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.

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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 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

2.4 Variety

2,5 Quality

**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.

**Customer Purchasing Decision Using Online Application**

According to one of the leading statistics companies on the internet, the Philippines earnedUS$1,237 million in e-commerce (online shopping) revenue in 2017 and is expected to reach US$2,619million in market volume by 2022. Customers are drawn to online shopping because it provides convenience, savings, and a diverse selection of products on a single website. Customers can purchase from websites with minimal effort by using internet-connected devices (desktops, computers, laptops, and mobile phones). One of the site's incentives is the offer of discounts and savings that can entice and leverage customers to shop online rather than in a physical store. These conditions will be viewed as an opportunity for major retailers to efficiently distribute their products and generate additional revenue (Macarayo, 2017).Based on a key component of e-commerce success is analyzing consumer purchasing decisions. I am difficult to establish e-commerce without first understanding the elements that encourage online hopping. E-commerce must establish the aspects that must be met, as well as the criteria. Knowledge exploration was characterized as an individual's actions in shopping online, according to a conducted study that tried to uncover aspects of persons making online purchases. According to a study that looked into online purchasing, the shopping experience and reasons led to high purchase intent. Furthermore, the most influential factors for consumers are customer feedback, trust, perceived utility, and information quality. Another aspect, according to a study, is word-of-mouth, loyalty, and post-recovery contentment (Prasetyo& DelaFuente, 2020).According to the study of Euro monitor during 2015; m-commerce gained a strong following because of the increasing usage and dependency of Filipinos on their smartphones. Popular online shopping conglomerates such as Zalora and Lazada launched their respective mobile applications earlier in the review period and are now being highly used by their customers when they browse their catalogues and purchase products. Aside from money transfer service payment options that internet retailers accept via Globe Gcash and Smart Money, Smart e-Money partnered with Citi Philippines and Visa to offer Charge2Phone.This service is said to be the first sticker-based contactless payment product in the country, which allows mobile phones to be transformed into a credit card or wallet. This innovation is expected to further encourage cashless purchase via the internet.

**E-commerce is becoming the new normal**

In Southeast Asia, the consumers in the region take to online shopping because of the variety of goods and services available, competitive pricing and improved delivery options make the whole process much easier. Mobile devices such as smartphones have also brought e-commerce shopping to the palm of our hands (Tomlinson, 2015). Convenience garnered 52 percent as the top reason why Filipinos love to shop online. Other reasons are door-to-door delivery, affordability, and accessibility. The increasing engagement in online shopping, coupled with payment technologies available in the market, ensure robust growth and steady development of local e-commerce businesses (Visa Consumer Payments Attitude Study 2015).

The Philippines e-commerce industry has about 10 million customers every day. E-commerce makes Filipinos more efficient, so they cannot lose time to traffic, they can work more and generate more income for the country (Balci, 2017). He cited that heavy traffic is one of the causes as to why people turn to online shopping. Even though not a large number of Filipinos are active cardholders, it does not hinder the growth of the e-commerce industry in the country. Most people prefer to shop with their gadgets mostly of which are *smartphones* and others to be *desktops* and *laptops.* Due to this preference, it was predicted that soon a rise of the e-commerce (mobile commerce) will be observed. MasterCard produces Online Shopping Survey annually. During the 2012 study, it was found that local deals and promo websites took over the country’s e-commerce caused by cautiousness. Security topped the list of concerns from respondents. It was then followed by speed of transaction.

**On the e-commerce is booming in the Philippines**

According to Malaya Business Insight, the e-commerce transaction

Value in the Philippines is 264billion PH for the year 2021. It grew by more than 15% from 2020. E-commerce is one of the most practical ways to

Complete your shopping list. You can check off the things on your Shopping list whenever you want without leaving your house. In order to Use an e-commerce site, all you need is a laptop or mobile phone. On the Reasons why e-commerce is in-demand in the Philippines.

It can save money; time and energy first, let’s look at the customer’s perspective. Shopping is easier to do when you shop online. You can browse around and find what you need without going to the store physically. No traffic jams, no need to walk from shop to shop. Filipino shoppers find online shopping much simpler since it saves a lot of money and time while buying from their homes.

More convenient than before the usability and accessibility of online shopping are the keys to its popularity in the Philippines. Adding to the fact that it can be accessed from a mobile phone, all sorts of applications are well-designed for mobile users, along with various online payment methods. The best part of online shopping is that the things you bought are frequently delivered right to your delivery location. All you need is to pay for it online and wait for delivery to happen!

Checking the availability of the product is easier with online shopping, you won’t experience going to the store, finding a product out of stock, and coming home empty-handed. Products are linked to a database and you can only buy what is there. Also, being able to compare the prices across several e-commerce websites is an advantage of online shopping. Though you can’t actually see the products in physical stores, the internet will assist you in finding the best bargain. The great thing about shopping online is that it brings you so many choices. As a result, you may even search for items on international e-commerce sites.

 It’s easy to start your online business site now, let’s look from the business’s perspective. Today, if you are an Entrepreneur, it’s much simpler to set up your own online shopping website. There are platforms for websites that have functions designed especially for e-commerce sales. They allow you to sell products that are shipped, digital Products that are purchased and online and offline services. Within a few days you can easily start your online business and make money. Of course, one of the Biggest challenges when starting on an online site is to find profitable products or Services to sell whether you’re manufacturing, reselling, or drop shipping.

It cans access millions of customer anytime anywhere for a day the future standard for interacting with clients, purchasers, and suppliers is shifting online. Since e-commerce has developed, it is now simpler to find and buy things online. E-commerce allows even small businesses to offer their products and services to a larger market than previously possible with traditional offline shopping. Online shopping will continue to grow. In the COVID-19 era, the Convenience of internet shopping has become a need. And with all the benefits and safety of internet shopping, it’s hardly surprising that customers are now turning to screens rather than physical stores. Next, we share with you some online shopping in the Philippines that ranks the popularity of their product and Services.

**E-commerce shopping**

Started on 1979 by English Entrepreneur named Michael Aldrich, According to Svonavec (September, 2017), online shopping has proved to have many positive advantages for consumers. Online stores are open 24 hours a day, so the issue of a store closing before the consumer can make it on time exceptionally efficient during the holidays.

Shoppers do not have to bother with the long, exasperating lines. Due to lack of operating costs, online retailers can sell goods at lower prices so that this makes the experience of online shopping not only faster and convenient, but it is also for cheaper than going to the physical store. Although online shopping has advantages, there are many downsides to doing online business. Back order goods can be prove to be exceeding trying for shoppers, especially during the holidays, shoppers also lose the person to person communication that online retailer cannot provide.

As said by Francia (October, 2018), Filipino shoppers also prefer inspecting the products themselves before making a purchase, while others factored in the cost of shipping and the length of delivery time. Research Tech Lab (RTL) noted that Filipinos more assured when they examine the products before checkout, while being able to take the item immediately after payment gives them peace of mind. It also recorded the enticements of online shopping from July to September, which coincided with the sale promo of leading e-commerce sites Lazada and Shopee. Here, the company found that 68. 61% of Filipinos Still favors traditional shopping.

The market has rapidly grown since then. According to Eshopworld.com, there are at least37.7 million e-commerce users in the country in 2018 from the 30. 2 million estimated in 2016.The number is expected to rise to 53.8 million by 2020. A report published in May 2018 found that despite its growing popularity, the Philippines lags in terms of e-commerce sales in the Southeast Asian region.(Eshopworld.com).

According to Willy Kruh, he said that today’s consumer no longer goes shopping, but shopping all the time and everywhere. In a truly global online marketplace, competition is no longer limited to local shops during regular business hours. Consumers can easily buy from retailer and manufactures located anywhere in the world or from those with no physical retail locations at all.

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business should be done. It can also result in new products and services for the

consumer, reduce prices, increase the product's efficiency and simplify distribution. One

of the biggest phenomena of recent years, e-commerce has been built on Internet

technology. India ranks third in internet usage and is likely to be the first by 2015 (in the

number of users) Internet retail in India accounts for a market size of Rs. 52,000 crores

and growing at a phenomenal rate of 100% per year. There are similarities as well as

differences between Internet shopping and traditional shopping with advantages and

disadvantages for both.

(Huang et al., 2019), with the advent of the computer and the network in 1984,

online shopping began to revolutionize the traditional shopping experience. Before

making a purchase, customers can physically examine things using a variety of senses,

including sight, hearing, taste, smell, and touch. Online shopping is completely different

from traditional retail; customers are constrained by the size of a 2D screen and are only

able to use a browser to search keywords or classifications to find the goods they're

looking for. The development of a "VR online shopping platform system" is our long-term

goal. Both buying habits offer perks that might satisfy people.

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**Consumers**

Are returning to physical stores but their digital shopping habits formed during the pandemic continue to be higher than in-store purchases, according to a study by Meta.

The latest Seasonal Holidays Study by Meta revealed that 67 percent of year-end 2021 shoppers surveyed said their purchases were made in-store, but a higher 79 percent also did online purchases. The Meta study by YouGov surveyed nearly 2,000 people aged 18+ in the Philippines in December 2021 to determine their year-end shopping attitudes and behaviors during Mega Sales or shopping holiday promos that normally occur in the month of December. The online study covers 12 APAC markets with 18,189 respondents, including the Philippines.

Overall, almost 7 out of 10 shoppers surveyed have discovered and shopped on social platforms and have said that they will spend more or the same as last year.

The study further said that For Gen X and Baby Boomers, mobile as a discovery channel increased by 13 points to 76 percent.

The study outlined five new year-end Mega Sale Days consumer shopping trends to help businesses maximize every sales moment.

First consumer shopping trend is that Mega Sale Days drive new product discovery and consideration. Ninety-four (94%) of year-end shoppers surveyed are likely to try a new brand particularly in the following categories: Food (55%), Apparel and Fashion (38%), and Electronics (36%). Seventy six percent (76%) of all year-end shoppers enjoyed discovering relevant items they were not actively looking for.

The study also revealed that consumer shopping behaviors shift across different Mega Sale Days. In the Philippines, Mega Sale Days span across the calendar year. Among year-end shoppers surveyed, 90 percent bought something during Mega Sale Days in 2021. 12.12 And 11.11 are the most popular Mega Sale Days, with 24 percent and 44 percent of year-end shoppers surveyed participating respectively.

Also, Gen Z and Millennials are shopping more on social platforms. Almost 7 out of 10 of those surveyed have discovered and shopped on social platforms, and 76 percent of which tends to be Gen Z and Millennials. Ninety two percent (92%) of social shoppers made a spontaneous discovery while shopping online and are 1.3 times more likely to purchase on mobile compared to a non-social shopper. Among social shoppers, 80 percent have purchased a product they discovered via a personalized ad. In addition, 76 percent of social shoppers surveyed are most likely to trust a brand who partners with a trustworthy creator and influencer.

The study also revealed that entertaining and immersive experiences influence Mega Sale Days purchase decisions. Social media is a strong discovery driver through personal connections and recommendations (78%), sponsored content (68%) and video content (64%). 81% of social shoppers surveyed have watched or are open to a live shopping event online, with shoppers moving from awareness to purchase within one session. Augmented Reality (AR) technologies also have a strong influence on shoppers with 88% believing AR tools are influential in their purchase decisions.

In the Asia Pacific region, the Meta study showed that cross-border shoppers start shopping earlier, rely on instant business messaging and focus on brand value. APAC shoppers surveyed, 48 percent including Filipinos, made a cross-border purchase, with 43% of APAC cross-border shoppers starting their shopping earlier (by end November) than regular shoppers.Among APAC cross-border shoppers, 61 percent have messaged a business this past year-end.

They said the convenience and instant responses from communicating with a person live were the top reasons for messaging a business. Brand values are particularly important to APAC cross-border shoppers with 41 percent looking at socially responsible brands, those that support local / small production and retail (40%) and have ethical/fair trade business practices (39%).

“Brands need to start building for discovery and being part of the consideration well ahead of Mega Sale Days,” said John Rubio, Philippine Country Director at Meta. “To meet people where they are, we recommend four key pathways to authentically engage. First, brands need to be social and mobile-first and deliver personalized ads experiences. Second, shoppers need to be able to connect with brands directly through instant messaging. Third, brands need to create immersive experiences through AR, live shopping and trusted creators. Finally, brands need to find creative ways to communicate your brand values and purpose.”

**In-Person Shopping**

Rivalry in mall operations has painted a new shopping culture that is aimed at providing shoppers the necessary convenience and pampering they deserve. The use of visual merchandising is a means of orchestrating a distinct, worthwhile, and pleasurable shopping experience. It is a soundless and effective marketing tool that communicates to the customers in a matter of seconds and instantly trigger their impulse whether to buy or not. This study describes customer’s views toward important factors of visual merchandising utilized by retail or department stores or malls to influence their purchasing behavior. The descriptive research method was employed in the study to explain the characteristics of mall-goers. Ninety percent of shoppers usually notice visual presentations of malls, and yet the majority of the shoppers made no buying decision based on impulse or visual effects alone. A simple store environment is enough for them. The top three factors of VM that influence their preference on retail or department stores or malls to visit “ well-planned store arrangement and layout, courteous salesperson, and product assortment and broad aisles and more spaces. Customers usually tend to engage in impulse shopping behavior when retail or department store or mall deals and other enticing offers are material, especially those that are price related. (Cuello, 2020).

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**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. Today, 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.For 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.

**Variety of Choices of shopping**

According to the blog of Curtis (2019), “not only do online websites help you shop fast and conveniently but they also expose to as many products as you can handle. If you are uncertain of what you want to buy, the sheer variety of items online can actually be confusing. Searching something as simple as a phone returns thousands of results. Only when you specify that you want an iPhone do you get a more manageable list of phones to purchase. This applies to almost all products. From kitchen appliances to office furniture, products come in vast amounts of variety online. While the huge variety of items can be a nightmare for shoppers, there are lots of tools to help you buy exactly what you want. ”It is indeed true that almost every shopping site these days has filters that help you navigate through product catalogs easily.

**Consumer’s Preference**

According to Amy Clark (2015), “Understanding customer preferences is very important whether you are selling a product or offering a service. This is because customers are the determiners of how successful a company becomes. After all where will profits come from if not your customers? Customer care is all about sticking to the promises you make to customers. However you can only satisfy your customer’s needs if you get to understand them to an extent that you can anticipate their needs and deliver beyond their expectations.”

According also to Amy, paying attention to customers is the key to understanding their likes and dislikes. It may seem an uphill task to engage in all the above mentioned activities just to understand clients. However the rewards are great. Firstly you will greatly improve the image of your organization. Secondly, you get numerous repeat sales and even referrals. You must take note that the opinion of customers matter a lot. This is because most people will rely on their friends, relatives and colleagues to tell them the best products and service providers. Therefore the negative experience of a single client can send away tons of potential clients. It is therefore important that an organization invests as much as possible in understanding customer preferences.

**The Millennial**

At 77 million, the millennial generation is one-and-one-half times as large as Generation X and almost equal in size to the baby boomer generation. Hailed as digital natives, millennial are also described as creative, solution-focused, socially conscious, and team-oriented.(DeVaney, 2015).

From the study of our own DLSU Alumna Pineda &Swedish Researcher Bernhard son, the millennial are born after 1985. the millennial have great degree of exposure to media starting at age 0. Most of them grew up with exposure to different forms of traditional and technology enhanced media. At age 8, most of them would have possessed a mobile phone, a music player or tronic game pad. (Deterle, Dede and Schrier, 2008) Many of them grew up with constant access to computers and eventually the web, have constantly visited Wikipedia for their daily homework’s. Millennial learners possess a self-service learning skill, the habitual ability to get fast, relevant and immediate knowledge and information, views technology engagement as second nature together with learning (Pineda, 2009). Millennial learners and technology are coupled together (Pineda &Bernhardsson, 2011).

**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 | 3 | 7.5% |
| 21 – 25 | 33 | 82.5% |
| 26 – 30 | 4 | 10% |
| **TOTAL** | **40** | **100%** |

Table 1 show that out of 40 respondents, 7.5% of student is at 15-20 years old, 82.5% of the student from 21-25 years old and 10% 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**

|  |  |  |
| --- | --- | --- |
| **Gender Range** | **Number of Respondents** | **Percentage** |
| Male | 14 | 35% |
| Female | 26 | 65% |
| **TOTAL** | **40** | **100%** |

Table 2shows that out of 40 respondents, 35% (14) are male while 65% (26) 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** |
| I would rather shop online store because it saves time browsing items than in a physical store. | 1 | 7 | 24 | 8 | 2.03 | Agree |
| I would rather shop in a physical store because I can get my purchase immediately than wait 2-3 days for delivery in the online store. | 0 | 8 | 17 | 15 | 1.83 | Agree |
| **Total** |  |  |  |  | **1.93** | **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 – report that the respondents stand agree on the aspect of time a e-commerce shopping and in-person shopping, comparative study based on the total weighted mean of 1.93 that has a verbal interpretation of “agree”

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

**(Convenience)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Convenience** | **1** | **2** | **3** | **4** | **Weighted Mean** | **Verbal Interpretation** |
| I would rather shop in an online store than wait in queues or face crowds in a physical store. | 2 | 9 | 21 | 4 | 2.03 | Agree |
| I would rather shop in a physical store because it has a wide selection of items. | 1 | 8 | 18 | 13 | 1.93 | Agree |
| **Total** |  |  |  |  | **1.98** | **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 – report that the respondents stand agree on the aspect of convenience a e-commerce shopping and in-person shopping, comparative study based on the total weighted mean of 1.98 that has a verbal interpretation of “agree”

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

**(Price)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Price** | **1** | **2** | **3** | **4** | **Weighted Mean** | **Verbal Interpretation** |
| Physical store offers better prices and discounts. | 4 | 14 | 15 | 7 | 2.38 | Agree |
| Online products are cheaper than physical stores. | 3 | 7 | 13 | 17 | 1.90 | Agree |
| **Total** |  |  |  |  | **2.14** | 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 – report that the respondents stand agree on the aspect of price a e-commerce shopping and in-person shopping, comparative study based on the total weighted mean of 2.14 that has a verbal interpretation of “agree”

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

**(Variety)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Variety** | **1** | **2** | **3** | **4** | **Weighted Mean** | **Verbal Interpretation** |
| I would rather shop in a physical store because of the more selection of goods and services. | 1 | 3 | 11 | 25 | 1.43 | Strong Agree |
| I can buy different products in an online store than in physical stores. | 4 | 9 | 14 | 13 | 2.10 | Agree |
| **Total** |  |  |  |  | **1.80** | 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 – report that the respondents stand agree on the aspect of variety a e-commerce shopping and in-person shopping, comparative study based on the total weighted mean of 1.80 that has a verbal interpretation of “agree”

**Table 7 E-COMMERERCE SHOPPING AND IN PERSON SHOPPING; A COMPARATIVE STUDY**

**(Quality)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Quality** | **1** | **2** | **3** | **4** | **Weighted Mean** | **Verbal Interpretation** |
| I would rather visit a physical store to assure the quality of the product that I will buy. | 0 | 3 | 12 | 25 | 1.45 | Strong Agree |
| I would rather visit a physical store because I can test products before buying them. | 0 | 4 | 14 | 22 | 1.55 | Agree |
| **Total** |  |  |  |  | **1.50** | 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 – report that the respondents stand agree on the aspect of quality a e-commerce shopping and in-person shopping, comparative study based on the total weighted mean of 1.50 that has a verbal interpretation of “agree”

**CHAPTER 5**

**SUMMARY, CONCLUSIONS, AND RECOMMENDATION**

This chapter presents the summary of the data gathered by the researcher, conclusions formed from the said data, and relevant recommendations.

**Summary of Findings**

This study sought the E-commerce shopping and In-person shopping, Comparative Study. Of Systems Plus Computer College Cubao, academic year 2022-2023. This includes the demographic profile of the participants in term of age, gender.

This study used the descriptive survey methodology. The researcher used questionnaires are tools for gathering data needed this study. There were a total of 40 respondents in the study composed of college student of (BSBA) Bachelor of Science business administration major of operation management.

The researcher used a Likert- scale type of questionnaire as tools for gathering the data needed for this study. This study used frequency distribution and percentage in order to analyze and interpret the data gathered from the survey form, based on the result of the statistical analysis of the data. The finding may be summarized as follows.

1. Profile of respondent.

1.1 Majority of them were 21-25 years old that cover a 82.5% percent share of the overall population, 10% of them were 26-30 years old, 7.5 of them were 15-20 years old (table 1,)

1.2 Out of 40 participants, 14 of them are male that cover 35%percent share, and the remaining 26 of them are females that cover a percent share 65% percent. (table 2)

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

2.1 Time between e-commerce and in-person shopping. The respondents agree that shopping online saves time browsing items than in a physical store, (table 3,)

2.2 Convenience between e-commerce and in-person shopping. The respondents agree that they would rather shop online than wait in queues or face crowds in a physical store,(table 4,)

2.3 Price between e-commerce and in-person shopping. The respondents agree that physical stores offer better prices and discounts,(table 5,)

2.4 Variety between e-commerce and in-person shopping. The respondents agree that they would rather shop in a physical store because of the more selection of goods and services, (table 6).

2.5 Quality between e-commerce and in-person shopping. The respondents strongly agree that they would rather visit a physical store to assure the quality of the product that they will buy, (table 7).

**Conclusion**

Based on the findings of the study, following conclusions was draw.

1. E-commerce shopping and in-person shopping has different effects on students depending on their shopping preferences and needs.
2. E-commerce shopping is preferred by students for its convenience and time-saving benefits.
3. In-person shopping is preferred by students for its better prices, discounts, and variety of goods and services.
4. The quality of the product is a significant factor for students when it comes to shopping, and they prefer to visit physical stores to ensure the product's quality.
5. The time and convenience factor make e-commerce shopping more popular among students, while physical stores offer better prices, discounts, and variety of goods.
6. The preference for e-commerce or in-person shopping among students depends on their individual priorities and shopping habits.

**Recommendations**

Based on the finding of the study and conclusion reached, the following recommendations are proposed.

1. Retailers should focus on providing a seamless shopping experience both online and in-store to cater to the needs of all students.

2. Physical stores can offer better discounts and deals to attract students who prefer in-person shopping.

3. Online retailers can provide more information and visual aids to help students assess the quality of products better.

4. Retailers can offer a hybrid shopping experience where students can order products online and pick them up in-store to provide the best of both worlds.

5. Retailers can invest in technology such as virtual reality to provide a unique and immersive in-store experience for students who prefer physical shopping.

6. Retailers should conduct more research and gather feedback from students to understand their shopping preferences and tailor their offerings accordingly.

Reference