platform TikTok Shop, the results tabulated above show that the majority of the respondents rate TiktTok Shop a 10 in a scale of 1-10 with 5 votes. A mean of 8.4286 also showed that the respondents had a good satisfaction level with TikTok Shop.

Figure 6
Satisfaction with Zalora

Table 6
Descriptive Statistics of Satisfaction with the Zalora

Descriptive Statistics	
Mean	8.307692308
Median	9
Mode	9

    Based on the chart given above which concerns how satisfied are the respondents with the use of the online shopping platform Zalora, the results tabulated above show that the majority of the respondents rate Zalora a 9 in a scale of 1-10 with 5 votes.

3.1.3 Section D. Suggestion Questions

Table 6
Amplifying Trustworthiness of E-Commerce Platforms

Choices	Frequency
Sending evidence of product delivery to the consumer, proof of payment, and active involvement.	37
Provide a valid identity to the	29

consumers to ensure their customers are legit.	
Confirmation or verification of accounts and more features and accountability.	39
Designing a high-performing search experience is an essential feature for your users because if they can't find what they're searching for, they'll go elsewhere to buy it.	35
Others	0

Based on the chart given above, which concerns the suggestions of respondents in amplifying the trustworthiness of E-Commerce platforms, the results tabulated above show that the majority of the respondents suggest that E-Commerce platforms must improve confirmation or verification of accounts and more features and accountability which has a total vote of 78%. Next, 74% voted that E-Commerce platforms must send evidence of product delivery, proof of payment, and active involvement to the consumers. 70% suggested that E-Commerce platforms must design a high-performing search experience, an essential feature for their users because if they can't find what they're searching for, they'll go elsewhere to buy it. Lastly, 58% voted for providing a valid identity to the consumers to ensure their customers are legit.

Table 7
Improving Customer Dissatisfaction in E-Commerce

Choices	Frequency
Listen to your customers' concerns and comply or negotiate with them.	39
Sellers should be willing to be criticized by the other consumers of their products and be open to improving their products.	36
Handle packaging better and with care to prevent damaged products.	35
Display exact product statistics to prevent misinformation in purchasing (wrong scale, etc.).	36
Sending pictures of the actual product before the said purchase. Sending all details such as the materials, where the country/place it is from.	40
Improve customer service.	33

Improve overall standards to sway customers into online shopping rather than in-person shopping.	25
Sending images of the real thing before making the purchase. Sending all relevant information, such as materials and country/location.	31
Treat your customers politely and respectfully.	32
Be open to the suggestions of your customers.	29
Reduce the Stress of the Checkout Process.	28
More efficient process of entertaining/answering queries and questions of customers to ensure a common ground that E-Commerce is trustworthy and gives customers their satisfaction to continue still buying.	33
Others	0

Based on the chart given above, which concerns the suggestions of respondents in improving customer dissatisfaction in E-Commerce, the results tabulated above show that the majority of the respondents suggest that E-Commerce platforms must send pictures of the actual product before the said purchase, which has a total vote of 80%. Next, 78% voted that E-Commerce platforms must listen to their customers' concerns and comply or negotiate with them. 72% voted that sellers should be willing to be criticized by the other consumers of their products, be open to improving their products, and display exact product statistics to prevent misinformation in purchasing (wrong scale, etc.). 70% voted that E-Commerce platforms must handle packaging better and with care to prevent damaged products.

Table 7
Enhancing Communication Between Buyers and Sellers

Choices	Frequency
Communicate with them directly and politely.	42
Have proper communication between merchandise sellers and buyers by setting up a chatbox for purchasers.	40
Easier access and notification of messages.	29
Improve the response time.	38

Provide all contact information in each communication channel for the customer to select the one that best meets their needs.	53
Providing easy and safe methods of communication either in the app or other known forms of communication like email and phone number.	31
Use an application that is most convenient for you and the customer.	18
Put up a notice if you have the tendency to ignore other customers due to the number of orders you're receiving.	32
Be straight to the point when answering questions to avoid confusion.	40
Listen to all sides of the story and support the one with which you agree.	28
Be honest with your customers.	37
Others	0

Based on the chart given above, which concerns the suggestions of respondents in enhancing communication between buyers and sellers, the results tabulated above show that the majority of the respondents suggest that E-Commerce platforms must be straight to the point when answering questions to avoid confusion, which has a total vote of 80%.

4. CONCLUSIONS AND RECOMMENDATIONS

4.1 Conclusion

The results revealed that Shopee and Lazada are the most popular platforms, while Shein, Zalora, and TikTok Shop have fewer users. Respondents' satisfaction with Lazada, TikTok Shop, and Zalora was higher than that of Shopee and Shein. Shopee was found to be the most inconvenient platform, while TikTok Shop was the least inconvenient. By comparing data from each platform, the researchers identified the strengths and weaknesses of each platform. The researchers recommended improvements such as increasing Zalora and TikTok Shop marketing efforts, improving customer service and user interface for Shopee and Shein, and increasing satisfaction rates for Lazada. Overall, the study highlights the importance of user experience and customer satisfaction in online shopping platforms and provides helpful information for businesses to improve their services and attract more customers. With this, it was found that there is a significant difference in the satisfaction ratings of the respondents towards the different e-commerce platforms.

4.2 Recommendation

For the recommendations of the study, the researchers recommend the following points for consumers and those engaged with E-Commerce platforms.

1. Performance of Applications
   a. Based on the data gathered from the study, the researchers recommend that applications used for E-Commerce opportunities must be adherent to friendly user interfaces to improve the general online shopping experience of consumers and the accessibility of such platforms for their own use.
2. Recommended Platforms for Sellers
   a. The researchers recommend Shopee as a platform for Sellers to partake in due to its popularity and accessibility among the other platforms, which can drive traffic to their own stores and further identify the products and statistics.
3. Recommended Platform for Consumers
   a. On the other hand, the recommended platform for consumers would be the Lazada application due to its convenience and the availability of various marketing items such as vouchers, promotions, and even the availability of using several vouches in one purchase.

5. ACKNOWLEDGMENTS

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