This Bachelor’s Research entitled “E-commerce shopping and In person shopping: A COMPARATIVE STUDY”

A Bachelor’s Marketing Research Study Presented To The Faculty of Business Administration Systems Plus Computer College

In Partial Fulfillment of the Requirements for the Degree of

Bachelor of Science in Business Administration

Major in Operations Management

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**CHAPTER I**

**BACKGROUND OF THE STUDY**

**INTRODUCTION**

Nowadays, online shopping is one commonly used for medium convenient shopping. Clothes, electronic, baby needs online shopping become trends with each passing daysbut having this trends has an affiliated advantages and disadvantages.

Today’s generation the internet played a big role that allows communicating easily using messenger, Facebook, Instagram and obtaining all information’s. The internet brings the online shop to consumers and customer since it can easily access with the use of technology including the prices, details of the products, and the payment method. Online shopping is one of the commonly used medium for convenient shopping. It is, in fact, a popular means of shopping among the internet community (Bourlakis et al 2008) no matter clothes. Electronics, or pets, online shopping trend is becoming popular with each passing day; hundreds of websites and applications are being created and deployed every year to cater this rising demand of comfortable shopping trends.

Yes, It is very convenient to have this online shopping but don’t forget the traditional way of purchasing product which is the in person shopping wherein other people prefer to have this traditional way of shopping particularly for certain items. According to study if you want to save more money just do the in person shopping because you have the assurance that the product has a good quality and can last for a longer period of time.

The Internet is not only a networking media, but it is also used as means of transaction for consumers at global market. The usage of internet was grown rapidly over past years and it is become a common means for delivery and tracking information, services, and goods**.**

According Tarun Mettal (2019), Online Shopping that glorious invention which allows people to buy things from the comfort of their homes; No more travelling to multiple stores to find the right product; no more having to deal with over-enthusiastic sales persons; no more standing in long lines at the checkout counter.

The e-commerce boom has certainly changed the way we shop for the better. But, like everything else, the world of online shopping is not all roses. Despite all the efforts of e-commerce companies to alleviate them, there are a few problems that customers still have to face while shopping online such as lack of personalization, poor tracking and delays of delivery, not having flexible return policy, and lastly additional charges.

Yes, It is very convenient to have this online shopping but don’t forget the traditional way of purchasing product which is the in person shopping wherein other people prefer to have this traditional way of shopping particularly for certain items. According to study if you want to save more money just do the in person shopping because you have the assurance that the product has a good quality and can last for a longer period of time.

Keep in mind that online and in-person customers aren’t mutually exclusive categories; some of the same customers who enjoy shopping on your website also miss visiting your store. For instance, 26% of shoppers who choose to pick up online orders say they shop in-store after picking up their items. While it’s important to improve the digital experience for the connected customer, even those who interact with your brand via digital channels may also be yearning for an in-person experience.

The traditional in-store shopping journey has never been solely about convenience or speed. Brick-and-mortar stores play major roles in the community as hubs that foster casual relationships and face-to-face social interactions. “Stores aren’t just places to buy things,” Karande says. “They are part of the communities they serve. A lot of consumers miss the interaction of going to stores — and they want to get out of the house, too.”

Seller is the one factor considered in determining the succession of the Application. Some researchers suggested that online shopping is the way to connect to the buyers. However, a previous study revealed some of the buyers did not want to use online shopping applications because of lack of resources and lack of knowledge that’s why they went to in person shopping.

This study aims to discover the difference between e-commerce shopping and shopping in person and the cons and pros of these two.

**STATEMENT OF THE PROBLEM**

**This study was designed to determine what was the most preferred way of purchasing product perceived by the 3rd year BSBA student of Systems Plus Computer College.**

**Specifically, it sought to answer the following questions:**

**1. What is the profile of the students in Systems Plus Computer College?**

1.1 Age

1.2 Gender

**2. In what extent does e commerce shopping and in person shopping affect the students:**

2.1 Time

2.2 Convenience

2.3 Prices

**3. Which of the two way of purchasing product does the students preferred the most?**

3.1 E-commerce shopping

3.2 In person shopping

**SIGNIFICANT OF THE STUDY**

The outcome of the study may help those businesses and marketing due to its nature alone. It's also beneficial the following.

**The buyer** since they are the study, this may be information to them to understand the impact of e-commerce to them and how they can fit their resources to the way of purchasing product.

**The entrepreneur**, it will totally help them to understand the importance of e-commerce to their businesses and how to deal with it in spite of having the traditional way of shopping.

**Future researcher,** this may serve as their guidelines and future references for them to have enough knowledge and information of the study to the related field.

**THEORETICAL FRAMEWORK**

# Shopping Continuum Theory (SCT)

With the emergence of e-commerce, there have been many studies, but theoretical research on e-commerce still seems to be in its infancy, especially from the point of view of theoretical research on consumer behavior. (Cow, Kiecker, & Little, 2002).

Consumer choice processes go through heuristic decision making processes in multiple purpose situations due to limited consumer rationality and asymmetrical information features (e.g. Simonson and Tversky, 1992) With regard to this decision heuristic, the tripartite perspective may provide a more reasonable theoretical explanation of consumer activities related to choice.

Hence, due to this lack of theoretical development of consumer choice under goal situations with tripartite aspect, my study focuses on how does a consumer make a decision in purchasing, whether its online or on-site in order to explain consumer behaviors in making a preference between the said topic above. Our subject is based on Cognitive Continuum Theory (CCT) (Hammond, 1988), which is based on the tripartite view.

While the impact of the effect on decision-making has been widely reported in many previous studies, the effect has been seen as an inappropriate Moderator of decision making. It is significant to study the interaction of cognitive

And emotional factors onstore environmental indexes to understand how

Cognition and impact interact in the decision-making process, and how interactions influence shopping choices.

Consequently, there's a study purpose is to provide a theory called “Shopping Continuum Theory (SCT)” in order to understand the consumer's choice for purchasing online; to examine relationships between online shopping environments and shopping tasks from both cognitive and affective aspects; And to provide meaningful managerial implications to online retailing. (Eun Jung Choi,

2018)

# THEORY OF REASONED ACTION (TRA)

Founded by Martin Fishbein and Icek Ajzen in the late 1960s, Thought Theory focuses its analysis on the importance of pre-existing attitudes in the decision-making process. The basis for the theory postulates that consumers act on behavior based on their intent to create or receive a particular result. In this analysis, the consumer is a rational actor who chooses to act in the best interests of the consumer.

Depending on the theory, specificity is essential for the decision-making process. Consumers only take specific action when an equally specific outcome is expected. From the moment the consumer decides to act until the action is over, they retain the ability to change their mind and decide on another action plan.

Marketers can learn several lessons from the Theory of Reasoned Action. First of all, when they sell a product to consumers, marketers have to associate a purchase with a positive outcome, and that outcome has to be accurate. Axe Body Spray used this concept in a very efficient way by tying its product to the desirability with women. Secondly, the theory emphasizes the importance of getting customers through the sales pipeline. Marketers need to understand that the long delays between the original intent and completion of the action give consumers ample time to dissuade themselves from a purchase or challenge the outcome of the purchase. (Ohio University, 2015)

# Conceptual Framework

**INPUT**



Profile of

Respondents in

Terms of:

Age and

Gender



Effects of E-commerce

Shopping an

And

In-person to

The consumer



Preferred way of

Shopping



Development of

Business Industry

Based on the

Results

**PROCESS**



Generating and

Giving out of

Survey

Questionnaire to

The respondents.



Analysis and

Interpretation of

Data gathered

Through the

Questionnaire.

**OUTPUT**

Students

Preference

Between-commerce

And In-person shopping

# Figure1. IPO Research Paradigm

The research paradigm shows how the research will take place through the I-P-O or Input-Process-Output system. The input consists of the respondents' profile and the research question which focuses the consumer's preference on shopping. The process to be used requires the survey questionnaire to be analyzed in order to formulate solution and generate answer to the researcher’s problems. The output presents the possible outcome of the study.

# DEFINITION OF TERMS

The following terms are conceptually and operatively defined for better understanding and appreciation of this study.

**Asymmetrical** - having parts or aspects that are not equal or equivalent; unequal

**Cognitive** - the mental action or process of acquiring knowledge and understanding through thought, experience, and the senses

**Consumer** - a person who purchases goods and services for personal use.

**Continuum** - a continuous sequence in which adjacent elements are not perceptibly different from each other, although the extremes are quite distinct.

**E-commerce** - commercial transactions conducted electronically on the internet.

**Heuristic** - enabling someone to discover or learn something for themselves.

**On-site -** taking place or situated at a particular place or site.

**Online** - controlled by or connected to another computer or to a network.

**Preference** - greater liking for one alternative over another or others.

**Rationality** - the quality of being based on or in accordance with reason or logic.

**Theory** - a supposition or a system of ideas intended to explain something, especially one based on general principles independent of the thing to be explained.

**Tripartite** - shared by or involving three parties.

**SCOPE AND DELIMITATION**

This study focused on a comparative study on what is the best way to purchase product between the two: e-commerce shopping or in person shopping by the 3rd year BSBA students of SPCC Cubao. We chose them to be the respondents because we thought that they are capable and accessible to respond to us. Also, we wanted to share our knowledge to them about how e-commerce shopping and in person shopping works. This study will be held on the campus of SPCC Cubao.

**CHAPTER II**

**REVIEW OF RELATED LETERATURE AND STUDIE**

**Top Online Shopping Sites in the Philippines**

**LAZADA**

Lazada is one of the most popular online shopping sites in the Philippines. Like a sizable virtual department store, the shopping platform provides a wide selection of products. It includes fashion apparel, electronics, car accessories, and home appliances. Also, kids wear, baby accessories, ladies’ and men’s bag, shoes, and many more. In addition Lazada is also popular in other countries like Singapore, Vietnam, Malaysia, and Thailand From makeup to the latest gadgets, Lazada’s got you covered. It also holds frequent promos, with the grand year-end sale being one of its most-awaited events.

12 days for provincial addresses, except for some remote areas.

**SHOPEE**

One of the hottest shopping online here in the Philippines, especially for women’s needs. But also everything that you need can find in the shop online. It sells many products online and everything is also in the shop. Similar to Lazada, this online store offers a wide range of goods at discount prices, including furniture, electronics, books, tools, and clothing. Thanks to its promos and catchy, LSS-inducing ad jingles, Shopee is the most popular e-commerce site in the Philippines, according to Statista. Like Lazada, this online shopping site has a broad selection of items, ranging from furniture, electronics, books, hardware products, and fashionable pieces at bargain prices.

**FOREIGN LITERATURE**

**On the Importance of Ecommerce**

According to marketer, in 2022, global retail ecommerce sales will surpass $5 trillion for the first time, accounting for more than a fifth of overall retail sales. And by 2025, total spending will exceed $7 trillion, despite slowing growth.  **T**oday, ecommerce shoppers can discover and be influenced to purchase products or services based on recommendations from friends, peers and trusted sources (like influencers) on social networks like Facebook, Instagram and Twitter. Many social media platforms now offer ecommerce features, such as in-app checkout, shippable posts and “Buy Now” buttons that take users directly to a brand’s product page. **F**or many retailers, the growth of ecommerce can expand their brands’ reach and positively impact their bottom lines. But retailers who have been slow to embrace the online marketplace are the ones facing the biggest challenges.

In February 2019, online sales narrowly surpassed general merchandise stores for the first time, including department stores, warehouse clubs and supercenters. And since shoppee and lazada took away the price of shipping, more consumers are comfortable with online shopping — which means larger retailers have little choice but to go digital. For customers, ecommerce makes it possible to shop from anywhere, any time. That means buyers can get the products they want and need faster without being constrained by operating hours of a traditional brick-and-mortar store. Plus, with shipping upgrades that make rapid delivery available to customers, even the lag time of order fulfillment can be minimal (think Shopee and Lazada for example).

Ecommerce also makes it easier for companies to reach new, global customers. An online store isn’t tied to a single geographic location — it’s open and available to any and all customers who visit it online. With the added benefits of social media advertising, email marketing and SEO (search engine optimization), brands have the potential to connect with massive target audiences who are in a ready-to-buy mindset. With a physical store alone, you may find your options are limited when it comes to innovation. However, as the ecommerce ecosystem continues to mature and improve, your business will have access to the latest technologies to help streamline business processes. With a variety of apps and integrations at your fingertips, you’ll be able to improve workflows, better execute your marketing strategy and improve the overall shopping experience. Since the beginning of 2020, 45% of ecommerce software buying activity has come from enterprise-level companies.

Arrival of global retailing giants, online shopping will most likely gain more momentum.

# CONVENIENCE OF E-COMMERCE SHOPPING AND IN-PERSON SHOPPING

Convenience is online shopping’s biggest gift to shoppers. According to the blog of Visual Communication Guy (2019), there are many reasons why online shopping is convenient. First, modern websites are easy to navigate. You can scroll through hundreds of products or use filters to narrow down to the exact item you want. The graphics are attractive and product images are crystal clear. Anything you plan to shop is properly visualized on websites. Product details are comprehensively written and payment methods make it easy to complete payments instantly.

# TIME MANAGEMENT ON SHOPPING

Convenience helps you order food at the comfort of your couch. Fast delivery helps you save time by not cooking the meal or driving to go get the meal. However way you look at it, online shopping is more time saving than traditional shopping.

Sure, not every product is delivered on the same day. But considering that making an order takes as little as five minutes, buying items online helps you save a lot of time. What would usually take days to find around the city can be done in a couple of hours. If you want to buy a laptop and don’t know how to go about it, all you have to do is shop around. On a shopping site like Amazon, there are hundreds of laptops. They are categorized based on their specifications and what they are designed to do. (The VCG blog, 2019)

# COST OF SHOPPING

Although some people go out of their way to buy extravagant items, most people are always looking for ways to save money. Whether you are buying a new smartphone or looking for a cocktail dress, you probably would want to minimize your costs.

Online shopping sites help you lower your budget to the lowest possible figure. No matter how rare what you want to buy is, there is a different platform willing to help you get a better deal. Even on the same shopping website, it’s not unusual to find the same product being sold at different prices. If you want to save money when buying anything online, check its prices online. Don’t accept the first price you find. Compare prices from several shopping platforms. Make sure the product has the same specifications on all websites. Then, compare their shipping prices and pick the one that helps you save the most. (The VCG blog, 2019)

# SHOPPING THROUGH E-COMMERCE STORES

According to John Blockstock (2019), "An online store is a website through which customers place orders. It may represent a small local store, a major retailer, an e-commerce store or an individual who sells projects through a third-party site, such as eBay. The online store can operate under a number of business models, including business-to-consumer, business-to-business or consumer to consumer. To operate an online store, you’ll need a product catalog, a shopping cart, and other items."

According to Nyxone (2017), "Many people around the world prefer to shop online and buy products from several brands and companies that they cannot find or are not available for purchase in their home countries. Nowadays, and with the help of the new technology and the support of the internet, people from all around the world started to purchase items online by simply sitting in their homes. Purchasing items and products through the Web is a very easy task to do. It is now playing a very important role in everybody’s life especially elderly people, as well as people with a very busy life schedule. It provides a very comfortable service for its customers, by being able to save the item in the personal shopping bag, and buy it later on. Shopping through the Web simply works for people with a valid credit card, a debit card or an internet bank account."

According to Vinay Prajapati (2021), "Online shopping is simple. You don’t need to get ready and go to the neighborhood market. There you visit many stores to find the product of your choice. While you opt for online shopping, you can do it from anywhere, anytime. You don’t need to worry about your working hours. 40% of shoppers believe it saves their time, and it is why people buy online. Today online shopping is possible on your mobile phone. Just install the store app and start shopping for yourself, your family, or friends. Sending favorite gifts to your loved one is also easy and convenient. Around 58% of shoppers shop online because of the availability to shop online 24/7."

# IN-PERSON SHOPPING

According to Chris B. Murphy and Amy Drury of Investopedia (2020), the term "brick-and-mortar" refers to a traditional street-side business that offers products and services to its customers face-to-face in an office or store that the business owns or rents. The local grocery store and the corner bank are examples of brick-and-mortar companies. Brick-and-mortar businesses have found it difficult to compete with mostly web-based businesses like Amazon.com Inc. [(AMZN)](https://www.investopedia.com/markets/quote?tvwidgetsymbol=amzn) because the latter usually have lower operating costs

and greater flexibility.

According to Retailzipline (2019), shopping in brick-and-mortar stores can be about more than merely meeting physical needs for merchandise. It can also be a way to meet people’s emotional needs for feelings of privacy, certainty, and mastery over their choices. It’s not far-fetched to conclude the potential exists for Brick and mortar retailers to meet other emotional needs for excitement, a sense of community, and intellectual growth, to name a few and develop serious customer loyalty in the process. Compelling brick-and-mortar stores are spaces that make customers "fall in love" and want to keep coming back.

**CHAPTER III**

**METHOD OF THE STUDY AND SOURCES OF DATA**

This research represents the research design, description and respondent, data gathering procedure, instruments and statistical analysis

**Research design**

This study used a comparative design. Comparative Study analyzes and compares two or more objects or ideas. Comparative studies are the studies to demonstrate ability to examine, compare and contrast subjects or ideas. (Bukhari, Syed Aftab Hassan, 2011). According to Merriam-Webster Dictionary, a comparative design is a method of investigation (as of ethnologic phenomena and relations) based on comparison

Population and Sampling

The respondents of this study are the BSBA students of Systems plus Computer Cubao Academic Year 2022-2023. We randomly select 40 students from the said course.

The survey is concise of two (2) parts, First part requested the demographic profile of respondent including the name but optional, age and the gender of the respondent, while the second part consist the multiple choices of the respondents in terms of their shopping preferences.

# Research Instrument

For this study, a modified survey questionnaire was used in gathering data. The questionnaire has two parts. The first part of the questionnaire deals with the demographic profile of the respondents while the second part consists of item that determined the Students Preferred method of purchasing products.

**Data gathering and procedure**

This study was consisted of 6 phases

Stage 1: Constructed the instrument used to gather data.

Stage 2: Looked for respondents that cover only the BSBA students of SPCC Cubao.

Stage 3: Asked permission from the adviser/professor to conduct a survey.

Stage4: Distributed survey questionnaire.

Stage5: Retrieved of survey questionnaire.

Stage 6: Tabulated, analyzed and interpreted the data gather using several statistics tool.

**Statistical treatment Data**

The questioner was given to the 40 selected of BSBA students from the SPCC. Each student was given 10 items of online survey. Responses to the questionnaire by the BSBA students were statistically analyze with the data requirements of the study. Descriptive statistics such as frequency count and percentage considered in interpreting the data that was collected from the questionnaire.

In the statement of the problem number one/ in determining the demographic profile of the respondents the researcher will utilize frequency distribution and percentage.

Percentage Formula

P=F (100)N

Where

P=Percentage

F=Frequency

N=Number of Respondent

In the statement of the problem number two/ in determining the commodities that consumer buy over the internet, phone or retail store the researcher will utilize frequency distribution and percentage.

Percentage Formula

Where

P=Percentage

F=Frequency

N=Number of Respondent

In the statement of the problem number three, in determining the level of the reason of the sum of student in SPCC why choose to buy the internet the researcher will utilize weighted mean.

Weighted Mean:

This study used weighted average mean to calculate and analyze the data. It is used for average value.

WM=∑FX

N

Where

WM=Weighted Mean

F=Frequency of Score

X=Raw Score

N=Number of Respondent

In the statement of the problem number four, in determining the level of the disadvantage of buying over the internet the researcher will utilize weighted mean.

Weighted Mean:

This study used weighted average mean to calculate and analyze the data. It is used for average value.

Where

WM=Weighted Mean

F=Frequency of Score

X=Raw Score

N=Number of Respondent

The questions were structure using the Likert scale. In the survey type, five choices were provided for every question or statement. The scale was used to interpret the total respondent for every survey question by computing the weighted

**CHAPTER 4**

**RESULTS**

This chapter presents the summary and tally of the information from the

Questionnaires which were answered by the respondents of the study.

This chapter also includes the demographic information of the

Respondents, which helped the researchers, answer the statement of the problem,

As well as the researchers’ interpretation and analysis of the gathered data,

Which will be shown in the following pages of this study?

**PROFILE RESPONDENTS**

**Table 1 Distribution of Respondents by Age**

|  |  |  |
| --- | --- | --- |
| **Age Range** | **Number of Respondents** | **Percentage** |
| 15 – 20 | 10 | 25.0% |
| 21 – 25 | 25 | 62.5% |
| 26 – 30 | 5 | 12.5% |
| **TOTAL** | **40** | **100.0%** |

**Table 1**

Shows that out of 40 respondents, 10% of student is at 15-20 years old, 62.5% of the student from 21-25 years old and 12.5% of the students is 26-30 years Old. This indicates that the respondents are almost evenly distributed among ages.

**Table 2 Distribution of Respondents by Gender**

|  |  |  |
| --- | --- | --- |
| **Age Range** | **Number of Respondents** | **Percentage** |
| Male | 11 | 27.5% |
| Female | 29 | 72.5% |
| **TOTAL** | **40** | **100.0%** |

**Table 2**

Shows that out of 40 respondents, 25.5% (11) are male while 72.5% (29) are female. The table clearly indicates that most of the respondent of the study are female. The researchers were not able to determine any gender Bias due to the large difference between the male respondents and the female Respondents.

**Table 3 E-COMMERERCE SHOPPING AND IN PERSON SHOPPING; A COMPARATIVE STUDY**

**(Time)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Time** | **1** | **2** | **3** | **4** | **Weighted Mean** | **Verbal Interpretation** |
| Online shops are more time-efficient than physical shops. | 15 | 10 | 7 | 8 | 2.20 | Disagree |
| Online store are more time-flexible than physical stores. | 2 | 2 | `7 | 29 | 3.58 | Strongly Agree |
| **Total** |  |  |  |  | **2.89** | **Agree** |

**Given Weights;**

1 – Strongly Disagree,

2 – Disagree,

3 – Agree,

4 – Strongly Agree

**Range;** 1.00 – 1.49 – Strongly Disagree, 1.50 – 2.49 – Disagree, 2.50 – 3.49 – Agree, 3.50 – 4.00 – Strongly Agree

**Table 3 – ANALYZATION**

Year 2020 has set a certain amount of standards in e-commerce, it is because when we had our Pandemic in our Country, most of the Filipinos are just staying at home and no way to go for leisure. Mostly, what makes them busy at home is through web browsing and part of this is by checking online products that can be purchased and required by individuals.

As per our survey, 40 respondents have been asked on whether what is more convenient to them is it to purchase via online or go to physical store. In the table provided above (Table 3), it is clearly showed that most of the respondents prefer to buy their necessities via online. With this method, they can save time because they don’t need to travel and less cost for gasoline and parking fees, this will also be convenient for them as you can do all your shopping from one spot, no need to experience heavy traffic and going to the long line of the counter just to pay. They just need to wait for their delivery to come in their doorsteps.

At this moment, I can say that online shopping is an important part of many people’s lives.

**Table 4 E-COMMERERCE SHOPPING AND IN PERSON SHOPPING; A COMPARATIVE STUDY**

**(Convenience)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Convenience** | **1** | **2** | **3** | **4** | **Weighted Mean** | **Verbal Interpretation** |
| 1. I would rather go to an actual physical store to assure the quality of the product that I will buy. | 3 | 2 | 16 | 19 | 3.28 | Agree |
| 2. I would rather visit an online shop instead of a physical shop. | 3 | 17 | 14 | 6 | 2.58 | Agree |
| 3. I would rather scroll at an online store rather than browse items at a physical store. | 4 | 11 | 19 | 6 | 2.68 | Agree |
| 5. Physical stores are safer than online stores in terms of legitimacy. | 2 | 5 | 9 | 24 | 3.38 | Agree |
| 10. Physical store offers better customer services than online stores. | 1 | 5 | 16 | 18 | 3.28 | Agree |
| **Total** |  |  |  |  | **3.04** | **Agree** |

**Given Weights; 1** – Strongly Disagree, 2 – Disagree, 3 – Agree, 4 – Strongly Agree

**Range;** 1.00 – 1.49 – Strongly Disagree, 1.50 – 2.49 – Disagree, 2.50 – 3.49 – Agree, 3.50 – 4.00 – Strongly Agree

**Table 4 - ANALYZATION**

This comparative study in Table 4, will let us know what the preference of the customers would be when it comes to their convenience and reasons where do they want to purchase the products.

In the survey provided to 40 respondents, top three options have been identified by the customers namely:

* Physical Store to assure quality of the product.
* Physical Store is safe, and products are original.
* Physical Store offers customer service.

Given the above reasons, most of the customers would like to ensure that they will buy an item with good quality; they also prefer that somebody can assist them to have knowledge on the product, the pros and cons when buying it and idea from any sales representative to help them decide what to purchase.

**Table 5. E-COMMERERCE SHOPPING AND IN PERSON SHOPPING; A COMPARATIVE STUDY**

**(Cost/Price)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Price** | **1** | **2** | **3** | **4** | **Weighted Mean** | **Verbal Interpretation** |
| 4. Physical products are more expensive in price range | 1 | 3 | 11 | 25 | 3.50 | Strongly Agree |
| 6. Online products are cheaper than physical products. | 4 | 9 | 14 | 13 | 2.90 | Agree |
| **Total** |  |  |  |  | **3.20** | **Agree** |

**Given Weights; 1** – Strongly Disagree, 2 – Disagree, 3 – Agree, 4 – Strongly Agree

**Range;** 1.00 – 1.49 – Strongly Disagree, 1.50 – 2.49 – Disagree, 2.50 – 3.49 – Agree, 3.50 – 4.00 – Strongly Agree

**Table 5 - ANALYZATION**

In this table we are identifying which product is more expensive, the one that can be bought physically in store or through means of online? Based on the 40 Respondents, mostly agree that products in the store are much more expensive and the following are the reasons:

* Owners have Monthly Lease or Rent
* Payment For Staff
* Upfront Investment like renovation of physical store, buying equipment, promotion of business.

Given the reasons for the additional expenses to consider in establishing a physical store, owners tend to higher their price so that they can accommodate the add-on costs incurred in their day-to-day business. Even though we say that prices in physical store are more expensive, there are still other benefits to the customers why they prefer the said method, they are as follows:

* Product Clarity – customers can see and touch the products in person, which results dissatisfaction and confusion with the product.
* Return Process – when buying in physical store the return process is quicker and easy, while purchasing online, process takes time due to you need to call the seller, take pictures of the items for refund or you need to ship again to return the item.
* No shipping – customers don’t need to add up additional costs for their products to be delivered.

Some people say that, better to pay higher price given that the quality and the duration of use of an item is much longer, rather than purchasing a lower price range of an item but can easily be broken.

**Table 6 E-COMMERERCE SHOPPING AND IN PERSON SHOPPING; A COMPARATIVE STUDY**

**(Variety)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variety** | **1** | **2** | **3** | **4** | **Weighted Mean** | **Verbal Interpretation** |
| I bought more items from online shops than physical shops. | 5 | 12 | 12 | 11 | 2.72 | Agree |
| **Total** |  |  |  |  | **2.70** | **Agree** |

**Given Weights; 1** – Strongly Disagree, 2 – Disagree, 3 – Agree, 4 – Strongly Agree

**Range;** 1.00 – 1.49 – Strongly Disagree, 1.50 – 2.49 – Disagree, 2.50 – 3.49 – Agree, 3.50 – 4.00 – Strongly Agree

**Table 6 - ANALYZATION**

In this table, we are gauging the customer’s satisfaction when it comes to product variations, where it is better to purchase, from online stores or physical stores.

For better understanding, what is the meaning of Variety? It is a number or range of things of the same products that are different or distinct in character or quality.

Based on the survey, majority of the respondents agree that variety of products is offered in Physical Stores, it is because visiting personally, you have the eye in checking the availability, color options or styles that are available. Not just that, actual product can be seen, and you may check the legitimacy. Physical Stores is a one-time shop which offers many products and services from a single location.

For now, there are various sellers through online which for some customers does not save them time and cost, why did I say that it is because there are products that is available in one online shop but the additional products that you want to add on is not available in his/her store, in this case you need to check again other store, check it out, then add up on the fee for shipping. There are instance that items are out of stock and only 1 to 2 options are available.