

**THE PERCEPTIONS AND ONLINE SHOPPING EXPERIENCES
AMONG MERANAW CONSUMERS IN THE SELECTED E-
COMMERCE PLATFORMS: A COMPARATIVE STUDY**

A Thesis

**Presented to the Faculty of the
Department of Marketing
College of Business Administration and Accountancy
Mindanao State University
Marawi City**

**In Partial Fulfilment
Of the Requirements for the Degree
Bachelor of Science in Business Administration
Major in Marketing Management**

**AZIS T. BATUA
SANIF R. RIPORS**



September 2023

SU-LIBRAR
CBAA-UT-23-1438
MARAWI CITY

ABSTRACT

The outbreak of the COVID – 19 pandemic had a significant impact in the lives of the people around the world, especially the immediate shift of trade and exchange in the Philippines. The Filipino people recognizes the presence of various E-commerce platforms to meet their daily needs and wants. Albeit, prior to adapting to this shift different perceptions and online shopping experiences of consumers in terms of information quality, product quality, service quality, and price had arose from time to time. Hence, this study determined the perceptions and the online shopping experiences among Meranaw consumers who had engaged and bought products and services from both Shopee and Lazada. This study employed a quantitative method. A total of 387 respondents participated through the method of in-person survey questionnaire. Percentage, mean, standard deviation, analysis of variance, Pearson correlation, and one-way ANOVA were all used to measure and compare the perceptions and the online shopping experiences of the Meranaw consumers towards Shopee and Lazada. It has been found that there is a significant relationship on the gross monthly income, average amount of money spent, and frequency of buying of the respondents with their perceptions and online shopping experiences. There is a difference between the respondents' online shopping experiences. And, there is also a difference between the perceptions of the respondents towards Shopee and Lazada.

Keywords: *Perceptions, Online Shopping Experiences, Meranaw Consumers, Shopee, Lazada, e-Commerce platforms*