



## THE ONLINE SHOPPING PREFERENCES OF THE BACHELOR OF SCIENCE IN ACCOUNTING TECHNOLOGY STUDENTS OF THE COLLEGE OF BUSINESS, ENTREPRENEURSHIP AND ACCOUNTANCY

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**ABSTRACT:** *The growth of shopping has gone from the brick to click or traditional malls and bazaars, to websites and easy application right at our fingertips. Consumers changed the way they go shopping from the traditional way to the virtual way. This study was conducted to determine the online shopping preferences of the Bachelor of Science in Accounting Technology students of Cagayan State University. This study was conducted at the College of Business, Entrepreneurship and Accountancy of Cagayan State University- Andrews Campus, Tuguegarao City where the respondents were enrolled Second Semester of SY 2017 – 2018. The respondents of this study were the 153 BSAT students who are engaged in online shopping. The data gathered were tabulated, analyzed and interpreted using the descriptive statistics like frequency counts, rank, percentage and weighted mean. Descriptive method was used to come up with a good result of the study. Result of the study revealed that majority or 52.29 percent of the student respondents spend less than 1 hour when shopping online. From among the various online shopping platforms, Lazada was the most preferred with a category mean of 3.96 whereas Ayo Dito with a category mean of 3.28 was least preferred. When shopping online, student-respondents usually buy clothing and footwear and so with bags and wallets. The result shows that student-respondents are more into fashion. In terms of mode of payment, cash on delivery is preferred over online payment. The results of this study highlights the need for online platforms and online shoppers to take the online shopping seriously, therefore it is recommended that online shopping platforms should devise a way to continuously inform consumers about their rights and obligations in order to increase consumer confidence in online shopping.*

**Keywords:** *Cagayan State University, College of Business Entrepreneurship and Accountancy, Bachelor of Science in Accounting Technology, internet, online shopping platforms, marginalized students, online shopping, preference, mode of payment, **performance**, services/operation, prices, promos and discounts, quality of products, allowance, time spent in shopping online*

### INTRODUCTION

Technology keeps on growing at a worldwide level. It has contributed many things and keeps on changing for the comfort of the human race. Various things associated to



technology have been amusing the whole world and with the availability and accessibility of internet, there is a gigantic rush over online shopping and it has gone widespread in many countries. The existence of the internet brought many advantages to individuals' daily lives. With the help of the internet, people can communicate, learn, and entertain and buy products and services online. And in the age of widespread social media application and smart-phone access, many Filipinos are maximizing the use of the internet to conveniently shop online.

The growth of shopping has gone from the brick to click or traditional malls and bazaars, to websites and easy application right at our fingertips. Consumers changed the way they go shopping. In just a decade online shopping has gone from being virtually non-existent to become worth millions of pesos each year. Online shopping is one of the greatest instruments that had gone viral which allow shoppers or consumers to buy goods from a seller through the use of the internet. It had provided full service and fewer expenses since customers can now purchase on-line without even stepping out of their doorsteps or tiring themselves plus cash on delivery is also adopted.

On-line shopping nowadays is absolutely in demand because of the convenience costumers could avail such as easy payment, great deals at a low price, free delivery and a lot more propagandas to attract online shoppers. In on-line shopping, potential customers become attracted to the information provided by the sellers about their products which at times would address the felt needs of these costumers. Customers now would begin to look through the products, assess them and later on select the alternative that will fit their criteria and thus will prompt them to buy the product to satisfy their felt need. This is also the beginning of the transaction between the on-line shopper and the on-line seller. Online shopping makes the life of people easier and better. We chose online shopping to conduct simply because we are also interested to the buyer and seller relationship and preferably the preferences of the consumers.

In Cagayan State University, specifically in Andrews Campus, BS in Accounting Technology Students of the College of Business Entrepreneurship and Accountancy has been identified as customer of online purchasing sites. With so many students who benefited by online purchasing, I wonder what are the various preferences of the students in using the various online shopping sites. Therefore, this study is aimed in identifying and analyzing the



factors that affects online purchasing preferences of BS in Accounting Technology students of the College of Business Entrepreneurship and Accountancy of CSU, Andrews Campus.

## **STATEMENT OF THE PROBLEM**

The study aims to determine the online shopping preferences of BSAT students of the College of Business, Entrepreneurship and Accountancy of Cagayan State University, Andrews Campus.

Specifically, it aims to answer the following questions:

1. What is the demographic profile of the respondents in terms of the following variables:
  - 1.1 Age
  - 1.2 Sex
  - 1.3 Allowance per week
  - 1.4 Time spent in online shopping.
2. What are the different features that influence buyers in using the online platform:
3. What are the products commonly purchased online by the respondent?
4. What method of payment do respondents often use in online shopping?

## **METHODOLOGY**

This study made use of the descriptive research method employing the questionnaire as main data-gathering instrument. The researcher made use of structured questionnaires to gather the needed data which were given to the student -respondents.

This study was conducted at the College of Business, Entrepreneurship and Accountancy of Cagayan State University, Andrews Campus, Tuguegarao City where the respondents were enrolled for the Second Semester of SY 2017 – 2018.

The respondents of this study were the 153 BS in Accounting Technology students who were engaged in purchasing online.



The data gathered were tabulated, analyzed and interpreted using the descriptive statistics like frequency counts, rank, percentage and weighted mean.

The researcher used the descriptive statistics such as frequency, percentage and the 5 point likert scale was used to treat the data gathered. In terms of the different features that influences buyers in using the online platforms, the given scale was used to analyze and interpret the result of the data gathered from the accomplished questionnaires.

Excellent (E)	4.20 – 5.00
Very Satisfactory (VS)	3.40 – 4.19
Satisfactory (S)	2.60 – 3.39
Fair (F)	1.80 – 2.59
Unsatisfactory (US)	1.00 – 1.79

## RESULTS AND DISCUSSIONS:

*Table 1.1 Frequency and Percentage Distribution of the Respondents'*

### *Profile Relative to Age*

Age	Frequency	Percentage
18 and below	17	11.11
19 - 22	124	81.05
23 and above	12	7.84
<b>Total</b>	<b>153</b>	<b>100.00</b>

Table 1.1 shows the frequency and percentage distribution of the respondents' profile relative to age. It shows further that the bulk of respondents with a frequency of 124 or 81.05 percent are aged 19 to 22 while the least or 7.84 percent belong to the age bracket 23 and above. The result implies that majority of the respondents are already at the age of majority.



**Table 1.2 Frequencies and Percentage Distribution of the Respondents'**

**Profile Relative to Sex**

Sex	Frequency	Percentage
Female	104	67.97
Male	49	32.03
<b>Total</b>	<b>153</b>	<b>100.0</b>

Table 1.2 shows the frequency and percentage distribution of the respondents' profile relative to sex. As shown by the table, the female student – respondents outnumbered the males with the frequencies of 104 and 49 or 67.97 percent and 32.03 percent respectively or with a ratio of more or less 2:1 which implies that the BS in Accounting Technology program at CSU, Andrews Campus are female – dominated.

**Table 1.3 Frequency and Percentage Distribution of the Respondents'**

**Profile Relative to Allowance per Week**

Allowance per week	Frequency	Percentage
P500.00 and below	98	64.05
501.00 to 1,000.00	42	27.45
1,001.00 and above	13	8.50
<b>Total</b>	<b>153</b>	<b>100.0</b>

Table 1.3 shows the frequency and percentage distribution of the respondents' profile relative to allowance per week. The table shows that there are about 98 or 64.05 percent of the total number of respondents have weekly allowance of P500.00 and below and only 8.50 percent or 13 respondents have P1,001.00 and above as their weekly allowance. As shown in the table, despite having minimal weekly allowance, the respondents still allocate a portion of their allowance for them to purchase goods online.

**Table 1.4. Frequency and Percentage Distribution of the Respondents' Profile**

**Relative to Time Spent when Shopping Online**

Time spent in shopping online	Frequency	Percentage
Less than 1 hour	80	52.29
1hour to 2 hours	62	40.52
More than 2 hours	11	7.19
<b>Total</b>	<b>153</b>	<b>100</b>



The above table shows that out of 153 respondents of this study, there are 80 or 52.29 percent who shop online in less than 1 hour while there are 62 or 40.52% and 11 or 7.19% of the total number of respondents answered 1 hour to 2 hours and more than two hours respectively. It is presumed that respondents who spent less than 1 hour of their time shopping online already know what to buy and those who spent longer time in shopping online are not yet decided what to buy or they browse for another product to purchase in order to avail promos or discounts or free delivery or cash on delivery or other options that is why they longer time is spent in purchasing online..

**Table 2.1 Item Mean and Descriptive Value of the Different Features**

**That Influence Buyers in Shopping at Lazada**

Lazada	Item Mean	Descriptive Value
Performance	4.03	Very Satisfactory
Services/Operation	3.93	Very Satisfactory
Prices, promos & discounts	3.88	Very Satisfactory
Quality of products	3.94	Very Satisfactory
<b>Category Mean</b>	<b>3.96</b>	<b>Very Satisfactory</b>

Table 2.1 shows the item mean and descriptive value of the different features that influence buyers in shopping at Lazada. The table shows that from among the different features given, performance got the highest rating with a mean of 4.03 or with a descriptive value of very satisfactory. Prices, promos and discounts on the other hand got the lowest mean of 3.88 but still it got a very satisfactory descriptive value. From the above result it could be seen that Lazada is one of the most prominent online shopping platform since it does not only cater to the needs of the Filipino people but also overseas.

**Table 2.2 Item Mean and Descriptive Value of the Different Features**

**that Influence buyers in using Zalora**

Zalora	Item Mean	Descriptive Value
Performance	3.80	Very Satisfactory
Services/Operation	3.73	Very Satisfactory
Prices, promos & discounts	3.78	Very Satisfactory
Quality of products	3.66	Very Satisfactory
<b>Category Mean</b>	<b>3.74</b>	<b>Very Satisfactory</b>



Table 2.2 shows the item mean and descriptive value of the different features that influence buyers in shopping at Zalora. The table above indicates that Zalora's performance has the highest item mean of 3.80 and a descriptive value of very satisfactory while the quality of products with an item mean of 3.66 got the lowest but still falls under the bracket of very satisfactory descriptive value. With the above result, the respondents' view that the shopping online platform Zalora's is also competitive that is why respondents gave a very satisfactory rating which can be seen on its overall category mean of 3.74 and with a descriptive value of very satisfactory.

**Table 2.3. Item Mean and Descriptive Value of the Different Features that Influence buyers in using Ayos Dito**

Ayos Dito	Item Mean	Descriptive Value
Performance	3.28	Satisfactory
Services/Operation	3.24	Satisfactory
Prices, promos & discounts	3.29	Satisfactory
Quality of products	3.31	Satisfactory
<b>Category Mean</b>	<b>3.28</b>	<b>Satisfactory</b>

Table 2.3 shows the item mean and descriptive value of the different features that influence buyers in shopping at Ayos Dito. The table shows that the quality of products got the highest item mean which is 3.31 and the services/operation got the lowest item mean which is 3.24. All of the different features got a descriptive value of satisfactory. Given the different features and from the result generated, this platform is not patronized much by the respondents.

**Table 2.4. Item Mean and Descriptive Value of the Different Features that Influence buyers in using Shopee**

Shopee	Item Mean	Descriptive Value
Performance	3.92	Very Satisfactory
Services/Operation	3.85	Very Satisfactory
Prices, promos & discounts	3.90	Very Satisfactory
Quality of products	3.84	Very Satisfactory
<b>Category Mean</b>	<b>3.88</b>	<b>Very Satisfactory</b>



Table 2.4 shows the item mean and descriptive value of the different features that influence buyers in shopping at Shopee. From the different features, performance got the highest and quality of products got the lowest with a mean of 3.92 and 3.84 respectively with a very satisfactory descriptive value for both attributes. Having a category mean of 3.88 and a descriptive value of very satisfactory, it attests that respondents also patronizes or shop at Shopee. We can therefore safely say that Shopee is also considered as a good online shopping platform.

**Table 2.5. Item Mean and Descriptive Value of the Different Features that Influence buyers in using OLX**

OLX	Item Mean	Descriptive Value
Performance	3.35	Satisfactory
Services/Operation	3.34	Satisfactory
Prices, promos & discounts	3.38	Satisfactory
Quality of products	3.36	Satisfactory
<b>Category Mean</b>	<b>3.36</b>	<b>Satisfactory</b>

Table 2.5 shows the item mean and descriptive value of the different features that influence buyers in shopping at OLX. The table shows that in the OLX shopping online platform, prices, promos and discounts got the highest item mean, which is 3.38 with a descriptive value of satisfactory. Services/operation got the lowest men of 3.34 and with a descriptive value of satisfactory. As seen on the table, all of the features got a satisfactory as its descriptive value. This shows that this platform is not that much preferred by the respondents.

**Table 2.6. Overall Ranking and Category Mean of the Different Features that Influence buyers in Using the Platforms**

	Lazada	Zalora	AyosDito	Shopee	OLX
Category Mean	3.96	3.74	3.28	3.88	3.36
Rank	1	3	5	2	4

Table 2.6 shows the overall ranking and category mean of the different features that influence buyers in using the various platforms. The table shows that Lazada is considered to be the most preferred platform having a category mean of 3.96 then Shopee got the 2<sup>nd</sup> spot with a category mean of 3.88, next is Zalora with a category mean of 3.74 then OLX with a category mean of 3.36 and last is Ayos Dito with a category mean of 3.28. Lazada is





considered therefore as the most prominent among the platforms used for online shopping because of its features, big offers or discounts and its coverage.

**Table 3. Ranking of the Common Products Purchased Online by the Respondents**

	Count	Rank
Jewellery, watches, eye wear and accessories	309	3 <sup>rd</sup>
Clothing and footwear	212	1 <sup>st</sup>
Grocery items and school supplies	492	4 <sup>th</sup>
Health and beauty products	506	5 <sup>th</sup>
Consumer electronics and computers	747	6 <sup>th</sup>
Bags and Wallets	251	2 <sup>nd</sup>

Table 3 shows the count and ranking of products commonly purchased online by the respondents. The above table shows that in ranking, clothing and footwear are the products commonly purchased online which summed all the ranks from 1 to 6 totalling to 212; next are bags and wallets with 251 counts; jewellery, watches, eye wear and accessories comes next with 309 counts; grocery items and school supplies landed on the 4<sup>th</sup> spot with 492 counts; health and beauty products got the 5<sup>th</sup> spot with 506 counts, while the least purchased products are consumer electronics and computers which have also summed all the ranks from 1 to 6 totalling to 747. This only shows that from the result generated, the respondents of the study are more into fashion and as much as possible avoid the risk of buying high priced and delicate products and considering also their meagre allowance that is why consumer electronics and computers are the least products purchased online.

**Table 4. Frequency Distribution and Percentage According to the Method of Payment when Shopping Online**

Mode of Payment	Frequency	Percentage
Cash on Delivery	129	84.31
Online Payment	24	15.69
Total	153	100.0

Table 4 shows the frequency distribution and percentage according to the method of payment when shopping online. While mobile wallets and bank to bank transactions are booming, cash on delivery is still preferred by the respondents when purchasing online which in fact is already manifested from the result generated where from the result, cash on delivery have frequency of 129 with a percentage of 84.31 while online payment have



frequency of 24 or 15.69 percent. The reason why customers nowadays prefer cash on delivery is because of its convenience, and to lessen the fear of online scam.

## **SUMMARY OF FINDINGS**

### **1. Demographic Profile of the Respondents in Terms of the following Variables:**

- 1.1 Age – Majority of the respondents, 124 or 81.05 percent are aged 19-22 hence, majority are already at the age of majority.
- 1.2 Sex – The females outnumbered the males with the frequency ratio of 104:49 or more or less 2:1.
- 1.3 Allowance per week – Most of the student-respondents has a weekly allowance of P500.00 and below or 98 with a percentage distribution of 64.05% which shows that majority of the respondents belong to the marginalized students.
- 1.4 Time spent in online shopping – Majority or 52.29 percent of the student-respondents spent less than 1 hour shopping online since students already have in their mind what to purchase online.

### **2. Features that influence buyers in using the following online platforms:**

- 2.1 Lazada – From among the different features given performance got the highest rating and prices, promos and discounts got the lowest with an item mean of 4.03 and 3.88 respectively. This means that Lazada is one of the most prominent online shopping platform where respondents usually buy their products.
- 2.2. Zalora – Performance got the highest rating and quality of product got the lowest with a mean of 3.80 and 3.66 respectively. The quality of product sold by Zalora as perceived by the respondents is not that competitive compared to the other online selling platforms that is why it only got a satisfactory descriptive value rating.
- 2.3. Ayos Dito – Quality of products got the highest rating while services/operations got the lowest with an item mean of 3.31 and 3.24 respectively. From the result generated it can be seen that respondents do not buy much on this online platform garnering only a satisfactory rating in all the features given.



- 2.4 Shopee – From the feature given performance topped the rating and quality of products got the lowest with a mean of 3.92 and 3.84 respectively. From the result, it can be viewed that the said online platform is patronized by the respondents since it got a descriptive value of very satisfactory rating from the respondents.
- 2.5. OLX – Prices, promos and discounts got the highest mean which is 3.38 and service/operations got the lowest mean of 3.34. The overall performance of the said online platform only got a descriptive value of satisfactory.
- 2.6. From among the different online platforms, Lazada got the number one spot in terms of ranking and Ayos Dito got the last spot.
3. Among the products which the respondents prefer to buy, clothing and footwear got the highest preference when shopping online with a total of 212 counts while consumer electronics and computers are the least preferred products with a total of 747 counts.
4. Under the method of payment, respondents preferred cash on delivery with a percentage of 84.31 percent while only 15.69 percent preferred online payment.

## **CONCLUSIONS`**

Online shopping is a new experience and has a great contribution in the lives of consumers in its short time of existence. It is expected to radically grow in the years to come considering the advancement in technology. Online shopping has made consumers more effective and efficient in their shopping and has pushed businesses to a new level, compelling many online sellers to make the needed adjustments and changes to match the new market of educated consumers.

The results of this study highlights the need for online platforms and online shoppers to take the online shopping seriously. The survey conducted revealed a positive attitude and behaviour toward online shopping even by those consumers who have a limited weekly allowance still indulge into online shopping. The study reveals that from the respondent's point of view, the use of the different platforms of online shopping offers a lot of tangible advantages such as reduction in buyer's sorting out time, better buying decision, less time spent in purchasing and increased opportunities for buying alternative products. It can be shown therefore from the overall results generated, and since online shopping is available



365 days and never closes and since online shopping is more environmental friendly compare to purchase in store because consumers can just fulfil his desires just with a click of mouse without going out from house by taking any transportation, online shopping would radically grow in years to come.

Therefore, the overall results prove that the respondents have perceived online shopping using the different online shopping platforms in a positive manner. This clearly give a good reason for the growth of online shopping not only in the College of Entrepreneurship and Accountancy of Cagayan State University, Andrews Campus but also the entire CSU system and even outside CSU.

## **RECOMMENDATIONS**

This study has taken important steps to look into the online shopping preferences of BSAT students for the College of Business, Entrepreneurship and Accountancy of Cagayan State University, Andrews Campus. The following are the recommendations from the conducted study:

- Online shopping platforms should devise a way to continuously inform consumers about their rights and obligations in order to increase consumer confidence in online shopping.
- Consumers should make sure to look closely at the online platform and the seller they are considering shopping from. They should look for contact details and make sure there is an email address as well as positive feedbacks are given to these online platforms by their consumers.
- Online platforms should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men
- Future researches are suggested to determine other features that influences buyers in using the different online platforms
- Future studies can extend the results of this study for investigating the online consumer buying behaviour that will help companies in relooking and revamping their strategies for online shopping.



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