

# ANALYZING WHAT AFFECTS CONSUMERS' BEHAVIOR TOWARDS E-COMMERCE CORPORATIONS WITHIN THE FASHION INDUSTRY DURING THE COVID-19 PANDEMIC

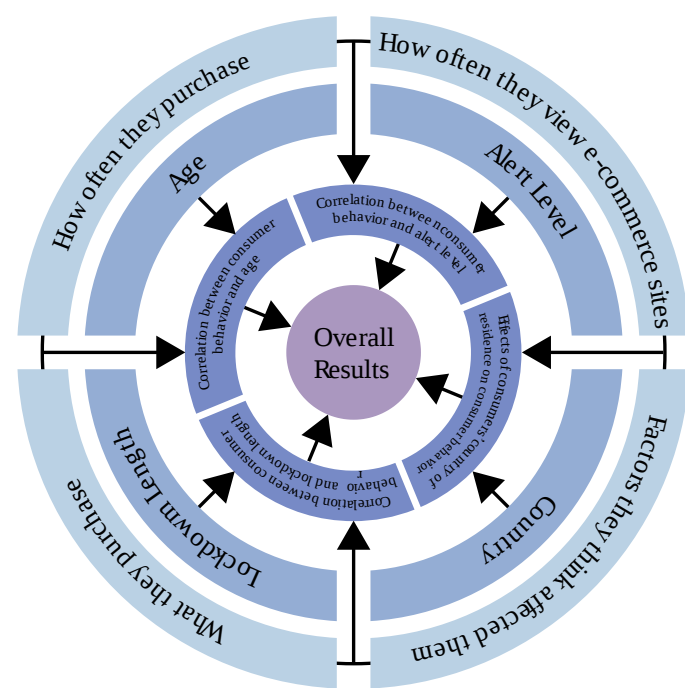
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## INTRODUCTION

With COVID-19 taking the world by storm at the beginning of 2020, the majority of the world was kept in self-isolation, pushing many consumers to switch to online alternatives for their purchases due to their easy accessibility and convenience. When fashion retailers and stores collapsed due to the inability of visiting brick-and-mortar stores, large fashion e-commerce companies started to rise in demand (Auld, 2021).

## CONCEPTUAL FRAMEWORK



Conceptual framework for fashion E-commerce purchasing behaviors but of those within East and Southeast Asian countries.

## STATEMENT OF THE PROBLEM

- 1.0 Is there a correlation between the level of quarantine restrictions and consumer behavior?
- 2.0 Is there a correlation between the length of lockdown restrictions and consumer behavior?
- 3.0 Is there a correlation between age and fashion purchasing frequency before, during, and after the lockdown?
- 4.0 Do consumers' countries of residence affect their behavior towards fashion e-commerce?

## RESULTS/FINDINGS

- There is a high correlation between the level of quarantine restrictions and consumer behavior during the COVID-19 lockdown.
- The correlation between the length of lockdown restrictions and consumer behavior was moderately high during the pandemic.
- There is a moderately high correlation between age and consumer behavior amidst the lockdown.

## METHODOLOGY

The subjects

- 204 online consumers aged 15-60 that are residing within Japan, the Philippines, South Korea, Thailand, and Vietnam.
- Respondents were divided according to their age group (15-20, 21-30, 31-40, 41-50, and 51-60).

Data Gathering

- Data collection was conducted through an online survey questionnaire via Google Forms.

Data Processing

- Responses were interpreted and analyzed through the usage of tables and bar/line graphs.

## RELATED LITERATURE

"The availability of e-commerce platforms and proper internet infrastructure in many parts of Asia allowed for the swift transition from brick-and-mortar shopping to online shopping, keeping many businesses from going bust. As it stood, Asia was already witnessing exponential growth in the e-commerce industry, and COVID-19 boosted it further." (GMO Research, 2020) With e-commerce already experiencing recognizable growth in the years prior, the continuation in the year of 2020 was no surprise, however, the heights it reached were some of which no one was able to predict just some months prior to the pandemic.

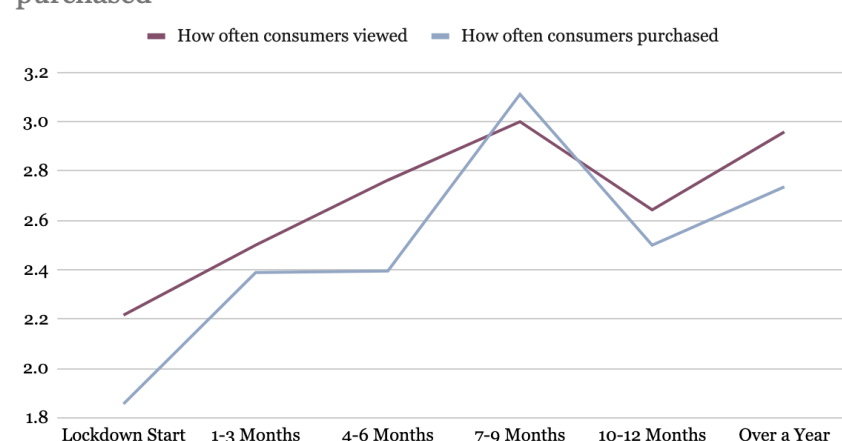
	Correlation numbers for viewing e-commerce sites		Correlation numbers for purchasing fashion items from e-commerce sites	
	during lockdown	after lockdown	during lockdown	after lockdown
age	0.68	-0.84	0.67	-0.38
length	0.79	-0.91	0.67	-0.63
alert level	0.88	-0.02	0.97	0.01

The table above shows the correlation value of viewing e-commerce sites and purchasing fashion items online with consumer behavior in relation to age, length, and alert level during and after the lockdown.

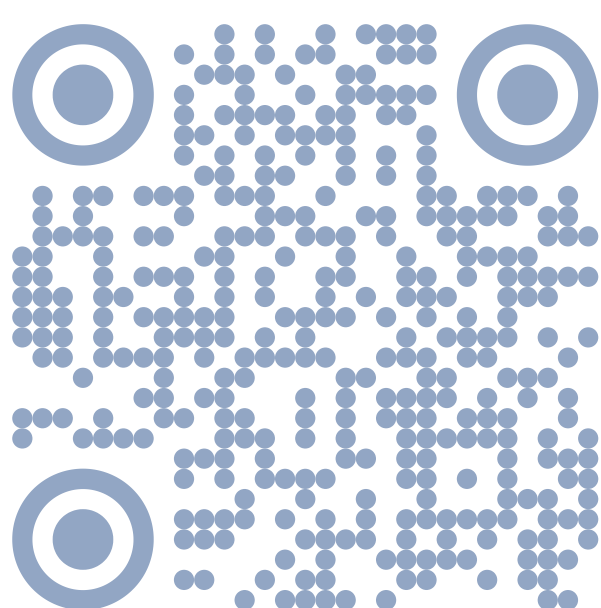
Pearson Product Moment of Correlation	
1	Perfect Positive Correlation
0.9	High Positive Correlation
0.5	Low Positive Correlation
0	No Correlation
-0.5	Low Negative Correlation
-0.9	High Negative Correlation
-1	Perfect Negative Correlation



How often consumers viewed and How often consumers purchased



This graph summarizes the average frequency of how often consumers viewed and purchase fashion and apparel on e-commerce platforms during the different lockdown periods.



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## CONCLUSION & RECOMMENDATIONS

In closing of the foregoing study, the researchers recommend that the research is furthered to a larger scale outside of Asia to various countries in different continents. Through expanding the scale to more countries, the study can be used on a more global scale in aiding businesses in need of guidance on whether they should be investing in virtual or brick-and-mortar store setup following their countries' lockdown. The researchers also recommend that businesses located in East and Southeast Asia invest equally in their online and brick-and-mortar store presence following the COVID-19 Pandemic. As seen in the rise and moderate fall between the beginning, middle, and end of all countries' lockdown restrictions.