

ANALYSIS IN THE POSSIBLE FACTORS AFFECTING ACCEPTANCE AND HESITATION TOWARDS ONLINE SHOPPING

Jamille Wayne F. Bangug

Charise R. Verbo

Rizza Mae M. Acidera

Ranny L. Castillo

Mica Mae E. Languido

Ciahara Joy S. Butac

Juvilie Jane C. Rabago

Jahna Mae Y. Halog

Criselle Joy M. Esteban

Jovelyn M. Paiste

jamillewayne15@gmail.com; chariseverbo11@gmail.com;
zzamendoza@gmail.com; Rannycastillo34@gmail.com;
languidomicamae17@gmail.com; bciaharajoy@gmail.com;
rabagojuviliejane@gmail.com; halogjahnamae@gmail.com;
estebancriselle@gmail.com; jovelynpaiste@gmail.com

Isabela State University- San Mariano Campus

ABSTRACT: This research aims to identify the possible factors affecting acceptance and hesitation towards online shopping and at the same time to identify safety precautions in online shopping. Thematic analysis was used and the researchers analyzed and interpret the gathered data through open-ended questions in order to draw themes and creates meaning. The researchers used Purposive sampling which is a non-probability sample chosen based on the population's characteristics and its objective. The study have 15 participants who are a student/shopper from Isabela State University-San Mariano Campus. The study results suggest that there are three factors why students/shoppers still prefer to buy online, namely; it is Low-cost, Relieves stress and Therapeutic, and Accessibility and Convenience. The study also found out that there is still hesitations in buying online which is because of scams and other issues. Lastly, safety precautions is also identified such as reading feedbacks and be cautious and vigilant in buying products online. The educational implications of online shopping were discussed.

Keywords: *Accessibility and Convenience, Low-cost, Online Shopping, Scams, Stress, Safety precautions, Therapeutic.*

I. INTRODUCTION

Nowadays, with the advent of technology and the internet, individuals from all over the world have begun to purchase products online while sitting in their homes. The internet indeed offers a lot of information to consumers at a lower cost. The internet has totally altered the way

people conduct day-to-day transactions, and online shopping is one of the changes brought about by it. **Delelis (2019)** remarked that shopping has evolved from bricks to clicks, or from old malls and bazaars to internet and simple apps. Many people have altered their purchasing habits, and online shopping is one of the best tools that has gone viral, allowing buyers or consumers to purchase goods from a seller over the internet. It has offered full service and less hassle since customers can now shop online without leaving the door or tiring themselves, and cash on delivery is also included. **Coppola (2021)** states that internet shopping is not only a quick way to shop, but it also saves money for many customers by removing the need for actual retail stores. The author also added that since 2016, millions of Americans were online shoppers who had browsed products, compared prices, or purchased merchandise online at least once, and this number is predicted to expand through 2021, making the US one of the most competitive e-commerce industries in terms of online consumer penetration. According to **Prasetyo and Dela Fuente (2020)**, it can be seen that there is a great improvement in the internet, mobile applications, and various web developments in a particular reason that online shopping is booming in the Philippines. It's a simple solution to the busy life and COVID-19 pandemic the world is facing. According to a study by Statista, the Philippines is the third fastest growing e-commerce market in the world, outperforming its neighboring countries in Southeast Asia.

Online shopping has been proven to bring greater happiness to modern consumers seeking convenience and quickness to purchase things they want and desire, although some consumers remain hesitant to purchase online. For example, the most important hurdle to clients purchasing online appears to be a lack of trust. **Vasic et al. (20019)** state that, people buy online for a variety of reasons, including the ability to buy anything at any time without physically going to the store, and they may acquire the same things or products at the lowest price while also avoiding the stress that comes with face-to-face purchasing, as well as the desire to avoid traffic jams that that can happen going to the store, etc. It is evident that due to the delivery charges and the lack of assurance about the quality of the product, many people are still hesitant about shopping online. Consumer trust in online shopping is most harmed by perceived risk, according to some research (**Cheung & Lee, 2003; George et al., 2015**). In other words, the greater the perception of risks in online shopping, the less trust consumers have in online vendors, and ultimately, consumers may lose interest in becoming acquainted with online shopping methods.

Furthermore, despite the benefits of online shopping, there are factors that need to be considered when purchasing online. That is why the purpose of this study is to analyze the possible factors that can affect the acceptance of and hesitation towards online shopping. Specifically, this study sought to answers the following objectives: (1) determine the factors some students hesitate to buy online; (2) ascertain the factors why students prefer online shopping despite the fraudulent scams; (3) and identify the safety precautions that students must observe in online shopping platforms.

II. METHODOLOGY

Participants

The participants of the study were composed of 15 students who are studying in Isabela State University – San Mariano Campus. The chosen participants are students who are

associated with online shopping. The participants are from the Faculty of; Education, Hospital Management, Information Technology, and Agriculture.

Instruments

The researchers used survey questionnaires to collect data from the participants. It is a series of open-ended question to gather information in order to identify the factors of accepting and hesitations toward online shopping.

Procedure

The researcher used the Qualitative research method specifically Thematic analysis wherein the researchers analyses the gathered data to create themes and identify its meaning. The survey questionnaire was prepared beforehand and it is prepared through Google forms as our current situation is being considered.

The researchers used Purposive sampling which is a non-probability sample chosen based on the population's characteristics and its objective. The researchers selected students who are associated with online shopping and the link of the questionnaire is being sent through email or messenger.

RESULTS

This section presents the analysis and interpretation of the study “ANALYSIS IN THE POSSIBLE FACTORS AFFECTING ACCEPTANCE AND HESITATION TOWARDS ONLINE SHOPPING”. Following the qualitative methodology, the content of this chapter is the responses of the respondents gathered through the survey method. Through online interviews, respondents were able to answer the set of questions. The results will also provide clarification on the several themes: Low-cost, Relieve stress and therapeutic, Accessibility and Convenience, Scams and other issues, Being vigilant and cautious, and Reading feedbacks and reviews.

ACCEPTANCE

THEME 1. Low-Cost

The participants prefer to buy online because of its price. As one participants says, “Most of the time it’s cheaper online because there are more shops offering the same type of goods. There’s a larger range of options to choose from. Physical market goods doesn’t have that range. The disparity they have could be seen on product quality assurance” (P6). People nowadays choose to be frugal due to pandemic, such as using voucher and discount card to reduce the price. Thus, the participants choose to buy online rather than going outside. As stated by one participants, “It is way cheaper online than in the market and also there are lots of vouchers and discounts you can avail online” (P5).

Moreover, it is noticeable that the price of goods online is cheaper than in the market which makes consumer to buy online despite the fraudulent scams. According to one participants, “As I have noticed, the main different of the goods online and in the market is the price. It is more affordable online compare in the market. Sometimes, due to the affordable prices of the product online, it is more cheaper compare to the products offered in the market”(P13). Participants still accept online shopping in buying products that they need regardless of the possible issues that online shopping facing right now. Due to the presence of pandemic, students are mandatory to take their class online, and because of strict rules of the government they stand up to online shopping and it causes a lot of money for them mostly during monthly sales as one of the participants say. “Yes, it causes overspending of my money especially if it is monthly sale” (P1). However most of the participants says that it will not cause you to overspend money “It depends. You are the one who can manage your money” (P7) other participants agree that online shopping will no longer cause overspending of their money if they buy things that they need most especially during the pandemic, “Not really, I do not overspend my money because I only purchase things that I needed” (P5), “NO, because its up to the buyer or customer to spend more or less money of buying various products offered online shops” (P13).

THEME 2. Relieve Stress and Therapeutic

Most of the participants viewed online shopping as a way to help them to cope up with stress, through online shopping the stress that they feel decrease as they shop online. “Yes, it can relieve stress by scrolling in shopee app and looking for some products” (P14). Some participants are actually agreed upon the statement of participant 14; “Yes, it can relieve my stress by shopping online it became my leisure time if I don’t do anything” (P9); “Yes, I am pleased with the vouchers and affordability of the products” (3).

Other participants view online shopping as satisfying because it become their way to lessen their stress; “ Shopping is always satisfying because there is a certain pleasure in ordering things you like and receiving it in the delivery after. It is like receiving a gift from yourself”(P6); “Yes, because this is my leisure”(P2); “When I receive my parcel and the products turned out good, I feel happy”(5).

THEME 3. Accessibility and Convenience

Almost of the participants agreed that online shopping is more convenient than physically going to market as they always consider the distance and time buying goods. “Yes, It is very convenient because you don’t have to go to the mall for example if you want to buy presents for your friend. Online shopping is very convenient all you need is to click the item you want to buy and wait for the delivery” (P1). According to one of them, “Yes, especially during the crisis of COVID-19 pandemic. With the online shopping, I was able to buy products I want, which are affordable and the quality is a good one” (P13). Thus, online shopping become one of the most helpful tools in our lives today.

Moreover, due to the pandemic swarm of shoppers have no choice but to shop online to mitigate the risk of being infected in COVID-19. As one of them answered, “Safety and health reasons. Rather than risking the chance to contract COVID by going out to shop, it’s safer to

just order online” (P6). Another participant agreed that online shopping makes their life more convenient. “Yes, aside from convenience it is also the best option especially now that we are facing pandemic instead of going outside to buy the things you need, online shopping is really a big help to us”(P1).

HESITATION

THEME 4. Scam and other Issues

Despite the advantages of online shopping, shoppers still have negative experience that makes them hesitate to buy again such as receiving wrong quality, color and quantity. As being stated of P4 "The issues that I encountered being a *shopee girl* is the product that I received is not the product that I ordered" another is P12 "I experience the wrong delivery of item. The seller did not answer my question, and he/she ignore my messages. So I decided to return the item to the seller, and returning an item is very complex and difficult because there are so many processes in returning an item. We must not easily put trust to the items we buy online, there are so many scammers in the online platforms. Be careful, be wise, and be cautious".

In addition, most of them experience of getting wrong products, delays of deliveries, and its quality. As one of them answered, “The issues I have experience in online shopping are receiving products with defects, and receiving products in inappropriate sizes”(P5).

Furthermore, there are some instances that participants experience in online shopping, such as receiving wrong products, according to P5 experience "Yes, like receiving wrong variety (color) of what I've ordered. And I also experience receiving a parcel twice but I did not pay for the second and did not accept it" another is P15 "Yes ,the cloth at the shop is good but when you receive it is not what you expected" majority of the respondents already experienced receiving wrong products, wrong quality, wrong color and wrong quantity. Out of 15 respondents, 4 of them didn't yet experience it.

SAFETY PRECAUTIONS

THEME 5. Being Vigilant and Cautious

Interpreting the data gathered through the answers of the participants, majority of them agreed that being witty in shopping online can help them to avoid scams. As being stated of P6 "Well, being vigilant and smart should help in distinguishing whether an online shop or product can be trusted or not. Scams are rampant nowadays, one needs to be witty and cautious". Also P8 suggested "Yes. Since it is an online shopping, you should take your time in reading, specially to the information indicated by the seller (product description)to avoid scam and misunderstanding". P12 also added "Yes, because being witty in online shopping will help me to avoid scams and low quality products as well as expensive items" another is P13 says that "Yes, being witty in shopping online really help you to avoid scams and to choose products as well, which are in a good quality". Most of them says that it will also help them to avoid low quality of product aside from avoiding scams. Since it is shopping only, consumers must be

vigilant in ordering products for them to be able to avoid unnecessary and unexpected disappointments from the shop where they ordered their desired product. While P15 disagreed to the statement, he then says "No, because even you're witty there is also time that you will receive a wrong products" as for him being witty won't totally help you to avoid scams because consumers can still encounter it due to the poor quality and receiving wrong products.

Finally, all of the participants agreed that reading Safety and security to online shopping platforms policy is important for them to avoid scams. P5 answered "Yes, because many of us do not read it and end up dumbfounded when got scammed. It is our right to know the rules or policies before entering a shopping platforms" P12 also added "Yes, as a buyer I must first know the rights of buyer, and understand clearly the security and safety of my information as well as my identity" knowing the rights of a buyer is good habit before ordering it for him to be able to know what he must or must not do in online shopping. Another is that P13 agreed to make them avoid scams that online buyers can encounter as he answered "I concur, because that's one of the very important things to consider before buying online just to avoid any scam".

THEME 6: Reading Feedbacks and Reviews

Reading feedbacks is important to online shoppers. Through reading feedbacks, online buyers will be able to assess the reliability of the shop they wanting to shop their desired products. Participants allow the researchers to interpret their opinions when it comes in reading feedbacks. As being reasoned of P5 "Because in that way you can assure that you will receive a good product if the feedbacks are good" Another, P6 answered "So you can ensure that the product you're buying is of good quality and not a waste of money and time" almost of them reasoned that reading feedbacks can help them to ensure that the product they about to order has good quality as P13 reasoned "Because based on those feedbacks, you can able to know if the product is worth to buy or not".

Additionally, wrong products that has been delivered often experience by some of the participants for the very reason that the information of products that they've read and ordered in some apps or websites are not the one they've expect to be delivered. (P4) agreed, "Yes sometimes the product that you ordered is not the product you ordered". As stated some participants experience the same problem (P1) "Yes, for example the quality of item I added to my cart is very different when I received it". But some participants are wise enough to secure their money after buying various products offered online, "if the product information is not clear I would rather not order it" (P5).

Thus, reading feedbacks and reviews before placing the order is a massive help for the consumers to ensure that the products is legitimate and has quality.

DISCUSSIONS

The main objective of the research study is to analyze the role of online shopping to every student who are generally involved on it and also the possible factors where buyers still hesitate to accept online shopping as a way of buying certain products. This chapter will provide an interpretation of the findings that the researchers gathered to selected participants through the process of interview of selected participants who are currently involved on online shopping. The findings illustrate why it is relevant to the research and to relate the findings into other research that has been carried out.

Understanding the findings in relation to research questions.

The result of this study has finally answered the following research questions. Firstly, in *identifying the factors why students prefer Online shopping despite the fraudulent scams nowadays* reveals that the above reasons is it's all because buying online is cheaper than going to the market. Online shopping has its own way to convince buyers but most of them already embrace its monthly sale where items discounted until almost 90% off and free shifting nationwide. According to another survey, availability, cheap prices, discounts, comparisons, customer service, user friendliness, time, and range of options are the key influencing factors for online buying (**Jadhav and Khanna, 2016**). Furthermore, website design and features encourage customers to shop on a specific website by enticing them to make a purchase. And the second reasons came out with the world wide situation nowadays that we are facing, hence all our respondents agreed that online shopping is more convenient and as expected pushed them to online shopping than buying it personally because buying online is even safer than going outside. Through this, everyone can avoid risks of getting infected from social contact in public. Others also added that buying online is more easy and effortless, with the increasing growth of mobile devices have provide browsing and shopping with one hand and it is even deliver door to door and cash on delivery. Consumers' interest in online buying has grown as a result of convenience, entertainment, and speed (**Lennon et al., 2008**). There are also respondents answered that online shopping save fair or gas driving to the store and less time consuming out of the day. Customers are increasingly preferring to shop online because it is more convenient and time-saving (**Huseynov and Yildirim, 2016; Mittal, 2013**). Furthermore, From the question number 7 "Does online shopping help you cope with stress?", almost of the participants answered that online shopping is satisfying as they feel relax, pleased, and happy.

Secondly, in *Identifying the reasons why do buyers still hesitate to buy online*, for the question number 11 "Does unclear product information cause you to waste money?" Probably yes is the most answers. This issues are often expectation vs reality means that the photos you viewed from the shop became different when you receive it. With billions of online shopping all over the world only some provide real and quality producers while others have proven not trusted and unsafe. In, appropriate product descriptions and images will create dissatisfied buyers and they are more likely to waste their money. And for the last related number 16 " In your opinion, what are the possible issues (e.g. scams, bogus sellers, wrong products) you may experience in online shopping?". A previous study showed that the Issue of Online shopping scams often involved scammers pretending to be legitimate online sellers, unfortunately, scammers can use the anonymous nature of the internet to rip off unsuspecting shoppers. Customers may have challenges with items delivery when shopping online, according to **Behrens (2019)**. In online shopping, we can not avoid experiencing delays especially in the shipping of products. The items may be diverted, misplaced, or damaged. It may end up at the incorrect address. Shopping sites, and counterfeit products are all examples of frauds that can occur as a result of it.

And lastly, in *identifying the safety precautions or ways that students must observe in online shopping platforms*, the researchers found out that the respondents are wise buyer according to their participated ideas and experience on how to avoid swindles. Based from the research question number 1 that asking the participants on how they manage up with the negative feedbacks that they encounter in online shopping and question number 9 " Why it's important to read feedbacks of product before adding it to cart or ordering it?", it imply that they first consider to check the identity of the dealer. Checking the websites for the contact

details like company name, email add, and contact number to corroborate if this dealer really exists or legal. Nearly of the respondents also mentioned that before buying a product always check the reviews to make sure you get a clear opinion grounded on the reviews done by their recent buyers. Hence, they depend on the negative feedbacks and conditions to refrain from buying in the said shops while positive feedbacks ensure buyers that the product is real, good quality, and not a waste of money and time. Some of the participants said that if the feedback of the receiver is negative, thus, buying product from the shop with poor conditions and reviews should be avoided, do not buy it for them to be safe and some says that within the negative feedbacks they encountered they should learned to read the reviews and check duly the product before coping it.

In choosing shops/ stores online to buy products some participants answered choose the shops/ stores that have a good feedback and high number of vended products, considering also the commentary, conditions, and if it's a preferred shop also by asking someone who's formerly bought into a certain online shop. Likewise, reading safety preventives regarding online shopping platforms policy is important to avoid swindles, hence all of the party reveals their answers, "Yes, because numerous of us don't read it and end up dumbfounded when got scammed. It's the consumers right to know the rules or policies before entering a shopping platforms, being knowledgeable and apprehensive help the buyers to avoid swindles". Another affiliated question from number 14 "Does being clever in shopping online can help you to avoid swindles?", nearly all of the participants thought that knowing how to control online purchasing was important, stating reasons similar as reading product descriptions and reviews before adding products to their cart, platforms, read the safety and security policies, and being watchful and smart to distinguish whether online shop are trusted.

Educational Implications

Research indicates that hesitation towards online shopping directly affect not only the customers, but also the online sellers. In which, according to Statista Research Department, more than 80% of consumers worldwide purchased online in 2020, with South America and Asia topping the list with nearly 90% each. North America had the lowest percentage, with slightly over three out of four customers shopping online. Moreover, this study benefit both the shoppers and sellers, for protection of online frauds and scams. In line with the above data, the following implications are offered.

IMPLICATION 1: Website legitimacy and identifying verified shops should be taught as one topic in computer subject. These can help the students in knowing that the website they will be ordering to is a legitimate one.

IMPLICATION 2: Teach the importance of good customer reviews and feedbacks in online shops. It will help the students to assess good shops and good quality products online.

IMPLICATION 3: Promote internet literacy and to be smart consumers of information should be taught in Information Communication Technology. This is to critically analyze the overwhelming amounts of information they have seen and stores online to avoid getting scammed.

IMPLICATION 4: Integrate topics and activities in different subjects about online shopping and teach students to identify fake and real online stores.

The focus of the present committee is on a related part of the larger question: What are the factors that affects the acceptance and hesitation of the customers in shopping online. The expanding knowledge base on cognition experience and estimation can have an impact on each customer's perception about online shopping.

CONCLUSION

The aims of this study are to identify the reasons why some students still hesitate to buy online, identify the factors why students prefer online shopping despite the fraudulent scams nowadays, and identify the safety precautions or ways that students must observe in online shopping platforms. The study found out that there are three factors why students still prefer online shopping despite the possible scams that they may encounter; Low-cost, Relieve stress and Therapeutic, and Accessibility and Convenience. Due to pandemic and in consideration of the different health protocol online shopping become one of the most needed application nowadays. As it helps people to buy their needs and wants as they also able to mitigate the risk of getting infected.

Moreover, the researchers identified different safety measures to avoid being scammed and experience other issues. Reading feedbacks and reviews before checking out the product is helpful and in order to know if the product is worth to buy and to know its quality. Another is to be vigilant and be cautious in buying online despite the different platforms that a consumers used.

In addition, the study found out that students still have the hesitation to buy online because of scams and other issues such as defects or wrong products, yet they still doing online shopping despite of the problems they can encounter and already encountered because it is more convenient and less hassle.

Overall, the interpretation of data was acquired with the assistance of respondents, as well as the research itself. Thus, the researchers learnt how to avoid fraudulent internet purchasing frauds, which they can pass on to future study readers.

Finally, as costumers become more engage in online shopping nowadays, their knowledge, expectations, and experience continue to grow and seeks lots of information before planning to purchase decisions. Findings of the study emphasizes the relevance of Risk awareness and factors that affect one's behavior affecting acceptance and hesitation towards online shopping.

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