**LocalHire: Design and Development of a Web-based Platform for Streamlining Access to Local Essential Services**

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Lastly, this research is dedicated to empowering local communities by fostering accessibility and growth through digital innovation. Thank you to everyone who believed in this project and helped bring it to life.

**ABSTRACT**

This study introduces LocalHire, a web-based platform designed to enhance access to essential services in North Caloocan by providing a mock data-driven system that connects users with local service providers. The growing demand for efficient access to services such as home repairs, maintenance, and technical support has highlighted the limitations of traditional methods, which often lack reliability and timeliness. LocalHire addresses these challenges by offering a centralized platform where users can search for, compare, and book local services through real-time simulations.

This study examines the platform's development, focusing on its potential to improve service accessibility and usability for users while providing insights into how local service providers can expand their reach. Through the use of mock data, the study evaluates LocalHire’s ability to simulate service bookings and user interactions, providing valuable feedback for further enhancement of the platform. The findings suggest that LocalHire, though based on simulated data, demonstrates a promising model for future digital solutions aimed at improving access to essential services and fostering local economic growth in North Caloocan.

**TABLE OF CONTENTS**

Title Page

**TITLE PAGE i**

**APPROVAL SHEET ii**

**ACKNOWLEDGEMENTS iii**

**ABSTRACT iv**

**CHAPTER I INTRODUCTION**

Project Context

Purpose and Description

Objectives of the Study

Conceptual Paradigm

Scope and Limitations

Significance of The Study

Definition of Terms (Technical and Operational)

**CHAPTER II REVIEW OF RELATED LITERATURE AND STUDIES**

Related Literature (Foreign & Local)

Related Studies (Foreign & Local)

**–CHAPTER III METHODS OF RESEARCH AND PROCEDURES**

Research Method used

Population, Sample Size and Sampling Technique

Description of Respondents

Research Instruments

Data Gathering Procedure

Statistical Treatment of Data

Technical requirements

Diagrams

Algorithm Discussion

**CHAPTER I**

**Introduction**

In recent years, the growing demand for convenient, on-demand services has inspired the development of digital platforms that connect users with essential service providers. As North Caloocan continues to urbanize and benefit from increased digital connectivity, the need for accessible and efficient local services has become more evident. However, many Filipinos still rely on traditional methods, such as word-of-mouth referrals, to find service providers, which can be time-consuming and unreliable.

This study introduces LocalHire, a web-based platform designed to simulate the process of connecting users with essential services using mock data and a simulated booking system. The platform serves as a conceptual model for how digital tools can streamline access to services by providing users with a centralized and user-friendly hub to explore, evaluate, and book local service providers.

With mock data representing both service providers and users, LocalHire demonstrates the potential of such a system to improve accessibility, convenience, and efficiency. By simulating real-world interactions, the platform offers insights into how it could address common challenges in service access and support local economies.

Through this study, we aim to develop and evaluate the LocalHire platform as a proof of concept, highlighting its potential to enhance service delivery, empower local communities, and contribute to a more digitally connected society in North Caloocan.

**Purpose of the Study** The present study seeks to propose LocalHire, a web-based platform designed to simulate access to essential local services in North Caloocan through mock data and a simulated real-time booking system. Specifically, the study aims to address the following:

1. What are the current methods used by Filipinos to access essential services?
2. What challenges do users and service providers face with existing service access and booking methods?
3. How can a simulated real-time booking platform demonstrate potential improvements in accessibility and efficiency for users and service providers?

By leveraging mock data, this study provides a foundation for understanding how such a platform could address key issues and foster innovation in service accessibility.

**Objectives of the Study** The primary objective of this study is to develop and evaluate LocalHire, a web-based platform that simulates access to essential services in North Caloocan through mock data and a simulated booking system. This platform aims to model a convenient and efficient way to connect users with local service providers. Specific objectives of this study include:

1. To design a functional and user-friendly web-based platform that uses mock data to simulate searching for, comparing, and booking local services.
2. To assess the platform's usability and accessibility in replicating the process of locating and booking essential services compared to traditional methods.
3. To analyze the potential impact of such a platform on local service providers, including how it could simulate increased visibility, reach, and client engagement.
4. To evaluate the functionality of the simulated booking system in managing user requests and service provider availability within a controlled environment.
   1. To identify potential areas for improvement in the platform’s design and functionality to better connect users with essential local services in future iterations.

By achieving these objectives, the study aims to provide a conceptual framework and demonstration for a digital solution that could enhance service accessibility, support local economies, and improve user experience in North Caloocan.

**Conceptual Paradigm**

The conceptual paradigm for LocalHire: A Web-based Platform for Streamlining Access to Local Essential Services is designed to illustrate the relationships between the various components involved in the study. This framework serves as a foundation for understanding how the platform operates and its intended impact on users and service providers.

The **Input-Process-Output (IPO)** model for LocalHire, your marketplace for services like technicians, mechanics, and handymen, could be structured as follows:

### 1. Input

#### User Inputs

* **Registration & Login Information:**
  + Usernames, passwords, email addresses, and profile details.
  + For service providers: skills, certifications, availability, and rates.
* **Service Requests:**
  + Service category (e.g., plumbing, electrical work).
  + Location (address or zip code).
  + Preferred schedule.
  + Additional details or requirements.
* **Search Queries:**
  + Keywords, service type, or provider's name.
  + Filters such as location, ratings, and availability.

#### Media Inputs

* Profile photos for users and service providers.

### 

### 2. Process

#### Backend Operations

* **User Authentication and Authorization:**
  + Secure login and account management using bcrypt (password hashing) and JWT for token-based authentication.
* **Data Handling:**
  + Storing and retrieving user profiles, service requests, and provider details from MongoDB Atlas.
* **Search and Matchmaking:**
  + Algorithms to match users with service providers based on proximity, skillset, and availability.
* **Booking System:**
  + Real-time booking with time slot checks and calendar synchronization.
* **Notifications:**
  + Email or SMS notifications for booking confirmations, updates, and feedback reminders.
* **Media Management:**
  + Storing and serving media (e.g., profile pictures, job photos) using Cloudinary.

#### 

#### Front End Operations

* **Interactive User Interface:**
  + React.js components for a dynamic and responsive user experience.
* **Filters and Sorting:**
  + User-friendly filtering options for ease of finding services.
* **Real-time Updates:**
  + Use of WebSockets or similar tools for live notifications and updates.

### 3. Output

#### For Customers

* A list of matched service providers with details such as ratings, reviews, and availability.
* Booking confirmation with provider details and appointment schedule.
* Notifications for updates or changes to the booking.

#### For Service Providers

* Job requests with details such as service type, customer contact info, and location.
* Notifications for accepted bookings or customer feedback.

#### For Admin

* Dashboard with metrics like active users, bookings, and provider activity.
* Reports on revenue, user engagement, and platform growth.

**Scope and Limitations**

**Scope of the Study**

The scope of this study focuses on the development and evaluation of LocalHire, a web-based platform designed to simulate access to essential local services in North Caloocan using mock data. The study will cover the following aspects:

**Target Users:** The primary users include individuals seeking household services, such as home repairs, maintenance, and technical assistance, as well as local service providers and contractors offering these services.

**Functionalities of the Platform:** The study will explore key features of the LocalHire platform, including:

* A simulated booking system that allows users to search for and "book" services using mock data.
* A user-friendly interface for seamless navigation and simulated service booking.
* A mock rating and review system to simulate trust-building and transparency between users and service providers.

**Geographical Focus:** The study will primarily focus on urban and semi-urban areas in North Caloocan, where the demand for local services is high and internet connectivity is relatively good. The mock data will reflect these local dynamics.

**Impact Assessment:** The research will assess the potential effectiveness of LocalHire in improving accessibility to household services using mock data and evaluate its hypothetical impact on local economies and service delivery.

This study will provide insights into the design and functionality of the LocalHire platform, exploring how such a system could address service access challenges in the future.

**Limitations of the Study**

While this study aims to provide valuable insights into the development and effectiveness of the LocalHire platform, several limitations should be considered:

**Service Coverage:**

Not all types of services will be covered within the platform. The initial rollout may focus on Household Services categories, such as:

* Electronic services
* Automotive Services
* Electric Services
* Transport & Logistics Services
* Cleaning Services

leaving out other essential services like healthcare, legal, or specialized services.

**Mock Data in Place of Real Providers**

Service provider profiles are pre-generated and do not represent real individuals or businesses. Users cannot interact with or hire actual service providers through the platform.

**No Real-time Availability**

Availability schedules for providers are simulated and do not reflect real-time updates or changes.

**Feedback and Reviews Are Simulated**

Ratings and reviews for service providers are generated as part of the mock data and are not based on genuine customer feedback.

**Non-Functional Payment System**

Any payment integration displayed is for demonstration purposes only and does not process real transactions between users and service providers.

**No Real Communication Channels**

Messaging or contact options with service providers are non-functional, as there are no real individuals behind the profiles.

**No Legal Accountability**

Since the platform does not connect users with real service providers, it cannot offer warranties, guarantees, or take accountability for any simulated service interactions.

**Limited Service Areas**

Service areas are predetermined based on mock data and may not correspond to actual geographical regions or availability.

**Static Content Updates**

The database of service providers, skills, and expertise will remain static unless manually updated by the development team.

By clearly defining the scope and acknowledging the limitations, this study aims to provide a focused and realistic assessment of the LocalHire platform, contributing to its successful development and implementation in the North Caloocan market.

**Significance of the Study**

The study of LocalHire, a web-based platform designed to simulate access to essential services in North Caloocan using mock data, holds significant importance for various stakeholders, including users, service providers, and the broader community. The significance of this study can be outlined as follows:

* **Enhanced Accessibility for Users:** LocalHire aims to demonstrate how users can more easily access essential services through a simulated real-time booking system, reducing the time and effort required to find reliable service providers. The platform offers a model for improving convenience and efficiency in service access.
* **Empowerment of Local Service Providers:** By using mock data, this study highlights how LocalHire can theoretically empower local service providers by increasing their visibility and market reach. This simulated platform could offer service providers opportunities to grow their businesses and connect with potential clients.
* **Improved Service Quality and Accountability:** The inclusion of a simulated rating and review system encourages accountability among service providers. Users can make informed decisions based on mock customer experiences, promoting higher service quality and encouraging providers to maintain high standards.
* **Contribution to Digital Transformation:** This study aligns with the ongoing digital transformation efforts in North Caloocan, using LocalHire as a model for introducing technology-driven solutions. It aims to demonstrate the potential of digital platforms to enhance service delivery and promote wider acceptance of digital tools.
* **Addressing Service Gaps:** By identifying gaps in the current service delivery methods using mock data, this research offers insights into the challenges faced by users and service providers. It demonstrates how a platform like LocalHire could potentially improve the efficiency of local service delivery systems.
* **Framework for Future Research and Development:** The findings of this study will lay the foundation for future research on service delivery models, digital platforms, and user experience. It will provide valuable insights for stakeholders interested in developing similar solutions or improving current methods of service access.

In summary, this study's significance lies in its potential to improve access to services, empower local service providers, and contribute to the digital transformation of communities in North Caloocan. By exploring LocalHire through mock data, the study aims to promote a more connected, efficient, and sustainable service delivery ecosystem.

**Definition of Terms**

* **LocalHire**: A web-based platform that allows users to find and book local service providers for essential services like home repairs, maintenance, and technical assistance, using mock data for testing and demonstration.
* **Mock Data**: Simulated information, such as service provider profiles and booking details, used in the development and testing of the LocalHire platform to represent real-world transactions without actual service bookings.
* **Service Providers**: Individuals or businesses offering essential services listed on the LocalHire platform, which users can search, compare, and book services from.
* **Users**: Individuals who utilize the LocalHire platform to search for, view, and simulate the booking of essential services from local service providers.
* **Real-Time Booking**: A feature of the LocalHire platform that allows users to simulate booking services instantly, checking service availability and scheduling appointments in real-time.
* **User Interface (UI)**: The design and layout of the LocalHire platform, which includes elements like buttons, forms, and service listings, enabling users to interact with the platform easily.
* **Backend**: The server-side part of the LocalHire platform that handles data processing, logic, and storage, responsible for serving mock data to the frontend and managing user and service provider interactions.
* **Frontend**: The client-side part of the LocalHire platform, which includes the visual interface and elements users interact with to search for services, view provider details, and simulate bookings.
* **MERN Stack**: A collection of technologies used to build the LocalHire web application. It includes MongoDB (database), Express.js (backend framework), React.js (frontend framework), and Node.js (runtime environment), providing a full-stack solution for managing user interactions and real-time data.
* **Node.js**: A JavaScript runtime environment used for backend development in LocalHire, allowing the platform to handle requests, process data, and simulate real-time interactions.
* **MongoDB**: A NoSQL database used in LocalHire to store mock data, such as user profiles, service provider information, and booking histories, in a flexible and scalable format.
* **Express.js**: A backend framework for Node.js used in LocalHire to manage HTTP requests, handle routing, and process API calls, connecting the frontend with the database and mock data.
* **React.js**: A JavaScript library used to build the dynamic frontend of LocalHire, enabling interactive components like service search, filtering, and real-time updates.
* **API (Application Programming Interface)**: A set of protocols that allow the frontend and backend of LocalHire to communicate, enabling the exchange of mock data such as service listings and booking information.
* **Cloudinary**: A cloud service integrated into LocalHire for storing and delivering media files like service provider images or customer reviews, ensuring fast and reliable access.
* **Tailwind CSS**: A utility-first CSS framework used to design the LocalHire interface, providing pre-built components and flexible styling options to create responsive and modern layouts.
* **Search Filters**: Tools that allow users to narrow down search results on the LocalHire platform based on factors like service type, location, ratings, and price, to find the most suitable providers quickly.

ALL INFORMATION OBTAINED IN THIS CONTEXT WAS OBTAINED FROM

GOOGLE

**CHAPTER II**

**Related Literature and Studies**

**Foreign/International Literatures**

Abstract: The study proposes a web-based application for construction management and online ordering of materials. This system aims to simplify the process of purchasing construction materials and improve the efficiency of material management on construction sites.

Introduction: It discusses the importance of material management in construction projects, emphasizing its role in ensuring timely availability of the right materials at the right location. The authors outline the planned features of their proposed system, including user registration, login, order placement, and cancellation. They also provide details about the software tools and methodologies used for project implementation.

Conclusion**:** The authors conclude that their web application offers a convenient solution for customers to purchase construction materials while helping vendors expand their reach. They acknowledge the challenge of on-time and within-budget project completion and position their application as a tool to address this challenge.

Additionally, the paper's introduction examines material management functions like planning, sourcing, and quality control. It stresses the need to prevent material damage and highlights the importance of proper storage. The authors also discuss the financial implications of inefficient material management and suggest that their system can help mitigate such issues.

* Construction Management and Online Ordering Material Services <http://ijrar.org/viewfull.php?&p_id=IJRAR22D2434>

### Abstract: The sources primarily discuss the booming e-commerce sector in India, exploring its growth drivers, emerging trends, and potential challenges. The information gleaned from these sources can provide valuable insights into the development and potential success of LocalHire, a proposed web-based platform in the Philippines designed to connect users with local essential service providers.

### Introduction: The sources highlight the remarkable growth of India's e-commerce industry, propelled by factors such as increasing internet accessibility, the prevalence of mobile devices, and the introduction of user-friendly payment methods. The sources also emphasize the importance of catering to the specific requirements of the local market and addressing challenges such as competition and logistics.

Market Potential and Growth: The sources underscore the immense potential of e-commerce in emerging markets. The Philippines, like India, has a growing internet and smartphone user base. This trend suggests a significant potential market for LocalHire as more Filipinos turn to online platforms to access various services.

Focus on Local Needs: The sources emphasize the importance of understanding and addressing the specific needs of the local market. LocalHire's focus on providing essential services tailored to the Philippine context positions it well to capture a significant market share.

Addressing E-Commerce Challenges: The sources identify key challenges faced by e-commerce businesses. For LocalHire to succeed, it needs to consider these challenges.

Building Trust and Credibility: LocalHire can build trust by ensuring the verification of service providers listed on the platform, implementing secure payment gateways, and incorporating a comprehensive review and rating system. This approach will instill confidence in users and encourage adoption.

Effective Marketing and Branding: The sources highlight the significance of targeted marketing and branding strategies. LocalHire can leverage social media platforms, online advertising, and partnerships with local businesses to reach its target audience effectively.

Logistics and Service Delivery: Ensuring smooth and efficient service delivery is paramount for LocalHire's success. The platform needs to optimize its booking and scheduling systems to minimize delays and enhance the overall user experience.

Mobile-First Approach: Given the growing prevalence of smartphones, developing a user-friendly mobile application for LocalHire will be critical. The app should offer a seamless experience for both service providers and users, facilitating easy booking, communication, and payment.

### Conclusion: The sources, while centered on the Indian e-commerce landscape, offer valuable lessons for LocalHire. By capitalizing on the growing digital market in the Philippines, catering to the unique demands of the local community, and proactively addressing e-commerce challenges, LocalHire has the potential to significantly enhance access to essential services and contribute to the burgeoning digital economy in the Philippines.

* Future, Growth and Scope of Emerging E-Commerce Business in India

<https://ijrar.org/viewfull.php?&p_id=IJRAR1903348>

Abstract: The abstract states that the Internet of Things (IoT), a technology that connects devices to the internet, is becoming increasingly relevant to Enterprise Resource Planning (ERP). ERP systems manage and integrate business processes within an organization. The combination of IoT and ERP has the potential to improve decision-making across different areas of a manufacturing enterprise. The abstract further mentions that the study analyzes the impact of IoT on ERP by reviewing existing research and analyzing secondary data.

Introduction: The introduction emphasizes the importance of ERP systems for organizational efficiency and effectiveness. It notes that IoT can significantly enhance the capabilities of ERP systems by providing them with vast amounts of real-time data, which can be used for in-depth analysis and better decision-making. The introduction also highlights that IoT can contribute to improved customer satisfaction by enabling organizations to offer new and enhanced services.

Conclusion: The conclusion asserts that IoT has the potential to significantly benefit manufacturing industries across various areas, including manufacturing facilities, supply chains, and customer service. When effectively integrated, IoT can enhance the value and capabilities of existing ERP systems, providing organizations with real-time insights, improving customer service, and facilitating the development of innovative products. The authors suggest that while the full impact of IoT on ERP requires further exploration, businesses should start implementing IoT strategies to gain a competitive advantage.

* A STUDY OF THE IMPACT OF INTERNET OF THINGS ON FUNCTIONAL BUSINESS PROCESSES

<https://ijrar.org/viewfull.php?&p_id=IJRAR1AOP002>

Abstract: The abstract of the study highlights the importance of recommender systems for businesses operating in the e-commerce domain. It emphasizes the need for efficient and timely recommendations to guide users toward suitable products amidst the exponential growth of online information. The abstract suggests that data mining techniques can be leveraged to develop effective recommender systems, overcoming the scalability and processing challenges often associated with traditional methods like collaborative filtering.

Introduction: The introduction underscores the fierce competition in the e-commerce landscape and the imperative for businesses to understand consumer behavior and preferences. The study proposes that incorporating a deep understanding of customer likes and dislikes can lead to the identification of intricate behavioral patterns. By analyzing these patterns, businesses can gain insights into trending products and cater to evolving customer demands.

Conclusion: The conclusion reiterates the effectiveness of recommender systems in the e-commerce domain and highlights the advancements achieved through the proposed system. It emphasizes the dynamic data visualization capabilities of the proposed system, making it easier for marketers to interpret and utilize the generated insights. The authors also suggest that future research should focus on the application of these systems across different businesses, further enhancing their capabilities and effectiveness.

* ADAPTIVE RECOMMENDATION FOR BUSINESS

<https://ijrar.org/viewfull.php?&p_id=IJRAR21B1499>

The sources primarily focus on the impact of perceived psychic distance on consumer behavior in online retail. A key finding of the study is that consumer nationality plays a significant role in shaping purchasing decisions, influencing how consumers perceive and react to various factors, including psychic distance.

The thesis highlights that consumers from developed countries exhibit a more straightforward purchasing pattern, strongly influenced by psychic distance. They tend to prefer retailers from their own country, followed by those from other developed countries they perceive as psychically close. This pattern suggests a higher level of consumer ethnocentrism among developed country consumers. They may prioritize trust, familiarity, and a sense of shared cultural values, leading to a preference for products from their own country or similar developed countries.

On the other hand, consumers from developing countries demonstrate a more complex behavior when shopping online. While psychic distance plays a role, it is not the sole determining factor. Familiarity with the retailer's COO and the perceived quality of goods from developed countries emerge as significant influences, often outweighing psychic distance considerations. This suggests that developing country consumers may be more open to purchasing from international retailers, even if they perceive a greater psychic distance. Factors like higher quality expectations associated with developed countries and brand recognition might drive this behavior. Additionally, the development level of the consumer's own country might play a role. Consumers from countries with lower levels of development may be more likely to seek products from developed countries, perceiving them as superior in quality or more desirable.

In summary, the sources emphasize that understanding the influence of consumer nationality is crucial for online retailers. The differences in purchasing behaviors between consumers from developed and developing countries highlight the need for tailored international marketing strategies. Recognizing and addressing the specific concerns and preferences of each target audience, considering factors beyond just psychic distance, is essential for success in the global online marketplace.

* So Far, Yet So Close.

<https://www.diva-portal.org/smash/record.jsf?pid=diva2%3A1127494&dswid=-2108>

The abstract of the study emphasizes the growing influence of digital marketing on consumer behavior in the context of urban India. The rapid advancement of technology and increased internet accessibility have resulted in a surge of online activity, particularly among younger generations. This trend has led to the emergence of e-commerce, creating a new dimension in marketing that necessitates understanding and analyzing digital platforms. The study aims to explore how digital marketing is changing traditional marketing strategies, examine how young consumers utilize digital platforms for buying and selling goods, and investigate the potential business opportunities this new medium offers.

The introduction of the study underscores the shift from traditional marketing methods like print, television, and direct mail to digital marketing. This transition is attributed to the effectiveness of social media in connecting businesses with a wider audience and providing product information. Digital marketing leverages diverse digital channels to target consumers at the opportune moment, delivering personalized content and promotions. The authors attribute the growth of digital marketing to six key features of interactive media: ubiquitous connectivity, personalization, peer-to-peer networking, engagement, immersion, and content creation.

The conclusion of the study emphasizes that digital marketing is significantly impacting consumer behavior in India. The study suggests that online retailers in India are actively adapting to this digital shift, focusing on fast and efficient delivery models and constant communication with customers to enhance their online shopping experience. The authors highlight several key factors that contribute to the convenience of online shopping, including ease of access, time-saving features, attractive offers and promotions, competitive pricing, reliable services, and adaptability to evolving consumer needs. The study ultimately concludes that digital marketing has a positive effect on consumer purchasing decisions, particularly when online retailers prioritize features like payment security, 24-hour availability, and home delivery. The authors also note that different modes of accessing digital product data have varying levels of security and ease of understanding, influencing consumer comfort and trust in online platforms. This suggests the need for online businesses to carefully consider these aspects to enhance product visibility and encourage online purchases.

* “Digital Marketing - New Age Consumer Behavior (Mumbai Region)”

<https://www.ijrar.org/papers/IJRAR1ABP007.pdf>

The abstract of the study emphasizes the growing significance of the Internet of Things (IoT) across various industries, particularly in the logistics sector. The integration of IoT in logistics offers numerous promising concepts and designs for innovation in supply chain management. This paper highlights the potential of IoT to enhance operational efficiency in the logistics industry by enabling real-time tracking, predictive asset maintenance, and optimized route planning. The study aims to examine the application and advantages of IoT in logistics and explore its potential impact on various aspects of the industry, including customer experience and the development of new business models.

The introduction of the study emphasizes the transformative potential of IoT in the logistics industry. The authors underscore the importance of real-time data access and visibility in achieving productivity and efficiency, noting that traditional methods often face challenges due to the inherent uncertainties associated with costs and rates in the logistics sector. The integration of IoT is presented as a solution to these challenges, offering enhanced visibility across the supply chain, leading to operational efficiency and cost reduction. The study also highlights the role of IoT in driving innovation by introducing new concepts and designs in logistics, thereby transforming the industry's operational landscape.

The conclusion of the study reiterates the substantial benefits that IoT offers to logistics operators, businesses, and consumers. These benefits span the entire logistics value chain, encompassing warehousing operations, freight transportation, and last-mile delivery. The study underscores the impact of IoT in enhancing operational efficiency, safety, security, customer experience, and the creation of new business models. The authors emphasize that successful implementation of IoT in logistics necessitates strong collaboration among industry players and a willingness to invest in the development of a robust IoT ecosystem. The conclusion also suggests that continuous innovation within the logistics industry will be crucial for leveraging the full potential of IoT and driving future advancements in the sector.

* Application Of Internet Of Things (Iot) In Logistics Industry

<https://ijrar.org/viewfull.php?&p_id=IJRAR190D019>

The abstract of the study emphasizes the rapid growth of e-commerce, driven by its speed and convenience. The authors point out that India is emerging as a major hub for e-commerce, with significant growth already recorded in the sector. The study aims to examine various business models within e-commerce, highlight its advantages, and explore emerging trends shaping the industry in India.

The introduction of the study establishes e-commerce as a rapidly growing method of buying and selling goods and services online. The authors attribute this growth to the **l**ower prices offered by wholesalers and manufacturers through online channels. They emphasize the increasing importance of e-commerce in Indian society, highlighting its integration into daily life and its contribution to the national economy. The authors also cite India's "Digital India" initiative as a driving force behind the projected growth of e-commerce in the country.

The conclusion of the study reiterates the significance of e-commerce as a transformative force in the Indian economy. The authors emphasize the role of the IT sector revolution in propelling the growth of e-commerce and highlight the various advantages it offers to businesses and consumers alike. These advantages include cost-effectiveness, convenient shopping comparisons, improved customer service, efficient information sharing, and the creation of new knowledge markets. The study also emphasizes the continuous evolution of e-commerce trends, driven by technological advancements. The authors conclude by suggesting that keeping abreast of these trends is essential for businesses to maintain competitiveness and capitalize on the opportunities presented by the dynamic e-commerce landscape.

* A STUDY ON E –COMMERCE TRENDS AND ITS ADVANTAGES IN DIGITAL ERA

<https://ijrar.org/viewfull.php?&p_id=IJRAR1AQP048>

The abstract of the study emphasizes the growing recognition of branding as a strategic tool in business-to-business (B2B) markets**.** While traditionally viewed as relevant primarily in consumer markets, the importance of branding in B2B contexts is gaining traction. The abstract highlights research examining how institutional buyers and employees perceive brand equity in B2B organizations**.** The study's findings suggest that both customer-based brand equity (CBBE) and employee-based brand equity (EBBE) are essential factors in achieving success within the increasingly competitive B2B landscape.

The introduction of the study establishes the significance of branding as a strategic weapon for businesses operating in dynamic and competitive markets. It highlights the role of branding in differentiating products and services and establishing a competitive advantage. The authors emphasize that brands enhance consumer knowledge by increasing awareness and familiarity, contributing to reputation and prominence in the marketplace. They cite various perspectives on the strategic significance of branding, including the ability to distinguish a brand from competitors, build customer awareness, and signal competitive superiority and customer relevance. The introduction also points to the lack of research on B2B branding in India as a motivation for the study, emphasizing the need for application-specific measurement of brand equity in this sector.

The conclusion of the study is not explicitly stated. However, the paper does include a section on "Findings & Recommendations," which offers insights into the study's outcomes and suggestions for improvement. The authors highlight the importance of both internal and external branding effort**s** for enhancing brand equity. They recommend that businesses focus on creating product differentiation, increasing customer loyalty, improving brand awareness and associations, addressing pricing concerns, promoting social responsibility, and enhancing communication and information sharing within the organization**.** The authors also suggest that future research should revisit the concept of branding in the B2B context, emphasizing the unique nature and scope of brand equity evaluation and measurement in B2B markets, and considering the rational nature of purchasing decisions in these settings. The authors acknowledge limitations to their study, including potential respondent disinterest, the focus on only two national brands, geographical restrictions, the use of borrowed questionnaires developed for different contexts, and the potential influence of management on employee responses. They suggest further research comparing established and emerging brands, exploring the relationship between internal and external brand equity, and analyzing the impact of brand equity on brand preference.

* Managing Brand Equity In Business-To-Business Firms: A Perceptual Study Of Employees And Buyers

<https://ijrar.org/viewfull.php?&p_id=IJRAR23A1826>

Abstract: India currently has one of the fastest-growing internet populations worldwide, with the number of online users expected to reach 720 million by 2020 at a compound annual growth rate (CAGR) of 13%. This growth rate is nearly four times the global rate. The Indian e-commerce industry, currently valued at $53 billion, has been growing steadily since 2014. With an anticipated growth of 25%, it is projected to exceed $100 billion by 2020. This paper examines the burgeoning technologies in e-commerce and their influence on e-business in India.

Introduction: While the terms 'e-commerce' and 'online shopping' are often used synonymously, e-commerce encompasses a broader concept of online business, including services like online payments and flight bookings. The growth of e-commerce in India is driven by several factors:

Growing demand: Fueled by a young demographic, increasing internet penetration, and improved economic performance, India's e-commerce revenue is projected to reach US $120 billion in 2020, with an annual growth rate of 51%.

Attractive opportunities: India's start-up ecosystem is flourishing, supported by favorable policies like "Start-up India" and "Digital India" and increased internet penetration driven by companies like Reliance Jio.

Increasing Investment: The rise in digital literacy has led to significant investment in e-commerce companies. In 2017, the industry witnessed 21 private equity and venture capital deals worth US $2.1 billion, and in the first half of 2018, there were 40 deals worth US $1,129 million.

Government initiatives: India permits 100% FDI in B2B e-commerce and the marketplace model of e-commerce.

Conclusion: E-commerce is increasingly gaining popularity, particularly among millennials, the "digital natives" for whom technology is an integral part of life. Technology is paving the way for e-commerce to become a pervasive force in users' lives. Global retail sales are projected to reach $4 trillion by 2020, a feat unimaginable without the influence of technology. As technology advances, the e-commerce industry is expected to experience unparalleled growth by 2020.

* A Study on Impact of Emerging technologies on ECommerce and its growth in India

<https://ijrar.org/viewfull.php?&p_id=IJRAR190E016>

The study emphasizes the significant growth of e-commerce in India, highlighting its increasing accessibility and convenience for customers. This growth is driven by the ability of e-commerce to provide a cost-effective platform that enables even small businesses to compete effectively. E-commerce also offers better customer service through 24/7 availability and online support.

However, the study also points out several limitations and challenges hindering the progress of e-commerce in India:

Security Concerns: Online security is a major concern for buyers due to the prevalence of cybercrimes and hacking.

Technical Issues: System difficulties, including viruses and outdated software, can negatively impact e-commerce operations and customer experience.

Ineffective Customer Search: Difficulty finding specific websites or products online can frustrate customers and hinder their online shopping experience.

Customer Relationship Management: Businesses not fully embracing e-commerce may struggle to maintain strong customer relationships and adapt to evolving consumer needs.

Impact on Small Businesses: Some small-scale industries face challenges adapting to online selling and competing with larger e-commerce players.

Additional challenges identified in the study include:

Identity Verification Issues: Technical errors in user verification processes can discourage online transactions.

Customer Frustrations: Issues like inadequate supply chain integration, high product costs, delivery delays, and unreliable courier services can lead to customer dissatisfaction.

Marketing Challenges: Attracting customers to e-commerce sites and making purchases can be expensive due to advertising, internet, and technology-based marketing costs.

Lack of Awareness: Many Indians, especially in rural areas, are unfamiliar with websites and online shopping, preferring traditional brick-and-mortar stores.

Despite these challenges, the study concludes that e-commerce is gradually gaining traction in India:

Consumer confidence in online services is growing, leading to increased adoption of e-commerce platforms.

The study recommends that e-commerce requires a global approach and increased focus to further develop and sustain its growth in the country.

The study's findings are consistent with the notion that while e-commerce holds immense potential, its success in India relies on addressing key challenges related to security, technology, customer experience, and awareness.

* A STUDY ON CHALLENGES AND OPPORTUNITIES IN E-COMMERCE

<https://ijrar.org/viewfull.php?&p_id=IJRAR1AQP043>

This study examines consumer behavior in India regarding online cosmetics purchases, focusing on how pricing, discounts, and advertising influence buying decisions. It acknowledges the rising trend of online shopping and the growing self-awareness of individuals leading to increased interest in personal care, including cosmetics.

The cosmetics industry is witnessing significant growth globally, with Europe leading the market. The demand for skin, hair, and sun care products is rising due to factors like increased disposable income, changing lifestyles, and global warming. In India, the cosmetics industry is experiencing a compound annual growth rate (CAGR) of 7.5%, driven by rising purchasing power and increased awareness about well-being and health.

The study specifically investigates online shopping due to its growing popularity and seeks to understand how consumers respond to purchasing cosmetics online, considering that traditionally, cosmetics are tried and tested in physical stores before purchase.

Several factors are examined to understand their influence on consumer behavior:

Discounts: The study explores whether online discounts incentivize consumers to purchase cosmetics online, as discounts often play a crucial role in influencing purchasing behavior.

Pricing: The research investigates whether consumers notice price differences between online platforms and traditional brick-and-mortar stores and how price discrepancies affect their motivation to buy cosmetics online.

Advertising: The study examines the influence of advertising on brand awareness and purchase decisions, particularly as online platforms heavily invest in various advertising mediums.

Online Purchase Behavior: The study analyzes whether consumers are willing to shift to or are already buying cosmetics through online platforms, indicating the acceptance and prevalence of online cosmetics shopping.

The research reviews existing literature on consumer behavior, cosmetics, and online shopping:

The influence of fashion and beauty advertising on women, particularly on self-esteem and self-confidence, has been studied extensively. However, there is limited research on how cosmetics influence women's perception of their appearance.

The rapid changes in makeup trends and the psychology behind them have been explored, highlighting the influence of factors like online reviews, blogs, testimonials, and video reviews on consumer behavior.

Studies have examined the impact of makeup on self-perception, indicating that women often feel more confident and content when wearing makeup.

Research has evaluated the effect of makeup on identity and attractiveness, suggesting that professionally applied cosmetics have a greater impact than self-applied makeup, although individual differences in facial appearances play a more significant role in attractiveness perception.

Studies have investigated college students' perceptions and awareness of online shopping, revealing that most students have positive views of online shopping due to its convenience, accessibility, and security.

The factors influencing online shopping continuance intention have been examined, highlighting the role of customer satisfaction and perceived website usefulness in driving repeat online purchases.

Research has explored the effects of high and low price discounts on perceived risks and purchase intentions for online products, emphasizing how discount size can increase perceived risk, which in turn influences purchase intentions.

Studies in India have investigated the impact of deal proneness on online shopping behavior, suggesting that Indian consumers might not be significantly swayed by online promotions and deals.

The online shopping behavior of Indian consumers has been researched, demonstrating that demographics, product variety, seller reputation, and website characteristics positively influence purchase intention and behavior.

Research has examined the attitudes of young people towards online shopping, finding significant relationships between gender, product price, internet literacy, and online shopping behavior.

The acceptance of online shopping in Pakistan has been explored, revealing that perceived ease of use and perceived enjoyment are crucial factors driving online shopping intentions.

The impact of attitudes, consumer innovativeness, and subjective norms on the intention to buy cosmetic products has been studied, emphasizing the importance of considering these factors when understanding purchase intentions.

The study concludes that price, discounts, and advertising significantly influence the online purchase of cosmetics:

Lower prices and the presence of discounts positively correlate with increased purchase behavior, particularly among certain age and gender demographics.

Advertising impacts purchase behavior, although excessive advertising can have a detrimental effect, leading to annoyance and reduced purchase likelihood.

The study recommends that cosmetic companies focus on increasing awareness and building trust to promote online sales:

Many consumers remain unaware of the possibility of buying cosmetics online and are hesitant due to concerns about product quality.

Companies should prioritize awareness campaigns and establish trust-building measures to tap into the untapped market potential.

The study's findings contribute to understanding the factors driving online cosmetics purchases in India, providing valuable insights for cosmetic companies seeking to leverage the growing e-commerce market.

* A STUDY ON CONSUMER BEHAVIOR TOWARDS THE PURCHASE OF COSMETICS PRODUCTS THROUGH ONLINE PORTALS

<https://ijrar.org/viewfull.php?&p_id=IJRAR19J3479>

This study, published in the *International Journal of Research and Analytical Reviews (IJRAR)*, explores the growing trends in digital transformation (DT) and their effects on the modern workplace. The study acknowledges that DT is rapidly changing traditional business operations. Using a qualitative and exploratory approach, the authors analyze existing research on DT from various sources, including theoretical and empirical research papers, journal articles, and conference proceedings.

These are the key findings from the study:

Significant Impact of DT: The study emphasizes that DT is a powerful force that's transforming business models and impacting society, technology, and commerce at large.

Emerging Trends: The authors identify several important trends in DT:

The emergence of entirely new business models driven by digital technologies.

The evolution of existing technologies and trends leading to advancements and updates.

The growing influence of technologies such as Social Media, Mobility, Analytics, the Internet of Things (IoT), Cloud Computing, Sensors, On-demand Computing, Mobile Computing, Blockchain, 5G mobile connectivity, WiFi 6 technologies, Machine Learning (ML), 3D printing, and Virtual and Augmented Reality.

Impact on Employees: The study highlights how digitalization affects employees in various aspects of their work lives:

Challenges:

Employees need new skills to adapt to the changing workplace.

There's an increased risk of information overload, procrastination, stress, technological difficulties, and time management struggles.

Insufficient investment in computer hardware and software, along with poor computer skills and a lack of clear regulations, can pose challenges in the digitalization process.

The shift to digital work can negatively impact employees' emotional, mental, and physical well-being.

Mobile work and virtual teamwork, while beneficial in some ways, can increase anxiety levels.

The lack of social protection for formal employment relationships can be a significant challenge.

Opportunities:

Digitalization has the potential to increase job satisfaction and worker autonomy.

It can lead to the creation of new job roles and opportunities.

DT can foster innovation and promote sustainable development.

Leadership's Role:

The study underscores the crucial role of leadership in guiding organizations and employees through DT:

Leaders must adapt their behavior to address the mental health challenges posed by digitalization.

They need to create a stable and supportive work environment.

They must promote continuous learning and talent retention to build high-performing DT teams.

Key Factors for Successful DT: The authors identify several key factors for the successful implementation of DT:

Investing in human capital and training.

Developing a strong business strategy that mitigates the potential negative impacts of DT.

Promoting technology adoption, skill development, resilience, adaptability, and effective team communication and collaboration.

Addressing cybersecurity concerns and fostering a culture of cybersecurity awareness.

Ensuring that DT efforts align with the organization's overall sustainability goals.

The study emphasizes the importance of viewing DT as a process that requires careful planning and execution, with a focus on supporting employees through the transition. It highlights the need for organizations to invest in training and development, foster a positive work environment, and adapt leadership styles to meet the evolving needs of a digitally transformed workplace. The study also recommends future research into the effects of digital transformation on specific sectors like healthcare, education, and finance. Additionally, it suggests exploring the role of leadership in facilitating successful digital transformation and managing its associated risks.

* "EMERGING TRENDS IN DIGITAL TRANSFORMATION AND THEIR IMPACT ON THE WORKPLACE: A REVIEW OF THE LITERATURE" <https://ijrar.org/viewfull.php?&p_id=IJRAR23A2141>

**LOCAL LITERATURES**

* **Determinants of E-Commerce Adoption of Philippine Businesses**

<https://www.econstor.eu/bitstream/10419/240975/1/pidsdps1924.pdf>

This research paper investigates the factors that influence the adoption of e-commerce among Philippine businesses, particularly Micro, Small, and Medium Enterprises (MSMEs). The authors analyze data from the Philippine Statistics Authority’s Survey on Information and Communications Technology (SICT) and the Annual Survey of Philippine Business and Industry (ASPBI) to identify the characteristics of e-commerce adopters and the internal and external factors that impact their decision to adopt e-commerce. The paper highlights the significance of internal factors such as firm size, access to technology, and utilization of ICT in other business operations, while external factors like market share and industry growth rates have less influence. Based on their findings, the authors recommend five actionable steps to promote e-commerce adoption in the Philippines, including addressing security concerns, providing government support for MSMEs, facilitating ICT adoption, improving access to finance, and enhancing the quality and affordability of internet services.

* **A DESCRIPTIVE STUDY ABOUT THE EFFECTIVENESS OF E – COMMERCE IN THE PHILIPPINES**

<https://d1wqtxts1xzle7.cloudfront.net/79573963/A_DESCRIPTIVE_STUDY_ABOUT_THE_EFFECTIVENESS_OF_E_COMMERCE_IN_THE_PHILIPPINES-libre.pdf?1643245268=&response-content-disposition=inline%3B+filename%3DA_DESCRIPTIVE_STUDY_ABOUT_THE_EFFECTIVEN.pdf&Expires=1730702897&Signature=YWE4HxQCOx4476baC5R~ORtzJY~TaU8VV-nGBDM-h28R8sCsP9dDJ85tt54ED8K1PgKVysO6IeY2hAzwr2zqUjEFXfRtV8iVKQT4yIUYtGXTt8jmgyBxIwLAr~fRj3PcYR3m9W18NR6xzGIwq6xEysnBo93RHqgVFcfQ0pyb0JGa6CCaWAdwhPg9fiWVMQSLYCHu7HfSwpfeoDGaRnx-U6KwUTm1ucWXih9gebI8FGjqKn-WKyDJNil4Kyd~2Fx9kgPIdrHQ-FUHMaGH1Ng2s4yLTyBZxXvtDPs1jZXNFVkgM-wvHFnPHSYHSgmECwC49GGJ-GkwVDn1uxyboACxZA__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA>

This research paper investigates the factors that influence the adoption of e-commerce among Philippine businesses, particularly Micro, Small, and Medium Enterprises (MSMEs). The authors analyze data from the Philippine Statistics Authority’s Survey on Information and Communications Technology (SICT) and the Annual Survey of Philippine Business and Industry (ASPBI) to identify the characteristics of e-commerce adopters and the internal and external factors that impact their decision to adopt e-commerce. The paper highlights the significance of internal factors such as firm size, access to technology, and utilization of ICT in other business operations, while external factors like market share and industry growth rates have less influence. Based on their findings, the authors recommend five actionable steps to promote e-commerce adoption in the Philippines, including addressing security concerns, providing government support for MSMEs, facilitating ICT adoption, improving access to finance, and enhancing the quality and affordability of internet services.

* **The Implications of E-Commerce on Labor Productivity in the Philippines**

<https://ijosmas.org/index.php/ijosmas/article/view/89>

The abstract highlights the positive impacts of e-commerce in the Philippines, such as its contribution to economic growth and employment. E-commerce provides Filipinos with convenient and efficient online shopping experiences. The study, using cross-sectional data and Pearson Correlation Coefficient, demonstrates a correlation between e-commerce, technology, and labor productivity. The introduction provides background on e-commerce and its evolution from transactions via rail and telephone to online platforms. It emphasizes the importance of labor productivity for economic success and notes that the Philippines lags behind other ASEAN countries in this area. The introduction presents the Cobb-Douglas Production Function as the theoretical framework, which links production output to factors of production, including technology. The conclusion emphasizes the positive relationship between e-commerce revenue and labor productivity, particularly in the Philippines' manufacturing sector. However, there is a negative association between sectoral spending on technology and labor productivity, most notably in the wholesale and retail trade sector. The researchers suggest that the lack of investment in total factor productivity might contribute to this negative relationship. They recommend further research and training in e-commerce for establishments in the wholesale, retail, and education sectors to improve their utilization of technology. The study supports the Cobb-Douglas Theory, indicating that aligning inputs with output needs is crucial for labor productivity.

* **Barriers and Drivers in Adopting E-commerce: The Philippines Case**

<https://www.dlsu.edu.ph/wp-content/uploads/pdf/conferences/research-congress-proceedings/2022/EBM-05.pdf>

This academic research paper investigates the relationship between electronic commerce revenue and technological spending on labor productivity in various sectors of the Philippines, using data from the Annual Survey of Philippine Business and Industry. The study utilizes the Pearson Correlation Coefficient to examine the strength and direction of the relationship between these variables. The paper examines specific sectors, including wholesale and retail trade, accommodation and food service activities, transportation and storage, manufacturing, education, arts, entertainment, and recreation, and business process management. The study concludes that while electronic commerce revenue has a positive relationship with labor productivity, particularly in the manufacturing sector, technology spending has a negative relationship, especially in wholesale and retail trade.

* **The Employment Impact of Business-to-Consumer E-Commerce on the Philippine Workers**

[**https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=34fc570f619ed63b02781ae697cab024b6eb6075**](https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=34fc570f619ed63b02781ae697cab024b6eb6075)

The introduction of this study emphasizes the potential of e-commerce to boost the competitiveness of Philippine businesses in both domestic and global markets. As companies adapt to e-commerce practices, their methods of doing business will likely shift, leading to potential impacts on the welfare of Philippine workers. This study focuses on measuring the economic effects of e-commerce specifically in the Philippines, concentrating on areas such as employment growth and the evolving nature of jobs in the future.The abstract underscores that the study aims to measure the effects of e-commerce (specifically business-to-consumer or B-to-C e-commerce) on Philippine workers. By 2005, the study projects that e-commerce revenue will reach approximately 1% of the Philippines' nominal GDP, contributing as much as 8% to GDP growth. The study examines 11 different industries and finds that tour and travel agencies, along with businesses related to electrical communication equipment, and forwarding, packing, and crating are predicted to experience the highest employment growth in the next five years. Despite these projections, the overall effect of e-commerce on employment for individual industries is expected to be relatively small.The conclusion suggests that the rise of e-commerce necessitates policymakers to understand and prepare for the potential impacts of this new business model. While the study focuses on projecting employment growth, it acknowledges the need for further research to fully understand the long-term implications of e-commerce on the Philippine economy. The authors advocate for future studies to gather more comprehensive baseline data, including PC ownership and online user statistics, to create more accurate projections.

* **DYNAMIC RELATIONSHIPS: E-COMMERCE SALES AND KEY EXOGENOUS VARIABLES IN THE PHILIPPINES**

<https://oapub.org/soc/index.php/EJMMS/article/view/1603>

The abstract of this study, focusing on the evolving e-commerce landscape in the Philippines, examines the relationship between e-commerce sales and key factors like digital marketing spending, GDP growth, internet penetration, and mobile phone ownership. It emphasizes the use of a flexible spline modeling approach to uncover non-linear associations, arguing that the findings have important implications for both academic understanding and practical applications. The abstract highlights how this study clarifies the growing influence of digital marketing spending on e-commerce sales in the Philippines, revealing the critical role of online advertising in this market. The introduction to the study underscores the Philippines' position as a rapidly expanding e-commerce market in Southeast Asia. It projects that by 2027, the country's e-commerce revenue will hit US \$25.5 billion. The authors point to the COVID-19 pandemic as a significant catalyst for increased online shopping in the Philippines. The introduction also acknowledges the challenges this market faces, such as low internet speeds and inadequate infrastructure, and notes that the Philippine government has introduced policies to support the e-commerce industry. The introduction of this study emphasizes that digital marketing spending, GDP growth, internet penetration, and mobile phone ownership all influence e-commerce sales in the Philippines. The introduction of this study states that predicting e-commerce sales in the Philippines is essential for several reasons: It helps businesses plan strategies and optimize their operations based on market trends and customer behavior,It helps customers find the best deals and products that suit their needs and preferences,It allows the government to monitor and regulate the e-commerce industry and ensure compliance with the laws and policies,It assists the economy to grow and creates more jobs and opportunities for the people.However, predicting e-commerce sales in the Philippines takes work. The conclusion highlights that using spline modeling allowed researchers to gain a nuanced understanding of the dynamic nature of e-commerce in the Philippines. The conclusion of this study asserts that digital marketing spending has a powerful effect on e-commerce sales in the Philippines, and suggests that e-commerce sales in the Philippines are likely to increase in a non-linear way as technology and the economy in the Philippines continue to grow. The study underscores the importance of going beyond traditional linear models when analyzing e-commerce trends, advocating for the use of more sophisticated methods like spline modeling to understand the complexities of this market. The authors suggest that the insights provided by their study can benefit policymakers and businesses as they navigate the evolving digital marketplace and work to support e-commerce development in the Philippines.

* **DIGITAL TRANSFORMATION AND ELASTIC DEMAND: ASSESSMENT ON THE IMPACT OF E-COMMERCE GROWTH ON CONSUMER GOODS IN THE PHILIPPINES**

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Abstract: summarizes a literature review focusing on the growth of e-commerce in the Philippines and its impact on consumer goods. It examines the connection between the digital world and changes in demand, specifically in awareness, market penetration, and consumer behavior shifts. Certain demographics, like age, gender, location, and income, are identified as playing significant roles in consumer susceptibility to e-commerce. Finally, it seeks to offer practical insights for policymakers, business Introduction: explains that the 21st century is undergoing a digital revolution that is causing shifts in global economies, and this research investigates the effects of e-commerce expansion on elastic demand for consumer goods in the Philippines. It also notes that this digital transformation is reconfiguring consumer product demand patterns and market equilibrium conditions.

Conclusion: summarizes the key findings of the literature review regarding the digital transformation of consumer goods in the Philippines. It highlights the combined impact of technological progress, changing consumer preferences, and proactive governmental infrastructure in driving the growth of e-commerce, particularly for younger demographics. While acknowledging the varying impacts of gender, location, and income levels on e-commerce adoption, the study underscores its resilience during challenging periods like the pandemic, emphasizing its role in shaping consumer behavior and preferences. The conclusion posits that a mutually beneficial e-commerce environment requires policymakers, businesses, and consumers to work together to foster sustainable growth and innovation

* **Filipino Consumers' Decision-Making Model in Social Commerce**

[Filipino Consumers Decision-Making Model in Social Commerce.pdf](https://www.researchgate.net/profile/Jypzie-Catedrilla/publication/337832417_Filipino_Consumers'_Decision-Making_Model_in_Social_Commerce/links/5dee2e18a6fdcc2837122db9/Filipino-Consumers-Decision-Making-Model-in-Social-Commerce.pdf)

Abstract: This source explores the influence of social interaction on Filipino consumers' online purchasing behavior within the context of Facebook, a prominent social commerce platform in the Philippines. It focuses on the role of word-of-mouth (WOM) communication and the observation of other consumers' purchases in shaping purchasing decisions. The study highlights the positive impact of positive WOM and observing others' purchases on consumers' intention to purchase, leading to actual purchases and further product information sharing within the social commerce platform.

Introduction: This source discusses the increasing importance of social media platforms in the Philippines, particularly Facebook, as avenues for businesses to reach online consumers and expand their markets. The study emphasizes the significance of social interaction in influencing consumer purchase decisions, particularly how online reviews and recommendations from peers shape perceptions and behaviors. It acknowledges the high penetration rate of Facebook in the Philippines, making it a crucial platform for social commerce. The introduction highlights the need to better understand how social interactions, particularly eWOM and observation of others' purchases, drive Filipino consumers to engage in social commerce.

Conclusion: This source summarizes the findings of the research, indicating that Filipino consumers' online purchase decisions are significantly influenced by their interactions with peers and other consumers on Facebook. It highlights the strong positive impact of positive WOM communication and observing others' purchasing behaviors on consumers' intention to buy, leading to increased likelihood of making actual purchases and sharing experiences with friends on the platform. The study also notes that negative WOM and content details had less significant effects, suggesting Filipinos' tendency towards non-confrontational communication styles. It concludes that understanding social interaction dynamics on Facebook is crucial for businesses aiming to succeed in social commerce in the Philippines.

* **Social Commerce Acceptance of Students in a State University in the Philippines: A Unified View**

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**Abstract:** The abstract of this study sets the stage by highlighting the growing trend of social commerce, particularly among college students. It focuses on a study conducted in a Philippine state university to understand the factors influencing students' acceptance of social commerce, specifically using Facebook as the platform. The study examines student characteristics such as age and sex and how they relate to their acceptance of social commerce. This acceptance is measured using the Unified Theory of Acceptance and Use of Technology (UTAUT) framework, considering factors like performance expectancy, effort expectancy, social influence, and facilitating conditions. The abstract briefly describes the methodology, including the use of questionnaires and descriptive statistics to analyze the collected data.

**Introduction:** The introduction expands on the abstract, emphasizing the rapid rise of internet users and its impact on e-commerce, particularly social commerce facilitated by social media platforms like Facebook. The authors underscore the accessibility and convenience of social commerce, allowing users to engage in buying and selling activities through their mobile devices without the need for traditional advertising or websites. The focus then shifts to students, or "Millennials," as the primary users of social media, highlighting their influence on the success of social commerce due to their extensive online presence and network effects. The introduction concludes by emphasizing the importance of measuring social commerce acceptance using the UTAUT model, which provides a framework for understanding user behavior and intentions in the context of technology adoption.

**Conclusion:** The conclusion reiterates the study's findings, stating a significant relationship between students' age and sex and their acceptance of social commerce. It summarizes the demographic characteristics of the participants, highlighting the dominance of female respondents and those aged 20 years and below. The authors emphasize the overall positive attitude towards social commerce among students, as indicated by their agreement with the factors measured using the UTAUT model. The conclusion acknowledges the limitations of the study and suggests that the findings can serve as a foundation for future research on social commerce and its impact on student populations.

* **Localized E-Commerce Application for University of the Philippines Manila (LEAf-UPM)**

[DSpace at College of Arts and Sciences: Localized E-Commerce Application for University of the Philippines Manila (LEAf-UPM)](http://dspace.cas.upm.edu.ph:8080/jspui/handle/123456789/423)

**Abstract**: The abstract introduces the context of the study, stating that various groups and individuals at the University of the Philippines Manila (UP Manila) engage in selling different products. The abstract then presents the problem: a lack of a centralized platform for these buying and selling activities, resulting in scattered advertisements and a fragmented marketplace within the university. The objective of the project is to design and implement a localized, web-based application called "LEAf-UPM" (Localized E-Commerce Application for University of the Philippines Manila). This application aims to bring together all product advertisements, sellers, and buyers within UP Manila, providing a streamlined and efficient e-commerce experience for the university community.

**Introduction**: The introduction provides the background for the study, highlighting the evolution of the internet beyond information retrieval and social networking into a powerful tool for online business transactions, commonly known as electronic commerce (e-commerce). It defines e-commerce as the buying and selling of goods and services, or the transfer of funds or data, primarily over the internet. The introduction underscores the growing importance of e-commerce and sets the stage for understanding the need for a localized e-commerce application within UP Manila. It emphasizes the current fragmented nature of product advertisements and transactions within the university, leading to inconvenience for both buyers and sellers. The introduction then presents the proposed solution: a web-based application that will centralize all product-related activities within UP Manila, enhancing efficiency and convenience for the university community.

**Conclusion**: The conclusion of the study emphasizes the achieved objective of the project, which was the successful design and implementation of a localized e-commerce application for UP Manila (LEAf-UPM). It highlights the application's ability to centralize all product advertisements, sellers, and buyers within the university campus, effectively addressing the previously fragmented nature of buying and selling activities. The conclusion states that LEAf-UPM helps both buyers and sellers manage their products efficiently.

**FOREIGN STUDIES**

● **Cross-border e-commerce: consumers’ intention to shop on foreign websites**

https://www.emerald.com/insight/content/doi/10.1108/INTR-11-2017-0428/full/html

Abstract:The abstract provides a brief summary of the article. It discusses the concept of servitization and its importance in industrial enterprises. It shows how the integration of services into industrial products can bring added value for customers and improve the profitability of companies.

Introduction:The introduction lays out the context of servitization by discussing changes in the market and the growing demand for services. These changes are driving industrial companies to adapt and offer service -oriented solutions . The introduction also explains the potential benefits of servitization . These benefits include improving customer loyalty , increasing revenue, and strengthening competitive advantage .

Conclusion**:** The conclusion summarizes the main points of the article and re-emphasizes the importance of servitization for industrial enterprises. This explains that companies that successfully implement servitization are those that focus on building long-term relationships with customers and providing high-quality services. Additionally, the conclusion also emphasizes the need for companies to have a clear strategy and operational framework to ensure the successful implementation of servitization .

**● Informal Market and the Adoption of E-Commerce in the Procurement of Construction Materials in Lagos State, Nigeria**

https://d1wqtxts1xzle7.cloudfront.net/57602792/32842-libre.pdf?1540105729=&response-content-disposition=inline%3B+filename%3DInformal\_Market\_and\_the\_Adoption\_of\_E\_Co.pdf&Expires=1730791680&Signature=CppdzcMzMzGlqfYT5S15q5JexJNFan1XTErgh-cxSxWYsSr2iwmPc5xU3AZkc-5VccUZBBtXvqwvrblhKWdHLFL776U~ms3GZEU~jZjwULo5t9Sq3I0PvGaQtDxv3x~d2m4sjp5G2Oc1W7~y9Hdmg3H8woRIV~v8leLnYxz~KaGuqpyXMqQCxSyLpsEex4vhOO00zmQCrzgsqlx5CWRNGQkrVrHrP4zRDMyrwwlijUkXpXxDO77uV-OQVNSKnNzAxxOGvUOETz9ANWIrSqeBW77AsfMw9-o9HOSkeZlWT1WnNR9J8aNQAbCP9soOnVWKSa19I8ByAoaiXx4M38rFbw\_\_&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA

**Abstract:** The abstract provides a brief summary of the paper. It discusses the role of the informal sector in the adoption of E-commerce in developing countries, particularly Nigeria. This shows that even though E-commerce has many benefits, its acceptance level in the informal sector is still low. The abstract suggests that policymakers need to implement policies that encourage the adoption of E-commerce in the informal sector, taking into account its unique characteristics and challenges.

**Introduction:** The introduction lays out the context of the informal sector and E-commerce in developing countries. This shows the importance of the informal sector in the economy and the potential benefits of E-commerce for its growth and development. However, the introduction also discusses the barriers to adopting E-commerce in the informal sector. These barriers include lack of infrastructure, low literacy levels, and lack of trust in online transactions.

**Conclusion:** The conclusion summarizes the main findings of the paper and re-emphasizes the need for interventions to further spread the use of E-commerce in the informal sector. It suggests recommendations for policymakers. These include improving infrastructure, spreading digital literacy, facilitating access to financing, and promoting policies that promote an environment conducive to E-commerce.

**● Developing E-commerce Logistics in Cross-border Relation**

https://www.proquest.com/openview/abe5ec1f56c307228f55427e6ef675ed/1?pq-origsite=gscholar&cbl=2026366

**Abstract:** This research studies the importance of proper inventory management in the construction industry in India. Poor inventory management can cause project delays, increased costs, and decreased profits. The study emphasizes that an efficient inventory management system is essential for ensuring the smooth flow of materials, minimizing wastage, and optimizing the use of resources. Research suggests the use of modern technologies such as Material Requirement Planning (MRP) and Enterprise Resource Planning (ERP) for better inventory management.

**Introduction:** The construction industry in India faces various challenges, including shortage of skilled labor, rising prices of materials, and regulatory issues. Poor inventory management is another major problem affecting the efficiency and profitability of construction projects. Misestimation of material needs, inadequate storage, and poor coordination with suppliers are just some of the factors that contribute to poor inventory management. The study highlights the need for a systematic approach to inventory management to meet these challenges.

**Conclusion:** Proper inventory management is critical for the success of construction projects in India. Implementing best practices in inventory management, such as using advanced technologies, can bring significant benefits, including improved efficiency, reduced costs, and increased profits. The study concludes by encouraging construction companies to prioritize inventory management and invest in the necessary technologies and practices to improve their overall performance.

The use of technology not only helps construction companies but also customers. As mentioned in our previous conversations, online platforms provide a more convenient way for customers to purchase construction materials, saving them time and effort.

# E-commerce in the internet-enabled foreign expansion of Polish fashion brands owned by SMEs

<https://www.emerald.com/insight/content/doi/10.1108/JFMM-10-2020-0225/full/html>

The study, *E-commerce in the internet-enabled foreign expansion of Polish fashion brands owned by SMEs*, looks at the methods and motivations behind small and medium-sized enterprise (SME) fashion brands’ use of e-commerce in their foreign expansion efforts. Researchers performed multiple case studies of four Polish SME fashion brands, collecting data through in-depth interviews with managers and secondary sources.

The fashion industry is one of the most actively internationalized retail sectors and has seen massive growth in e-commerce. The industry was hit hard by the COVID-19 pandemic, with restrictions leading to an increase in the number of consumers shopping online and a shift towards digital sales channels. This trend is expected to continue.

The study had two core aims:

To identify the motives of fashion SMEs for applying e-commerce as a mode of internet-enabled foreign expansion for their brands.

To determine how SME fashion brand owners adopt various forms of e-commerce in the process of internet-enabled foreign expansion.

The study identified both market-reactive and strategic-proactive motives for SME adoption of e-commerce in foreign expansion. Market-reactive motives included:

The increasing importance of e-commerce in the international market

Trends in the fashion industry and specifics of fashion products

Foreign consumers’ preferences for shopping online and having direct contact with the designer via the brand online store

Responses to inquiries from international multi-brand digital platforms.

Strategic-proactive motives included:

The higher efficiency of brand creation in the foreign market using e-commerce

Faster brand internationalization and creation via e-commerce

Greater control over brand creation in foreign markets in the case of selling via the brand's online store.

The study found that SMEs used three different models of e-commerce in their foreign expansion:

1.Application of e-commerce as the first and most important mode of entry into foreign markets.

2.Application of e-commerce as one of the first and very important modes, in parallel with other "traditional" offline (e.g. stationary stores) modes of entry into foreign markets.

3.Application of e-commerce at a later stage of expansion into foreign markets, and as a form of entry of minor importance.

All of the companies in the study used two forms of e-commerce in their foreign expansion: sales via their own online store and sales via international online intermediaries, such as multi-brand online stores and multi-sided digital platforms.

At the time of the study, international multi-sided digital platforms and multi-brand online stores played a more important role in the foreign expansion of the studied SMEs than their own online stores.

This research contributes to a better understanding of SME foreign expansion and the application of e-commerce in this process. The authors note some limitations to the study, such as the small number of case studies and the narrow focus on the Polish market and fashion industry. Future research should consider increasing the number of companies studied and including other countries and industries.

* **E-Commerce Service Quality on Customer Satisfaction, Belief and Loyalty: A Proposal**

<https://www.researchgate.net/profile/Mahadzirah-Mohamad-3/publication/281962326_Relationship_between_E-commerce_service_quality_satisfaction_trust_and_customer_loyalty_in_the_hotel_industry_in_the_East_Coast_of_Peninsular_Malaysia/links/58df35c292851c36954578e6/Relationship-between-E-commerce-service-quality-satisfaction-trust-and-customer-loyalty-in-the-hotel-industry-in-the-East-Coast-of-Peninsular-Malaysia.pdf>

The study, "E-Commerce Service Quality on Customer Satisfaction, Belief and Loyalty: A Proposal," examines how foreign tourists perceive e-commerce service quality on Malaysian hotel websites and how these perceptions influence their satisfaction, trust, and loyalty. The authors propose a conceptual framework based on existing studies, aiming to understand the factors driving customer loyalty in the context of online hotel bookings.

E-commerce plays a crucial role in the growth of businesses, particularly in the tourism sector, by providing opportunities for international expansion and increased efficiency. The study highlights the significance of e-commerce in the Malaysian hotel industry, particularly in light of its contribution to the national economy and the increasing trend of online hotel reservations. Researchers also observed the declining occupancy rates in hotels on the East Coast of Peninsular Malaysia and sought to understand the role of e-commerce service quality in addressing this issue.

Based on their analysis, the authors conclude that e-commerce service quality is a key driver of customer satisfaction and trust, which in turn, fosters customer loyalty. They argue that understanding and improving e-commerce service quality is essential for hotel managers in Malaysia to enhance customer satisfaction, trust, and loyalty. The authors propose that focusing on factors such as perceived user interface quality, perceived product or service information quality, perception of security risk, and perception of privacy can improve e-commerce service quality. The study's findings have practical implications for both the hotel industry and education, providing insights into strategies for improving e-commerce services and enhancing information technology education.

* **The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings**

<https://www.emerald.com/insight/content/doi/10.1108/13555851011062269/full/html>

This study, "The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings," aims to investigate the relationship between customer perceptions of service quality, satisfaction, trust, and loyalty in e-commerce settings. The authors conducted a cross-cultural analysis, comparing data from customers in Malaysia and Qatar. The study specifically focuses on understanding how different dimensions of perceived service quality impact customer satisfaction and how satisfaction, in turn, influences trust and loyalty.

The authors highlight the critical role of customer loyalty in business success, emphasizing that loyal customers are essential for survival. This is particularly true in the context of e-commerce where businesses may not have the opportunity to develop face-to-face relationships with customers. The introduction emphasizes the importance of building trust in e-commerce settings to mitigate the perceived risks associated with online transactions, such as concerns about data privacy and security. The authors also point out that the majority of existing research on these topics comes from developed countries, highlighting the need for further research in other cultural contexts.

This study makes several key contributions to our understanding of the relationship between perceived service quality and customer loyalty in e-commerce:

It explores the impact of specific dimensions of service quality (ease of use, website design, responsiveness, customization, and assurance) on customer satisfaction.

It examines the role of customer satisfaction as a mediator between perceived service quality and trust.

It distinguishes between emotional loyalty (measured through word-of-mouth recommendations) and behavioural loyalty (measured through repeat purchase intentions) and investigates the impact of satisfaction and trust on both.

The authors explore the relationship between word-of-mouth recommendations and repeat purchase intentions.

The study also considers the influence of cultural differences on these relationships, comparing customers in Malaysia and Qatar.

The results indicated that ease of use, website design, and assurance were significant predictors of customer satisfaction, while responsiveness and customisation did not have a significant impact. Customer satisfaction was found to be a significant antecedent of trust, supporting the idea that satisfied customers are more likely to trust e-commerce providers. Both customer satisfaction and trust had positive effects on word-of-mouth recommendations, indicating their importance in driving positive customer sentiment and recommendations. However, only customer satisfaction directly influenced repeat purchase intentions, suggesting that trust may play a less direct role in driving repeat business.

The study found limited evidence for cultural differences in these relationships, with the exception of the effect of satisfaction on trust, which was stronger for Qatari customers than for Malaysian customers. This suggests that, despite cultural differences, the fundamental relationships between e-commerce service quality, satisfaction, trust, and loyalty may be similar across different cultural contexts.

The authors conclude by highlighting the theoretical and practical implications of their findings. The study contributes to the body of knowledge on e-commerce service quality, customer satisfaction, trust, and loyalty, particularly by examining the individual dimensions of service quality and their impact. This research offers valuable insights for marketing managers seeking to enhance customer loyalty in e-commerce settings.

# Study on the Intention of Foreign Trade Driven by Cross-Border E-Commerce Based on Blockchain Technology

<https://onlinelibrary.wiley.com/doi/full/10.1155/2021/9623672>

The article, "Study on the Intention of Foreign Trade Driven by Cross-Border E-Commerce Based on Blockchain Technology", has been retracted by the publisher, Hindawi, due to evidence of manipulation of the publication and peer-review process. Therefore, the reliability and integrity of the article cannot be guaranteed.

The introduction of the article states that with the development of the internet, cross-border e-commerce has become increasingly popular. However, this growth has been accompanied by problems such as counterfeit goods, long delivery times, and high payment fees. The article proposes that blockchain technology could be used to address these issues, as it offers high trustworthiness, traceability, and immutability of information.

The conclusion of the article suggests that the proposed transaction model, which combines sharing and e-commerce platforms using blockchain technology, is feasible and efficient. The authors claim that the model enhances convenience for users, improves economic benefits for energy users and storage providers, and could provide new ideas for developing shared energy storage and distributed energy trading in China. However, given the retraction of the article, these conclusions cannot be considered reliable.

* **The effects of online service quality of e-commerce Websites on user satisfaction**

<https://www.emerald.com/insight/content/doi/10.1108/el-10-2013-0193/full/html>

This research paper, "The effects of online service quality of e-commerce Websites on user satisfaction," explores the significance of service quality on e-commerce websites and its role in driving e-business growth. The authors, Gajendra Sharma and Wang Lijuan, conducted an online survey using a portal provided by Nepal Telecom in Nepal.

The introduction emphasizes the rising prominence of e-commerce in modern business, driven by the widespread adoption of e-commerce models and applications. The authors highlight the crucial role of websites in facilitating e-commerce activities, emphasizing the importance of website design in achieving online sales success. They note that previous research has extensively studied website evaluation, particularly the impact of trust and perceived quality on consumer satisfaction and loyalty. The authors point out the challenges of measuring service quality in the context of e-commerce websites, citing the need for further investigation into this area. The paper also acknowledges the growing demand for assessing the return on investment in e-commerce, particularly concerning the software quality of e-commerce systems.

The study concludes that e-commerce websites and services play a critical role in connecting businesses with customers and partners through the internet. The authors argue that emerging web service standards and technologies are transforming how businesses design applications for service integration, workflow management, and e-business transactions. They suggest that exploring research opportunities in web services and e-commerce is crucial for both academics and practitioners. The authors highlight the significance of the study in conceptualising e-commerce website effectiveness for user satisfaction, emphasizing the multidimensional nature of e-commerce website performance. They acknowledge the limitations of prior research that primarily focused on the online consumer's perspective, advocating for a broader perspective that encompasses various stakeholders in evaluating e-commerce website quality. The study concludes by stressing the importance of e-commerce website quality in attracting customers, encouraging purchases, and driving revenue growth for service providers.

* **The Effect of Website Design Quality and Service Quality on Repurchase Intention in the E-commerce Industry**

<https://search.informit.org/doi/abs/10.3316/INFORMIT.624899661902840>

This study, titled "The Effect of Website Design Quality and Service Quality on Repurchase Intention in the E-commerce Industry: A Cross-Continental Analysis", aims to examine the impact of website design quality and service quality on consumers' intention to make future purchases (repurchase intention) in the e-commerce industry. The authors conducted a survey across five continents – Asia, Australia, Europe, and North and South America – to investigate these relationships.

The introduction highlights the rapid growth of e-commerce, driven by the convenience and efficiency it offers compared to traditional commerce. The authors emphasise the importance of repurchase intention as a measure of customer loyalty and a key driver of business success in e-commerce. They discuss the role of website design quality in attracting customers and facilitating their online experience, as well as the significance of service quality in meeting customer expectations and building satisfaction. The authors point out that previous studies exploring these relationships have primarily focused on single countries or regions, such as China and Indonesia, limiting the generalisability of their findings. This study addresses this gap by conducting a cross-continental analysis to gain a more comprehensive understanding of these relationships in a global context.

The conclusion highlights the importance of both website design quality and service quality in influencing repurchase intention across all continents studied. The authors note that while both factors are significant, their relative importance varies across continents. In Asia, Australia, and Europe, service quality appears to play a more dominant role in driving repurchase intention, while in North and South America, website design quality emerges as a more crucial factor. These findings suggest that e-commerce businesses need to prioritise both aspects to foster customer loyalty, tailoring their strategies to the specific characteristics and expectations of their target markets. The authors acknowledge limitations of the study, including the focus on only two variables and the specific context of the e-commerce industry. They recommend further research to explore additional factors that may influence repurchase intention and to investigate these relationships in other industries.

# A Narrative Literature Review and E-Commerce Website Research

<https://arxiv.org/abs/1806.07833>

This study provides a narrative literature review of the correlations between culture and e-commerce website design. The author, K.M. Rahman, argues that these factors will be crucial for the success of global e-commerce sites in the future, as businesses increasingly rely on online platforms for growth and reach. To compete effectively in a global marketplace, businesses need to design websites that are culturally relevant and appealing to diverse user groups.

The introduction of the paper establishes the growing importance of e-commerce as a common practice for businesses today. The author emphasises the numerous advantages of e-commerce, including reduced costs and increased convenience for both businesses and consumers. The global reach of the internet necessitates a consideration of regional and cultural factors in website design to ensure user satisfaction and engagement. Factors like web content accessibility, ease of use, security measures, payment options, fraud detection, performance, trust, stability, technology, and convenience are all vital for a successful e-commerce platform**.** The author argues that the intersection of e-commerce, culture, and website design is a relatively under-researched area deserving of further investigation. This paper aims to contribute to this area by providing a comprehensive review of existing literature on the topic.

The concluding section acknowledges several limitations of the study, including the small sample size, reliance on academic journal articles, lack of quantitative analysis, potential imperfections in search criteria, and the subjective nature of narrative reviews. However, the study reinforces the significance of e-commerce in the contemporary technology-driven world and highlights the growing trend of online shopping as users spend increasing amounts of time online. The author reiterates the key takeaway that people are more inclined to visit and shop on e-commerce websites that are culturally attuned to their preferences. The paper concludes by offering practicalrecommendations for designing effective e-commerce websites:

Incorporating local cultural aspects that resonate with users' emotions, thoughts, desires, and cultural values.

Presenting the website in the consumer's native language to enhance user experience and engagement.

Carefully selecting culturally appropriate advertisements that are sensitive to diverse cultural norms.

Employing culturally relevant colours in web page design, considering the emotional and social implications of colour choices.

Developing a comprehensive understanding of the local culture and customs to inform all aspects of website design.

The author emphasises that research on e-commerce benefits both government and private sectors by identifying areas for improvement and investment in relation to culture and e-commerce. This research also serves as a valuable resource for academics, researchers, and students interested in furthering investigation in this field.

* **A Study of Relationship Among Service Quality of E-Commerce Websites, Customer Satisfaction, and Purchase Intention**

<https://www.igi-global.com/article/a-study-of-relationship-among-service-quality-of-ecommerce-websites-customer-satisfaction-and-purchase-intention/256855>

This research, titled "A Study of Relationship Among Service Quality of E-Commerce Websites, Customer Satisfaction, and Purchase Intention," investigates the effect of e-commerce website service quality on customer satisfaction and purchase intention. The authors conducted a survey of 278 frequent users of three popular e-commerce websites - Flipkart, Amazon, and Snapdeal - in India.

The introduction highlights the increasing reliance of businesses on online platforms to reach customers and the substantial growth in global e-retail sales. As customers increasingly prefer buying products online due to the convenience offered by e-commerce websites, businesses are focusing on enhancing service quality to satisfy customer needs and ensure success in the competitive online market. The introduction further emphasizes the need to understand the significant drivers of success in online businesses beyond website design and price, including the overall e-service quality.

The conclusion suggests that trust is the most significant factor influencing customer perception of e-service quality. While website design, reliability, responsiveness, and personalisation were considered important dimensions of e-service quality, the study found that only trust significantly impacts overall service quality. This highlights the importance for online businesses to establish trust with their customers by providing accurate information, secure payment platforms, and excellent customer support to ensure satisfaction and encourage repeat purchases. The study also confirms the positive relationships between overall service quality and customer satisfaction and between customer satisfaction and purchase intention. This underscores the critical role of service quality in attracting and retaining customers in the competitive e-commerce landscape.

* **The Impact of Website Information Convenience On E-commerce Success Of Companies**

<https://www.sciencedirect.com/science/article/pii/S1877042812046630>

This study examines how the convenience of information on a website can impact the success of a company's e-commerce efforts. The authors developed a model that explores the factors influencing website information convenience and how this convenience contributes to e-commerce success.

The introduction highlights the rapid growth and evolution of e-commerce, transforming traditional business patterns. It emphasizes the significance of understanding how customers utilize the internet to make purchasing decisions. Online shopping offers advantages such as a wider product selection, availability, and convenience, unrestricted by time and location. The study underscores the importance of convenience in e-commerce, allowing customers to benefit from lower prices, quicker searches, simplified comparisons, and more choices. Websites can enhance shopping convenience through features like product recommendations and diverse payment options. The authors stress that website information convenience plays a critical role in attracting customers and establishing a connection between them and the company's offerings, ultimately contributing to the company's competitive advantage. The goal of the study is to pinpoint the elements that create information convenience and analyse its effect on e-commerce success.

The conclusion emphasizes that numerous factors influence website information convenience, which directly impacts a company's e-commerce success. By providing clear and easily accessible information, websites empower customers with a variety of options to purchase goods or services. Personalization on websites serves as an effective marketing strategy, attracting more customers. Enhancing customer loyalty can be achieved by presenting information about products or services in a clear and concise manner, while also respecting customers' time by streamlining their online experience. The study concludes by illustrating how website information convenience can drive e-commerce success for companies.

* **The Importance of Information, System and Service Quality of E-commerce Website on Customer Satisfaction and Loyalty in Banglades**h

<https://core.ac.uk/download/pdf/327151331.pdf>

This study, published in the European Journal of Business and Management, investigates how the quality of e-commerce websites in Bangladesh influences customer satisfaction and loyalty. The authors examine the relationship between website quality, customer satisfaction, and customer loyalty using data from 450 respondents in Dhaka, Bangladesh.

The introduction highlights the rapid growth of e-commerce globally and in Bangladesh, emphasizing the convenience and efficiency it offers compared to traditional shopping methods. The authors acknowledge the challenges faced by the e-commerce industry in Bangladesh, including logistics, customs clearance, international payments, customer service, product fraud, and limitations in delivery methods. The introduction discusses the importance of factors like internet connectivity, shipping channels, security, privacy, trust, accessibility, and awareness for the success of e-commerce. The study aims to investigate the relationship between website quality and customer satisfaction and loyalty in the context of Bangladesh. It explores how information quality, system quality, and service quality of e-commerce websites contribute to customer satisfaction and loyalty, ultimately impacting the growth of e-commerce in Bangladesh.

The conclusion of the study confirms the significant positive relationship between website quality and both customer satisfaction and loyalty. The findings demonstrate that information quality, system quality, and service quality all contribute to customer satisfaction, which in turn leads to customer loyalty. The study highlights the importance of young people aged 21-39 and educated individuals in driving e-commerce adoption in Bangladesh. The authors recommend that e-commerce businesses in Bangladesh prioritize all aspects of website quality to enhance customer satisfaction and loyalty. They also emphasize the government's role in supporting e-commerce development through infrastructure improvements, internet accessibility expansion, and support for small businesses. The study concludes by suggesting that online businesses focus on delivering high-quality services and products, ensure timely delivery, provide clear product information, establish convenient delivery options, and implement efficient return policies. The authors acknowledge limitations due to the limited sample size and geographical scope of the study, recommending future research with broader sampling techniques and a wider geographical reach to gain a more comprehensive understanding of e-commerce in Bangladesh.

**LOCAL STUDIES**

* **Barriers and Drivers in Adopting E-commerce: The Philippines Case**

<https://www.dlsu.edu.ph/wp-content/uploads/pdf/conferences/research-congress-proceedings/2022/EBM-05.pdf>

During the COVID-19 pandemic, the landscape for Philippine Micro, Small, and Medium Enterprises (MSMEs) underwent a significant transformation with the rapid adoption of e-commerce tools. A detailed study involving 2,037 respondents across diverse business sizes shed light on the factors influencing this shift. Social-cultural elements, organizational readiness, and political challenges emerged as crucial determinants of e-commerce adoption among Philippine MSMEs. The study highlighted the impact of factors such as Filipinos' affinity for mobile technology, internet usage, and familiarity with online shopping platforms in driving e-commerce uptake. Additionally, a growing awareness of e-commerce benefits and external pressures from suppliers and customers further propelled this transition. Key facilitators that supported the successful integration of e-commerce tools included a willingness to embrace change, robust management support for e-commerce initiatives, and an increased reliance on online banking services and web platforms. These factors not only expedited the adoption process but also bolstered the overall resilience of MSMEs in navigating the evolving business landscape. On the other hand, the study identified political barriers that hindered e-commerce adoption, including policy instability, regulatory uncertainties, and institutional unpreparedness. Despite these challenges, the government implemented initiatives to support e-commerce, such as streamlining business registration processes and enhancing online government services. Looking ahead, the study emphasized the importance of establishing a stable and supportive regulatory framework to further drive e-commerce adoption among Philippine MSMEs. Addressing critical issues like data privacy, consumer protection, and online dispute resolution through comprehensive legislation is vital to create an enabling environment for sustained e-commerce growth. By fostering a conducive ecosystem, policymakers can empower MSMEs to leverage e-commerce opportunities and thrive in the digital era.

* **Understanding E-Commerce in the Philippine Context**

<https://citeseerx.ist.psu.edu/document?repid=rep1&type=pdf&doi=34fc570f619ed63b02781ae697cab024b6eb6075>

The discussion paper by the Philippine APEC Study Center Network, explores the potential impacts of Business-to-Consumer (B2C) e-commerce on employment in the Philippines. Key findings include projections of e-commerce-related revenues reaching ₱57.9 billion by 2005, contributing to GDP growth but lagging behind other countries. The study assesses employment impacts on various industries, with sectors like travel agencies and logistics benefiting most. It discusses disintermediation's potential effects, suggesting a modest impact in the Philippines due to a likely blend of online and offline sales channels. The paper also introduces scenarios for e-commerce adoption, highlighting the influence of Filipino culture on consumer behavior. Recommendations include the need for more data collection, updated industry analysis, exploration of Business-to-Business (B2B) e-commerce impacts, and policy considerations regarding trade regulations and online security. Overall, the study underscores the potential of e-commerce to drive economic growth and job creation in the Philippines, emphasizing the importance of further research and policy support for its development.

* **Electronic Payment Systems in the Philippines: Examining the Impact of Cashless Transactions.**

<https://www.dlsu.edu.ph/wp-content/uploads/pdf/conferences/research-congress-proceedings/2017/HCT/HCT-I-006.pdf>

The research study investigates the adoption of electronic payment systems in the Philippines, focusing on the behaviors and perceptions of 33 Filipino users through a detailed online survey. A central finding highlights that convenience is the most significant motivator for users. In a fast-paced society where people often face time constraints, the ability to conduct financial transactions quickly and effortlessly online is particularly appealing, emphasizing the value of saving time. The study also uncovers a notable gender disparity in trust regarding e-commerce security. Women tend to exhibit higher levels of trust compared to men, which suggests that businesses could target this demographic more effectively. This insight underscores the importance of implementing trust-building initiatives and robust security measures to enhance user confidence in electronic payment systems. Furthermore, the research indicates that the types of devices used for online access and the range of available payment options significantly impact the frequency and nature of online transactions. User preferences, shaped by the accessibility of technology and the diversity of payment methods, play a crucial role in determining how individuals engage with digital payments. This dynamic interaction highlights the need for e-commerce platforms to tailor their offerings to align with user habits and preferences, ensuring a more user-centric experience. The study also emphasizes the crucial role of the Bangko Sentral ng Pilipinas (BSP) in driving the adoption of electronic payment systems. Through strategic initiatives like the National Strategy for Financial Inclusion, the BSP is committed to expanding financial service access via innovative technology, which promotes the use of electronic payments. This governmental support not only reflects efforts to modernize the financial landscape but also illustrates the importance of policy frameworks in fostering and sustaining the uptake of digital payment solutions. While the study's sample size is modest, its findings provide a nuanced understanding of the factors influencing electronic payment adoption in the Philippines. By highlighting the significance of convenience, trust, technological access, and government support, the research offers valuable insights for businesses and policymakers looking to navigate the evolving landscape of digital financial transactions in the country.

* **Analysis of Online Booking Sites: Impact on Customer Satisfaction**

<https://ieomsociety.org/proceedings/2022orlando/188.pdf>

Using a survey of 165 Filipino users with prior OBS experience, the research examines factors such as hotel price, rating, location, e-service quality, and interface design. The study reveals that Agoda is rated highest overall, known for its user-friendly interface and various payment options, though it needs to improve its website design, which some users find cluttered. Booking is recognized for its transparent pricing and the Genius program for loyal customers but also struggles with a cluttered website. Hotels receives praise for its minimalist design and rewards program, yet it falls short in brand recognition and competitive discounts compared to the other platforms.

The research identifies three critical subfactors impacting customer satisfaction: the importance of high-quality images that accurately represent hotels, the significance of reliable customer ratings and reviews in influencing booking decisions, and the need for a smooth payment process to enhance the customer experience. To improve, the researchers recommend that Agoda and Booking simplify their website designs, that Booking and Hotels expand their partnerships with local hotels to offer more accommodations, and that Hotels enhance its customer support responsiveness. The study acknowledges its limitations, including its focus on a specific demographic of Filipino health sector workers and the inclusion of only three OBSs. Future research could include a broader demographic and more platforms to provide a comprehensive understanding of customer preferences. Overall, the study highlights the key factors driving customer satisfaction with OBSs in the Philippines, with Agoda leading in ratings. By addressing website design, partnerships, and customer support, these platforms can enhance their offerings and better serve Filipino travelers.

* **Market-e Review: An E-commerce Platform for Local Markets**

<https://ieomsociety.org/proceedings/2022rome/372.pdf>

This study examines the development of an e-commerce website called Market-e, designed to facilitate direct transactions between local producers and consumers in the city. The primary objective is to lower consumer costs by eliminating middlemen while supporting local entrepreneurs. Market-e features include direct connections between urban consumers and local farmers, support for both business-to-business (B2B) and business-to-consumer (B2C) transactions, a recommender system for product suggestions, and a range of products such as meat, seafood, fresh produce, and processed foods. Vendors can manage their inventory and track transactions, while an administrator can oversee market and vendor management. Delivery options include cash-on-delivery and order pick-up. To assess usability, the study employed the Questionnaire for User Interface Satisfaction (QUIS) and Nielsen Heuristic Evaluation among three user groups: buyers, vendors, and store owners. Results indicated that the screen design was visually appealing and well-organized, and most terminology was clear, though improvements were suggested for conveying system progress. Users generally found the platform easy to navigate, but some recommended adding help messages and tutorials for less tech-savvy individuals. While the system was praised for its speed and reliability, issues such as the inability to edit delivery and account information were noted. Overall, feedback on Market-e was positive, with recognition of its potential to benefit local businesses and enhance consumer convenience. The study concluded that Market-e effectively serves its purpose of connecting local producers to urban consumers, although some areas require improvement to fully meet user needs and support local business growth.

* **Factors Affecting the Adoption of E-commerce in Philippine Businesses**

<https://www.econstor.eu/bitstream/10419/240975/1/pidsdps1924.pdf>

This study investigates the factors influencing the decision of businesses in the Philippines to adopt e-commerce. Utilizing data from the Philippine Statistics Authority (PSA), particularly the Survey of Information and Communications Technology (SICT) and the Annual Survey of Philippine Business and Industry (ASPBI), the researchers analyzed the relationship between e-commerce adoption and various internal and external factors. The findings indicate that e-commerce adoption in the Philippines remains low, with only about one in seven businesses using it as of 2015. Most adopters are corporations located in urban areas such as Metro Manila, Central Luzon, and Calabarzon. The study highlights several benefits of e-commerce, including reduced transaction and marketing time and improved customer service. However, barriers persist, such as a preference for traditional business models, concerns about security and privacy, and unreliable internet connectivity. Using a probit regression model, the research concludes that internal factors are the primary determinants of e-commerce adoption. Key internal factors positively influencing adoption include business size (larger businesses are better equipped to invest in necessary technology), the availability of computers, reliable internet access, and familiarity with information and communications technology (ICT) in other business operations. In contrast, external factors like industry growth and market share do not significantly affect e-commerce adoption. Based on these findings, the study recommends increasing data security awareness to help businesses protect their e-commerce platforms, supporting micro, small, and medium enterprises (MSMEs) in adopting e-commerce, and providing access to financing for businesses interested in e-commerce. Additionally, it suggests that government efforts should focus on reducing the cost and improving the quality of internet services to facilitate e-commerce adoption.

* **Designing E-commerce Marketing Strategies for the Online Retail Industry: The Influence of Filipino Consumer Preference Towards Online Shopping**

<https://ieomsociety.org/proceedings/2022istanbul/585.pdf>

This study examines the impact of the COVID-19 pandemic on the online retail industry in the Philippines and aims to develop effective marketing strategies for online sellers. The pandemic restrictions have led to a significant increase in online shopping among Filipinos, which has also resulted in a rise in complaints regarding online transactions, particularly concerning price deception and false marketing. A survey of 502 respondents from various regions in the Philippines was conducted, and Structural Equation Modeling (SEM) was used to analyze the factors influencing Filipino consumers' online shopping preferences. The findings reveal that several key factors significantly affect online shopping preferences: Customer Reviews (CR) have the most substantial impact, as buyers trust reviews from other consumers more than sellers' claims. Customer Loyalty (CL) is also critical, with positive experiences encouraging repeat purchases. Price (P) remains an essential consideration for consumers, while Advertisement (A) plays a role in attracting attention to products. Additionally, Hedonic Motivation (HM) indicates that consumers are more likely to shop online if the experience is enjoyable or stress-relieving. The study also notes that demographic factors such as age, gender, occupation, and income influence preferences, with younger consumers being more responsive to humorous or celebrity-endorsed advertisements. Based on these insights, the researchers recommend that online retailers leverage digital and social media marketing to gather customer reviews, implement customer loyalty programs, establish appropriate pricing strategies, select advertisements that resonate with their target market, and enhance the overall online shopping experience. The study aims to help online retailers understand the factors shaping Filipino consumers' preferences, enabling them to create more effective marketing strategies to attract customers and boost sales.

* **Transforming Philippine Agri-Food Systems with Digital Technology: Extent, Prospects, and Inclusiveness**

<https://www.econstor.eu/bitstream/10419/284628/1/pidsdps2329.pdf>

This study examines the current status, potential, and inclusiveness of digital technology in the agricultural sector in the Philippines, focusing on how these technologies benefit farmers, fishermen, and other stakeholders. A key objective highlighted is the modernization of agriculture, which is a significant part of the Philippine Development Plan (PDP) that recognizes digital technology as essential to this strategy. The study outlines several benefits of digital agriculture, including increased production, improved market access, enhanced farming practices, better resource utilization, and improved disaster preparedness. However, the study also warns of the digital divide, which could exacerbate inequalities between those with access to technology and those without, particularly affecting small farmers and fishermen. While some aspects of digital agriculture, such as advisory apps and online retail networks, are widely adopted, others like fintech and agricultural automation remain in early development stages. Examples of digital technologies in agriculture include decision support systems like PRISM and RiceLytics, information services such as the AgriDoc App, smart farming tools like drones and smart irrigation systems, and e-commerce platforms like Shopee and Lazada. To better harness digital agriculture and bridge the digital divide, the study recommends unifying government data and advisory services, creating a single portal for digital agriculture initiatives, incorporating digital solutions into the Department of Agriculture's clustering programs, expanding decision support systems for diversification and climate resilience, and building a centralized e-commerce platform for micro, small, and medium enterprises (MSMEs). It also suggests investing in traceability, food safety, and good agricultural practices, encouraging private sector involvement, and providing skills enhancement programs for farmers and agricultural workers.

In conclusion, while digital technology holds significant promise for advancing the agricultural sector in the Philippines, effective policies and programs are crucial to ensure that its benefits are accessible to all, especially small farmers and fishermen.

* **Strengthening the Online Auction Culture of the Philippines**

<https://d1wqtxts1xzle7.cloudfront.net/95698013/IISITv9p001-016Neri100-libre.pdf?1670932496=&response-content-disposition=inline%3B+filename%3DStrengthening_the_Online_Auction_Culture.pdf&Expires=1730873719&Signature=KjhmiWcEYWDmXHUAbk8UCOh2Waz-noMzPmpTn~OukM1ORQvKwqYv-Iw3AUd1G1YYWkYRDzlaY42t70UYDYvxLm4xv-g9EZpu7ScjKyEHETPpmwmJKD4aYfGbYfCC3PoFtJJY~HJlWlqfmmY4e5kpQPsoQrfAK8SxUudpazMcu4VO4mkuv~UXhoh-ANHZ1vc73BDQEza8caHoklgg--gmJuh7HYRLhYpC5sqiVroD6ZAni0vbU14I5Uns2cV4GF-byNen6ItV4eXicrU1f5898s3IrR5IgrKrmfWsT2Omefm1G-Kr7iEKqUVsVh5QvPTENJwdn1UaGT66FWsPVRk2kg__&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA>

This study examines the online auction culture in the Philippines and its alignment with global trends, aiming to provide insights and recommendations to enhance e-commerce in the country, particularly in relation to the E-commerce Act of 2000. The methodology involved analyzing data from 18 countries with active online auction sites, notably eBay, to explore various factors influencing service quality and the behaviors of buyers and sellers. Cluster analysis was used to categorize countries based on similarities across several dimensions, including network readiness, human development, economic development, internet speed, language, trading scope, membership duration, transaction methods, delivery and payment options, taxation, consumer protection, and seller ratings. The findings reveal that the 18 countries can be grouped into three categories. Group 1 includes developed nations like Australia, Canada, and the USA, characterized by high human development indices and strong customer satisfaction. Group 2 consists of India, New Zealand, and Singapore, which provide consumer protection and tax-free online trading. Group 3 comprises the Philippines, Poland, and Vietnam, where the Philippines and Vietnam are developing economies with lower human development indices. Sellers from Groups 1 and 2 received higher ratings due to greater customer satisfaction. To improve e-commerce in the Philippines, the study recommends that the government consider factors identified by the World Economic Forum to enhance the country's network readiness index. It suggests encouraging entrepreneurs to engage in international online trade, providing alternative payment methods through banks, improving the product delivery system for speed and reliability, strengthening product exchange policies for damaged goods, and offering seminars on consumer rights in online trading through the Department of Trade and Industry (DTI). In conclusion, the research underscores that various factors, including IT literacy and government support, significantly influence the success of online trading. The recommendations aim to foster improvements in e-commerce practices within the Philippines.

**CHAPTER III**

**Research Methodology**

The research methodology for LocalHire: A Web-based Platform for Streamlining Access to Local Essential Services is designed to evaluate the platform's usability, reliability, and overall impact on its target users and contractors. By employing a mixed-methods approach, this study integrates quantitative and qualitative techniques to gather comprehensive data. The methodology focuses on understanding how LocalHire addresses the needs of users seeking services and contractors offering them, specifically in North Caloocan context.

Quantitative methods, such as surveys using a Likert scale aligned with ISO 251010 standards, ensure objective measurement of key platform attributes like accessibility, efficiency, and satisfaction. Meanwhile, qualitative methods, including interviews, provide deeper insights into user experiences and expectations. The combined approach allows for a detailed assessment of the platform’s effectiveness and areas for improvement, ensuring its alignment with the overarching goal of streamlining access to essential local services through a reliable, user-friendly web-based solution.

**Research Method Used**

This study employs a mixed-methods approach combining qualitative and quantitative data collection and analysis. A survey questionnaire, guided interviews, and secondary data are used to gather insights on the effectiveness of LocalHire in streamlining access to local services.

**Population, Sample Size, and Sampling Technique**

1. Population: The population includes service providers/contractors and users/clients in the North Caloocan who engage in booking or providing local services.
2. Sample Size: A total of 20 respondents (10 contractors and 10 users) will be selected.
3. Sampling Technique: Purposive sampling is used to ensure the selection of participants actively engaged in service booking or provision, ensuring relevance to the research objectives.

**Description of Respondents**

1. Contractors/Service Providers:

Small and medium-sized business owners, independent contractors, and freelancers providing local essential services.

1. Users/Clients:

Individuals and households frequently book services such as handymen, technicians, and mechanics through digital or traditional means.

**Research Instruments**

1. Survey Questionnaire:

A structured questionnaire using a Likert Scale aligned with ISO Standard 251010 to measure usability, reliability, efficiency, and satisfaction.

1. Interview Protocol:

Semi-structured interviews to gather qualitative feedback on platform usability and user experience.

**Data Gathering Procedure**

A. Survey Questionnaire

* Respondents will rate key metrics such as accessibility, efficiency, trust, and platform features.

B. Interview

* Conducted with a subset of 10 respondents (5 contractors, 5 users) for deeper insights.

C. Data Analysis and Procedure

* Quantitative data will be analyzed using statistical tools, while qualitative data will undergo thematic analysis.

D. Validation and Distribution of the Instrument

* The questionnaire will be reviewed by subject-matter experts and pilot-tested on 5 respondents to ensure clarity and reliability.

E. Data Encoding and Formulation of the Solution

* Survey responses will be encoded and organized using spreadsheets and analysis software.

F. Evaluation of Data and Result

* Results will be synthesized to highlight key patterns and insights that inform the platform’s optimization.

**Statistical Treatment of Data**

A. Statistical Tools

1. Frequency: For counting the number of responses per category.
2. Percentage: To express proportions of respondents agreeing with specific aspects.
3. Mean: To measure average responses on usability and satisfaction.
4. Standard Deviation: To analyze variability (if necessary).
5. T-Test: To compare responses between contractors and users (if applicable).
6. Correlation Test: To determine relationships between usability, satisfaction, and adoption rates (if applicable).

**Technical Requirements**

A. Hardware Requirements

* Server: Minimum 4-core CPU, 8GB RAM, SSD (250GB).
* Clients: Compatible with modern web browsers on desktop and mobile devices.

B. Software Requirements

* Frontend: React.js with Tailwind CSS.
* Backend: Node.js with Express.js.
* Database: MongoDB Atlas.

C. Network Requirements

* Bandwidth: Minimum 10 Mbps.
* Cloud Hosting: AWS, Azure, or DigitalOcean with SSL certificates.

D. API Specifications

* Key APIs: User Management, Service Listings, Bookings, Reviews & Ratings.

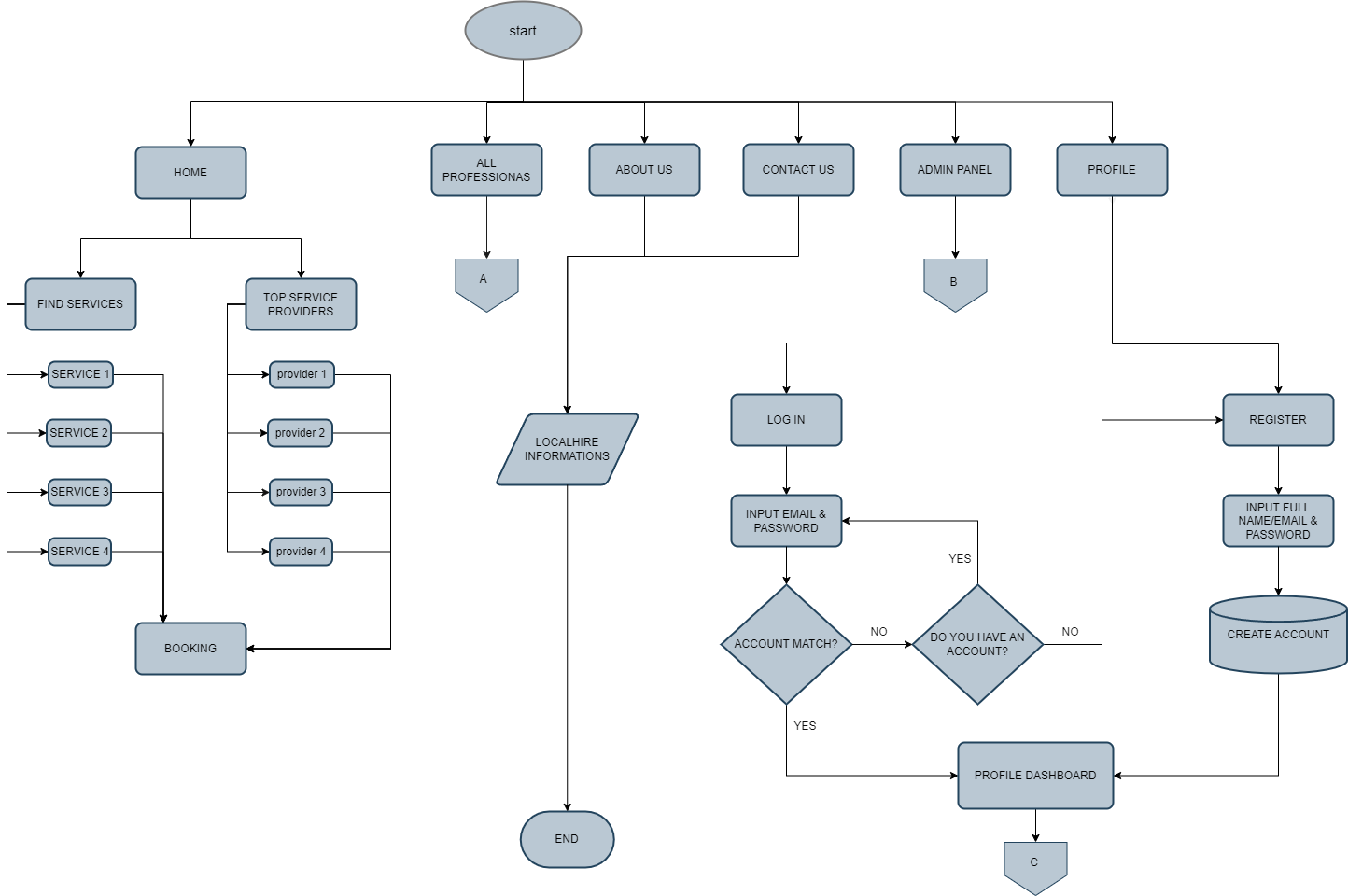
E. Project Design

* Modular architecture with MERN stack implementation for scalability and maintainability.

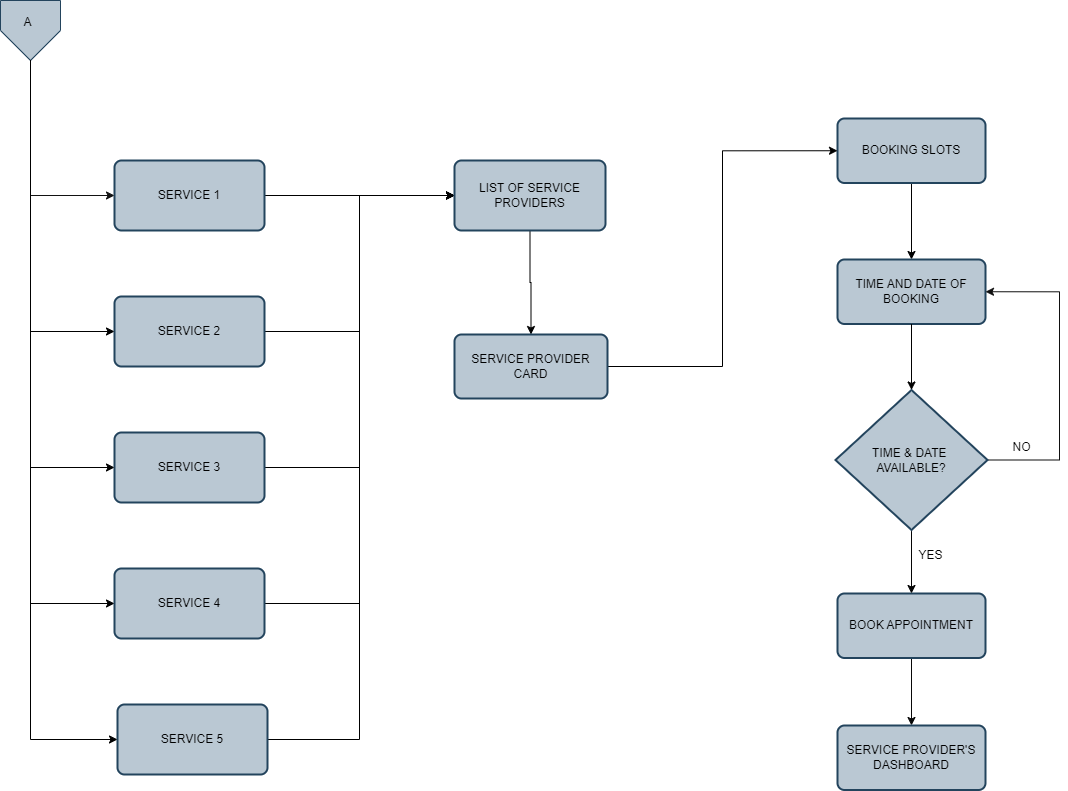
**Diagrams**

1. **Flowchart**

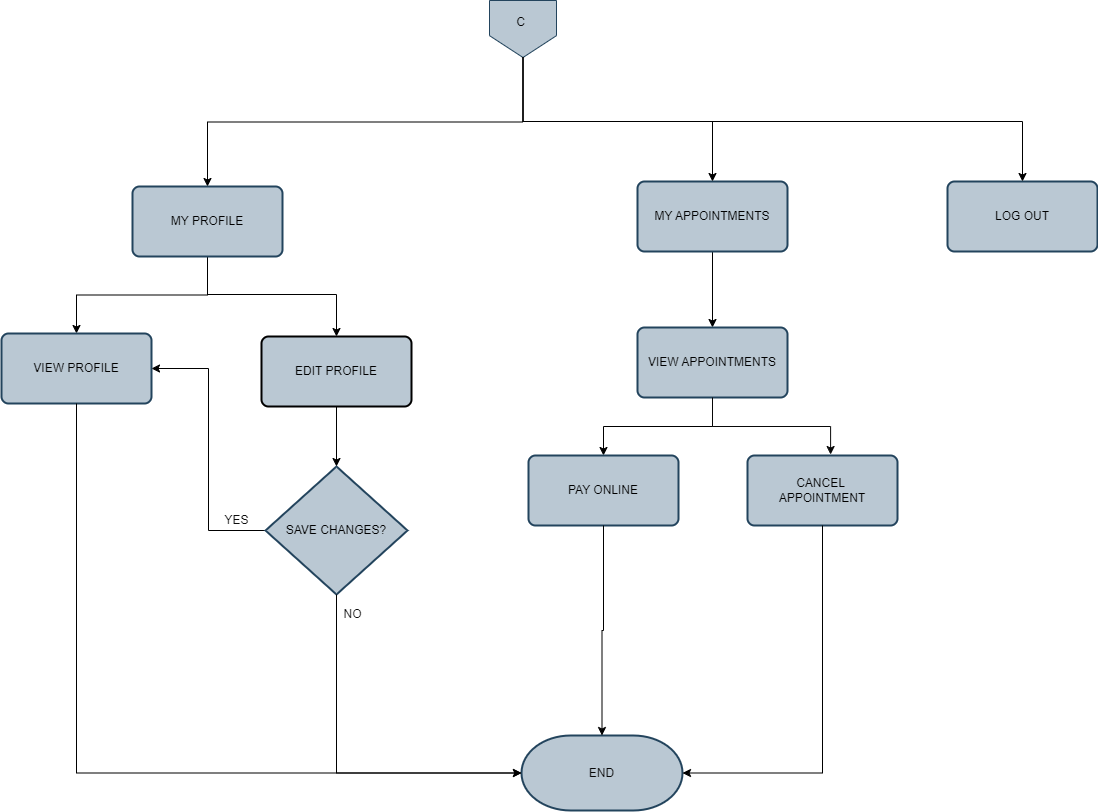
**I.**



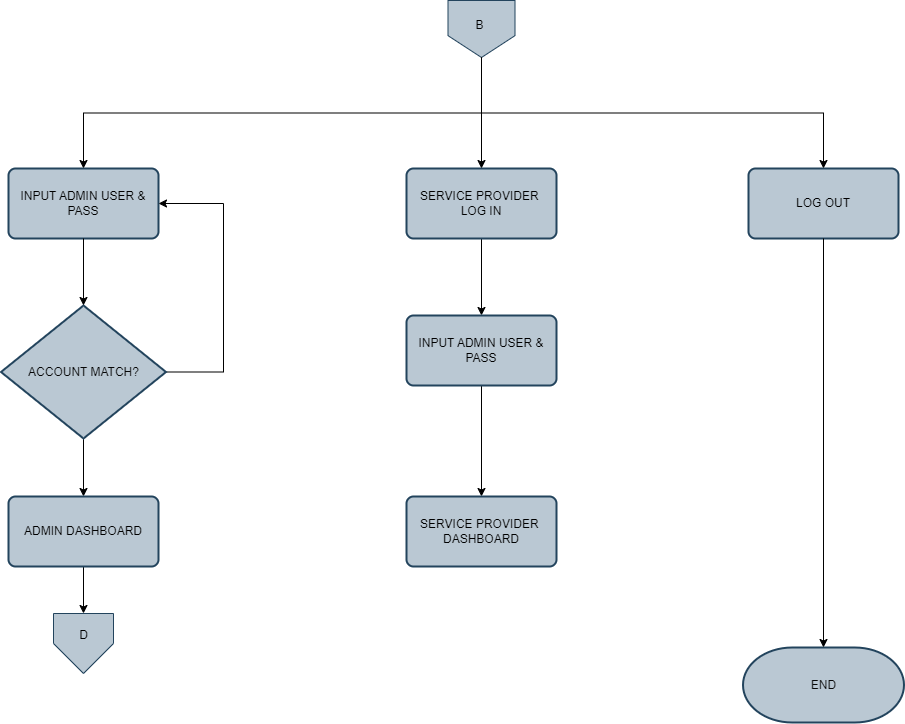
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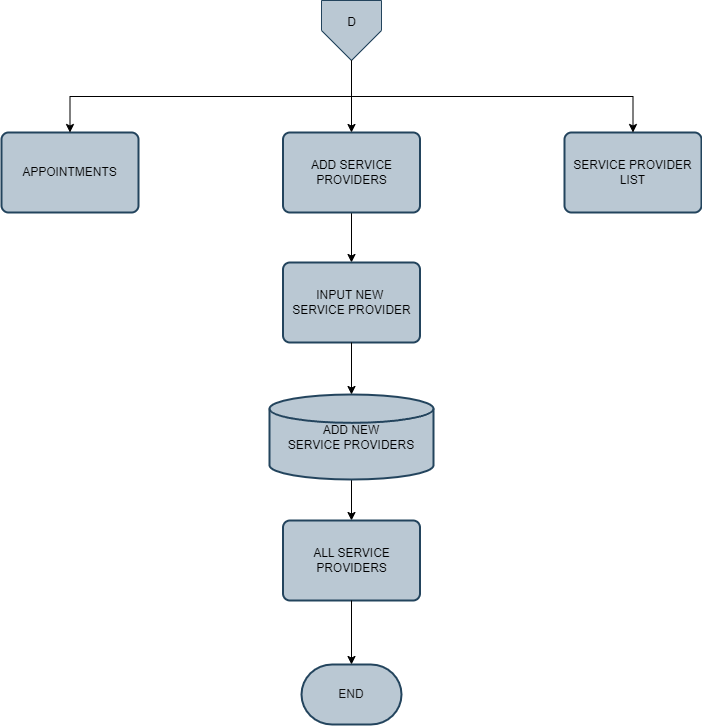


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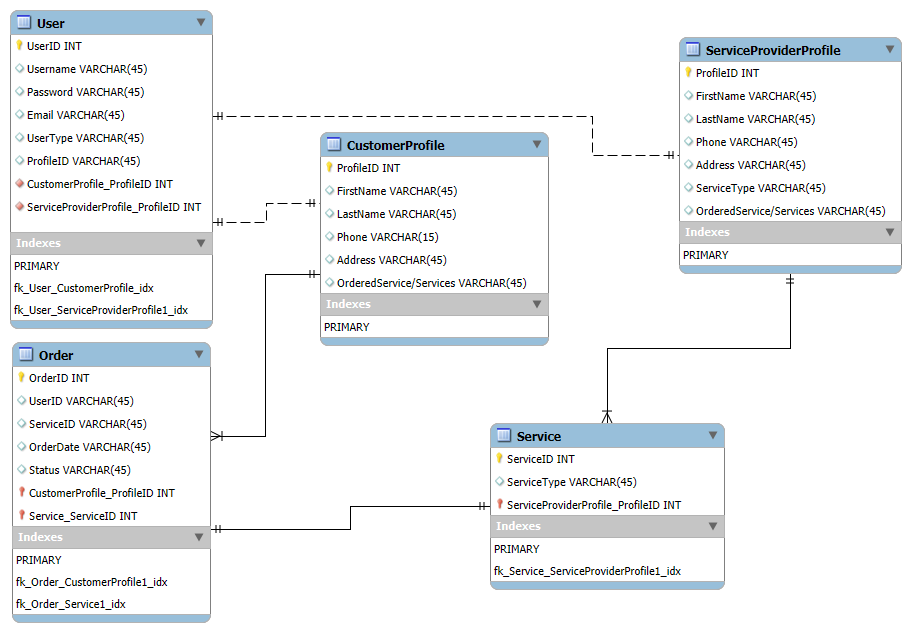


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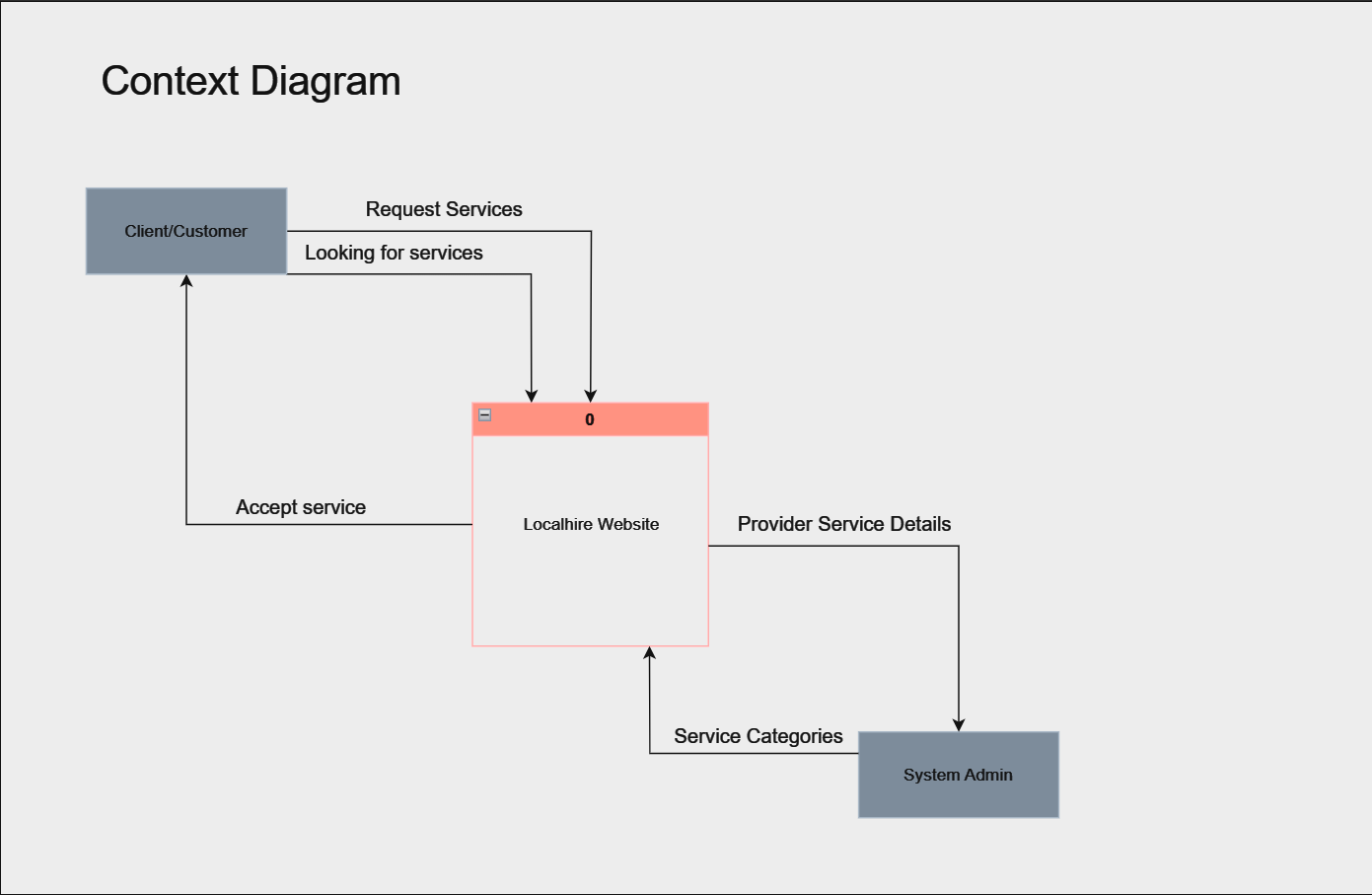


**V.**

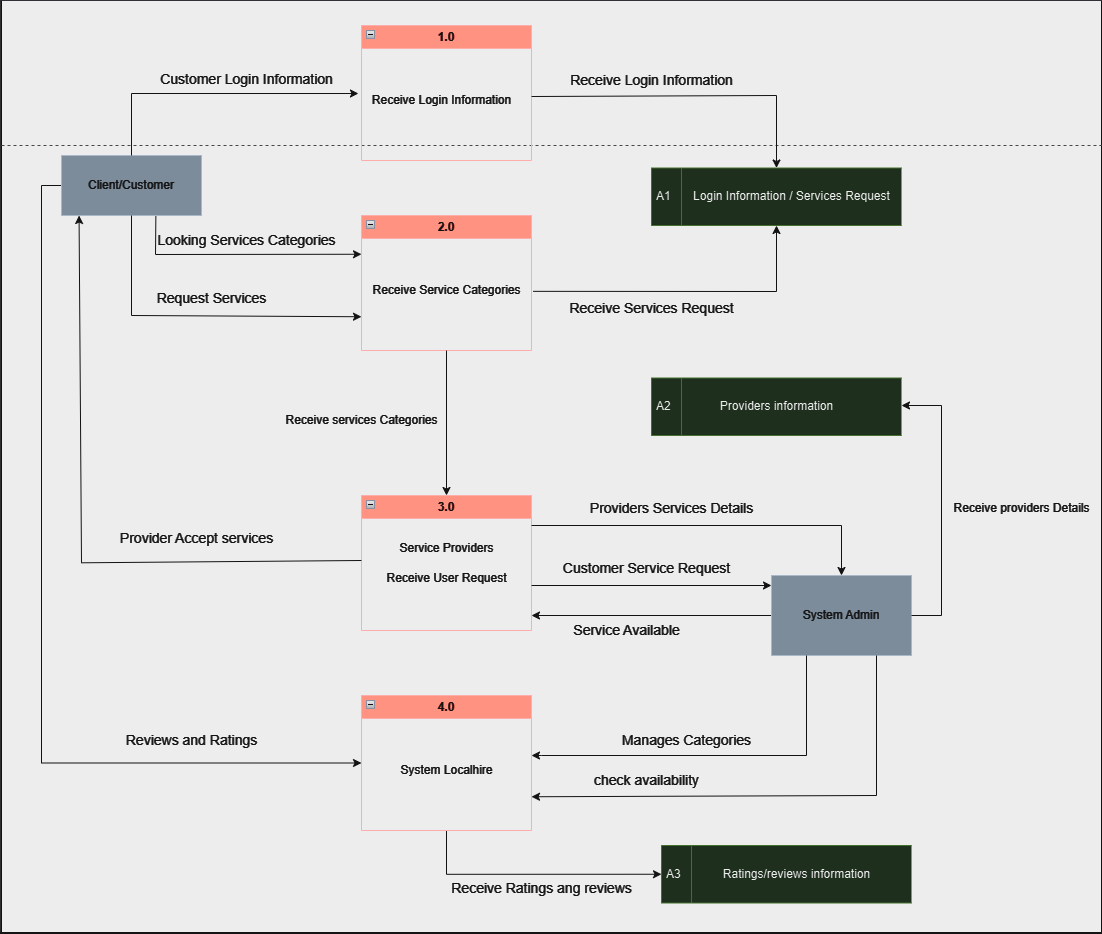
1. **Entity Relationship Diagram**

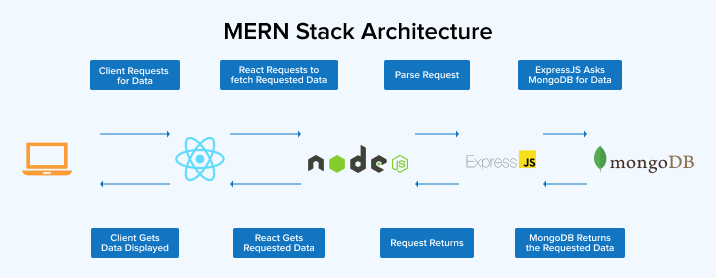


1. **Data flow Diagram**
2. **level 0**



1. **Level 1**



1. **System Architecture**

**Algorithm Discussion**

Comparison of the Algorithm (Strengths and Weaknesses)

Table: Algorithm Comparison