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**Correlation Between Shopee Voucher Utilization Rate and Impulsive Buying Tendency  
Among Senior High School Students: Basis in Crafting an Intervention Plan**

In Partial Fulfillment of the Requirements in  
**Practical Research II**

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### ABSTRACT

With the rise of online shops, numerous people prefer online shopping than the traditional ones. Past studies revealed that Shopee is the most prominent shopping application in the Philippines, which helps the consumers to easily acquire their wants and needs at a lower price. However, its negative impact can never be denied. One of these is impulsive buying tendency, which is highly affected by the Shopee vouchers. Thus, this study aims to determine the correlation between the Shopee voucher utilization rate and the impulsive buying tendency among MNHS-SHS students. The findings of this study may produce additional evidence-based data that would be beneficial in crafting an intervention plan regarding the impulsive buying tendency. Furthermore, the three hundred four (304) MNHS-SHS students sample size were selected through non-probability convenience sampling. In this research, a descriptive-correlational design as well as the Google forms survey was used. This study also utilized mean, standard deviation, and spearman's rank correlation as the statistical treatment to analyze the results. The findings revealed that MNHS-SHS students often utilize Shopee vouchers when purchasing Shopee items with a mean of  $M=4.09$ ,  $SD=1.13$ . The result also showed that MNHS-SHS students sometimes have an overall impulsive buying tendency in Shopee with a mean score of  $M=3.38$ ,  $SD=0.81$ . Additionally, this study revealed that there is a statistically significant moderate weak positive relationship between Shopee voucher utilization rate and the overall impulsive buying tendency among MNHS-SHS students with a spearman value of  $rs=0.35$ . Lastly, the findings indicate that an intervention plan is needed to lessen the impulsive buying tendencies of MNHS-SHS students, particularly when Shopee vouchers are available. Thus, the researchers recommended a seminar which will increase the financial literacy of the students to lower their impulsive buying tendencies.



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## INTRODUCTION

With the rise of online shops, numerous people prefer online shopping than the traditional ones as it offers a variety of choices and lower prices (Milhana, 2021). It was supported by a study of Milar et al. (2023) which reveals that a variety of products and discount vouchers are highly satisfying to the consumers. These factors are considered to be the edge of the online shops. Furthermore, different applications such as Lazada, TikTok Shop, Shein, Temu and Shopee are popular shopping apps. It provides products which may aid the needs and wants of humanity. However, the disadvantages of online shopping can never be denied. One of these is impulsive buying behavior, which is highly affected by the presence of discount vouchers (Nastiti and Nugroho, 2020).

AppMagic claims that Shopee is the most prominent shopping application in the Philippines in 2023. This shop helps the students to acquire their necessities from school supplies to their other wants. In contrast, Lim et al. (2024) reveals that Senior High School students at the University of Sto. Tomas in Manila, Philippines, spent ₱500 - ₱10,000 monthly for their Shopee purchases. Furthermore, a study by Corpin et. Al (2023) reveals that senior high school students at Southern Philippines Polytechnic College Inc., frequently skipped classes because of funds shortages, which resulted in their school drop out. This indicates that learners have insufficient knowledge in managing their finances, lack of self-control in terms of purchasing, and impulsive buying tendencies are present in them.

In addition, most learners are familiar with Shopee because of its numerous advertisements on different platforms, which are promoted by the popular people. Nastiti and Nugroho (2020) found that Shopee discount vouchers lead to more impulsive purchases, highlighting how time-limited offers create urgency. It agrees to the study of Lamis et al. (2022), which mentioned that excitement and the perceived value of discounts drive unplanned purchases. Therefore, understanding these factors is important for creating effective plans to reduce impulsive buying tendency among senior high school students.

Moreover, Uygun (2018) claims that impulsive buying tendency is viewed in three dimensions. The cognition dimension includes thoughts and decision-making processes in buying; the lack of planning dimension refers to the immediate purchase of a product without actual plans; and the



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hedonism dimension is emotion-related, which refers to the want of the people to experience shopping to lift up their mood.

An intervention plan in avoiding shopping temptation and increased knowledge in managing finances may aid this alarming issue. According to Nisa and Arief (2019) self-control has a partial positive impact on online shopping behavior. This allows students to think firstly about their doing in online shopping, and it can track their spending habits. In addition, Anisa et al. (2020) concluded that the higher financial literacy of the students, the lower their impulsive buying tendency.

Dwiyanti and Mandasari (2024) revealed the perspectives of sellers regarding the impact of Shopee vouchers on purchasing intention which may lead to impulsive buying. While a study of Nurainum and Syamsuri (2022) determined the view of the users on the same topic and makes use of advertising as an intervening variable. There is a gap in research describing the direct relationship between Shopee vouchers and the impulsive buying tendency of student consumers. Moreover, there is no existing research yet regarding this topic that is conducted in Meycauayan, whose population are the senior high school students of Meycauayan National High School. Hence, this gap addressed the need for Shopee voucher literacy and awareness in order to avoid the impulsive buying tendency. Thus, this research aimed to:

RO1. Describe the extent to which participants use Shopee vouchers when purchasing items in Shopee (voucher utilization rate).

RO2. Assess the impulsive buying tendencies of the participants in Shopee.

RO3. Identify if there is a significant relationship between Shopee voucher utilization rate and impulsive buying tendency of the participants.

RO4. Develop an intervention plan based on the findings of the study.

Shopee vouchers have wide effects that can be negative or positive. To ensure that students have knowledge about using shopee vouchers, enhancing their conceptual understanding is crucial. Therefore, there is a need to study about the buying behavior of a student to prevent the negative effects of shopee vouchers. This study aims to produce data that would be beneficial in crafting an intervention or seminar plan about proper use of vouchers to avoid impulsive buying tendency among MNHS-SHS learners. This study may contribute to a realization that buying smartly is necessary. Furthermore, this research produces additional evidence-based data, which may serve as a baseline in crafting an intervention plan to resolve issues regarding impulsive buying tendency.



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## STATEMENT OF THE PROBLEM

This research aimed to determine the correlation between Shopee voucher utilization rate and the impulsive buying tendency among MNHS-SHS students. Specifically, it also deals to answer the following problems:

RQ1. How frequent do senior high school students purchase a product when Shopee vouchers are available?

RQ2. How may the impulsive buying tendencies of the participants be described in the study?

RQ3. Is there any significant relationship between Shopee voucher utilization rate and impulsive buying tendency of the participants in terms of:

- a. Cognition Dimension
- b. Lack of Planning Dimension
- c. Hedonism Dimension
- d. Overall Impulsive Buying Tendency

RQ4. What intervention plan can be recommended based on the findings of the study?

## SIGNIFICANCE OF THE STUDY

The findings of this study will determine the correlation between Shopee voucher utilization rate and impulsive buying tendency among MNHS-SHS learners. This study is expected to contribute to the crafting of an intervention plan in order to aid the students' lack of knowledge about using vouchers and the strategies in avoiding impulsive buying tendencies in Shopee, particularly when vouchers are available.

The findings of this study would be beneficial to the following:

**Learners.** This study will be able to educate the learners by knowing the possible effect of being unaware on using Shopee vouchers. Furthermore, if senior high school students are exposed to a





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seminar it can help them to prevent impulsive buying tendencies and any negative effect while using the vouchers.

**Shopee Users.** The results of this study would benefit Shopee users with a new knowledge about proper use of Shopee vouchers. With that it can prevent the Shopee users impulsive buying tendency.

**School Personnel.** The findings of this study may help the school personnel on what actions should they implement to reduce or eliminate the impulsive buying tendency among MNHS-SHS learners.

**Future Researchers.** The outcome of this study can help the future researchers to gain knowledge about Shopee voucher utilization rate and impulsive buying tendency. Although this study is limited only to students, future researchers can use this study to conduct a seminar and test if there is an improvement on the knowledge of consumers about Shopee voucher usage. Future researchers may use the outcome of this research to study the gaps. This study may serve as a reference in providing information related to the relationship of Shopee voucher utilization rate and the impulsive buying tendencies.

## SCOPE AND DELIMITATION

The scope of this study is specific on the relationship between Shopee voucher utilization rate and impulse buying tendency among MNHS-SHS learners. Since the three hundred and two (302) minimum recommended sample size has been achieved, participants can represent the whole population. Thus, the findings of this study can be generalized to the whole MNHS-SHS learners.

However, this study was limited to online shopping in Shopee, and the outcomes are not transferable to other shopping platforms. Due to time limitations, this study was only specific to the MNHS-SHS learners. Thus, the findings do not apply to all MNHS learners and students in other schools. Lastly, the survey instruments are particular in this study, results may vary due to the differences of the instruments and respondents. The findings of this study are specific on the topic and must be objectively interpreted considering the study's scope and delimitation.





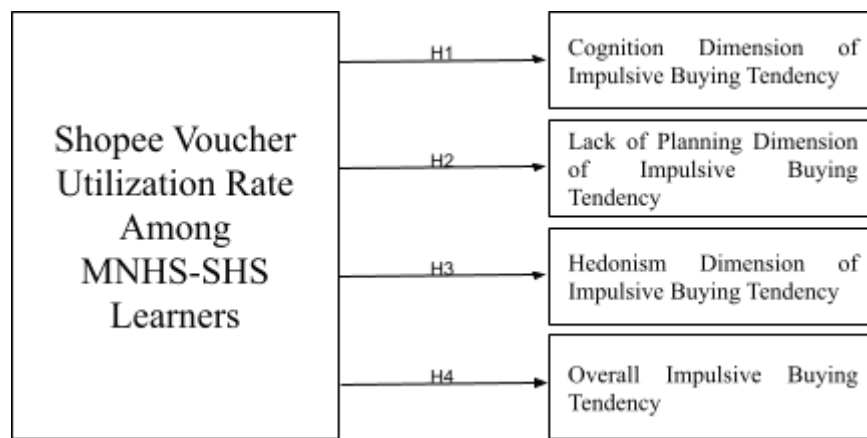
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## CONCEPTUAL FRAMEWORK

**Figure 1.**

*Conceptual Framework*



## Null Hypotheses

*H<sub>1</sub>: There is no significant relationship between Shopee voucher utilization rate and the cognition dimension of impulsive buying tendency among senior high school students of Meycauayan National High School.*

*H<sub>2</sub>: There is no significant relationship between Shopee voucher utilization rate and the lack of planning dimension of impulsive buying tendency among senior high school students of Meycauayan National High School.*

*H<sub>3</sub>: There is no significant relationship between Shopee voucher utilization rate and the hedonism dimension of impulsive buying tendency among senior high school students of Meycauayan National High School.*

*H<sub>4</sub>: There is no significant relationship between Shopee voucher utilization rate and the overall impulsive buying tendency among senior high school students of Meycauayan National High School.*



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## METHODOLOGY

### RESEARCH DESIGN

This research utilized a quantitative research method, which indicates that numerical data will be collected and analyzed data using statistics (Bhandari, 2020). Furthermore, a descriptive-correlational research design will be used for this study to determine the relationship between Shopee voucher utilization rate and impulsive buying tendency among MNHS-SHS students. According to Bhandari (2021), descriptive-correlational research design involves examining the relationship between variables without manipulations.

### POPULATION AND SAMPLE

The population of this study is the senior high school students at Meycauayan National High School which consists of one thousand three hundred ninety-five (1395) learners. According to Typeset.io (2024), senior high school students are proven to have online impulsive behavior, which is affected by flash sales, free shipping vouchers, hedonic shopping motivations, and curiosity. Moreover, the sample size of the research is calculated in the Raosoft Sample Size Calculator. Raosoft recommends three hundred two (302) students as a minimum sample size for this study. Thus, the researchers conducted a survey involving a sample size of three hundred four (304) MNHS-SHS students, which were selected through non-probability convenience sampling. It is a sampling technique where participants are selected because they are the most accessible to the researchers (Nikolopoulou, 2023).



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**Figure 2.**  
*Raosoft Online Sample Size Calculator*

## RESEARCH TOOL/INSTRUMENT

The researchers used an online questionnaire through Google forms survey, as a tool for gathering data. This study uses a 5-point Likert scale: 5-always, 4-often, 3-sometimes, 2-rarely, and 1-never. "The Proposed Impulsive Buying Tendency Scale" from the study of Uygur (2018) has been the basis of the researchers in crafting a questionnaire to measure the frequency level of impulsive buying tendency. The researchers also included an additional statement to the questionnaire to measure the Shopee voucher utilization rate. The Google forms survey underwent one expert validator validation since it already has a basis. This survey questionnaire is beneficial in determining the correlation between Shopee voucher utilization rate and impulsive buying tendency among MNHS-SHS learners.



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The table below shows the survey questionnaire used in this study:

**Table 1.**  
*Survey Questionnaire*

Statements	5	4	3	2	1
<b>Shopee Voucher Utilization Rate</b>					
1. I use Shopee vouchers when buying items in Shopee.					
<b>Impulsive Buying Tendency</b>					
<b>Cognition Dimension</b>					
2. I immediately buy a product on Shopee if I believe it is useful.					
3. If I believe I need to use it, I can buy a Shopee product immediately.					
<b>Lack of Planning Dimension</b>					
4. I bought more Shopee products on the spot than I had previously planned.					
5. I bought things on Shopee without any previous intention to buy it that day.					
6. I bought Shopee items I never thought about at all before shopping.					
7. Salespeople make me buy a Shopee product I have not thought about before.					
<b>Hedonism Dimension</b>					
8. It makes me happy to shop unplanned on Shopee.					
9. I bought products on Shopee to lift my mood at that moment.					
10. It is fun to buy things on Shopee immediately.					
11. I bought Shopee items according to how I felt at that moment.					



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## DATA COLLECTION/ RESEARCH PROCEDURES

This study employs the five-stage research processes model - conceptualization phase, design phase, empirical phase, analytical phase and dissemination phase. Research process involves a set of steps and actions needed, to effectively conduct a research as follows (Singh, 2021):

1. *Conceptualization Phase.* The researchers have observed and experienced being an impulsive buyer when Shopee vouchers are available. Furthermore, upon reading related literature, the researchers determine the alarming impulsive buying tendency among senior high school students in Manila, Philippines. Previous studies also revealed that the Shopee voucher has a significant effect on the purchasing intention of the students which may lead to impulsive buying tendency. Thus, the researchers decided to select this topic, to determine the relationship between Shopee voucher utilization rate and impulsive buying tendency. The result of this study will serve as a basis for crafting an intervention plan regarding the issue.
2. *Design Phase.* The researchers identified specific objectives for the topic and aligned research questions that will be answered in the result part. The researchers used the quantitative method and decided to utilize the descriptive-correlational design in order to identify the relationship between the Shopee voucher utilization rate and the impulsive buying tendency which is divided into three (3) dimensions: cognition dimension, lack of planning dimension, and the hedonism dimension. The researchers decided to revise, and add additional statements to the basis questionnaire. The researchers then constructed an online questionnaire through Google Forms survey that will be used in the data collection and decided to use the non-probability convenience sampling technique. Furthermore, the selected population is the senior high school students at Meycauayan National High School, and the minimum sample size of this study is calculated in the Raosoft Sample Size Calculator, which is three hundred two (302) students.
3. *Empirical Phase.* The researchers began to ask the MNHS-SHS students if they are Shopee users. A Google Forms survey link was sent to the Messenger of MNHS-SHS Shopee users. The researchers realized that this strategy is not enough to cover a minimum of three hundred two (302) students because of the slow progress on the number of responses. Thus, the researchers decided to come to each MNHS-SHS classroom and select students who agreed to answer the Google Forms survey. The researchers verbally asked the students if they are Shopee users; only Shopee users have been surveyed. The respondents have answered the survey on the device of the researchers to ensure that their responses will be recorded. The three (3) invalid



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responses: two (2) answered “I do not agree” on the consent form, and the other one (1) respondent, who is not an MNHS-SHS learner, has been deleted. The Google Forms survey link was closed when it reached three hundred four (304) valid responses from all of the strands in different sections of both grade 11 and 12 learners at Meycauayan National High School.

4. *Analytical Phase.* The researchers have transferred the raw data responses from Google Forms to Excel to calculate the data. The mean score and standard deviation of the Shopee voucher utilization rate and the overall impulsive buying tendency, together with each of its three dimensions (cognition dimension, lack of planning dimension, and hedonism dimension), have been computed to answer the RO1 and RO2, respectively. Furthermore, to answer the RO3, the researchers calculated Spearman’s correlation in Excel by first getting the rank of the Shopee voucher utilization rate and the rank of the mean of each impulsive buying tendencies with a formula of: =RANK.AVG(number, ref, order). The researchers then used the calculated rank to compute its correlation with a formula of: =CORREL(array 1, array 2). The researchers also utilize the Statistics Kingdom Online Correlation Calculator to confirm that the result of Spearman's Rank Correlation in Excel is accurate. It also provides the needed p-value to interpret the findings.
5. *Dissemination Phase.* The researchers are planning to publish this study on online websites to publicly disseminate the findings. This will allow greater accessibility for other researchers to prove and acquire data related to Shopee voucher utilization, impulsive buying tendencies, as well as their correlation. The result of this study may contribute to existing literature, which may serve as evidence to support and strengthen the findings of future researchers. Furthermore, the researchers aim to disseminate the findings to the high-position school personnel as it may serve as a basis for crafting a seminar that will raise awareness regarding the impulsive buying tendencies among MNHS-SHS learners, particularly when vouchers are available.

## DATA ANALYSIS

Mean and Standard Deviation were utilized to interpret the result of the data gathered. The researchers used the calculation of mean and standard deviation to assess the Shopee voucher utilization rate and the impulsive buying tendency among MNHS-SHS learners.

The data on the next page shows how the mean of Shopee voucher utilization rate and impulsive buying tendencies were interpreted in this study:



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**Table 2.**

*Shopee Voucher Utilization Rate and Impulsive Buying Tendencies Among MNHS-SHS learners Interpretation*

	Value	Range
Never	1	1.00-1.80
Rarely	2	1.81-2.60
Sometimes	3	2.61-3.40
Often	4	3.41-4.20
Always	5	4.21-5.00

Spearman's Rank Correlation was also applied in this study to identify if there is a significant relationship between the Shopee voucher utilization rate and the impulsive buying tendency among MNHS-SHS learners. Spearman's rank correlation is a non-parametric rank statistic that measures the relationship strength between ordinal variables (Bocianowski et al., 2023).

The data below shows how the relationship strength between Shopee voucher utilization rate and impulsive buying tendencies will be interpreted in this study (EZ SPSS, 2024):

**Table 3.**

*Relationship Strength Interpretation*

Relationship Strength Between Variables	Positive	Negative
Weak	0.10 to 0.29	-0.10 to -0.29
Moderate	0.30 to 0.49	-0.30 to -0.49
Strong	0.50 to 1.00	-0.50 to -1.00





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The data below shows the summary of the alignment of research objectives, statement of the problem, instrument, and how the collected data were analyzed in this study:

**Table 4.**  
*Data Analysis*

Research Objective	Research Question	Instrument	Data Analysis
RO1. Describe the extent to which participants use Shopee vouchers when purchasing items in Shopee (voucher utilization rate).	RQ1. How frequent do Senior High School students purchase a product when Shopee vouchers are available?	Online questionnaire through Google Forms survey using 5-point likert scale to determine the frequency level.	<ul style="list-style-type: none"><li>• Mean</li><li>• Standard Deviation</li></ul>
RO2. Assess the impulsive buying tendencies of the participants.	RQ2. How may the impulsive buying tendencies of the participants be described in the study?	Online questionnaire through Google forms survey using 5-point likert scale to determine the frequency level.	<ul style="list-style-type: none"><li>• Mean</li><li>• Standard Deviation</li></ul>
RO3. Identify if there is a significant relationship between voucher utilization rate and impulsive buying tendency of the participants.	RQ3. Is there any significant relationship between Shopee voucher utilization rate and impulsive buying tendency of the participants?	Comparing the data results from online questionnaire through Google forms survey using 5-point likert scale to determine the relationship between variables.	<ul style="list-style-type: none"><li>• Spearman's Rank Correlation</li></ul>
RO4. Develop an intervention plan based on the findings of the study.	RO4. What intervention plan can be recommended based on the findings of the study.	Based on the result of online questionnaire through Google forms survey using 5-point likert scale	



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## RESULTS AND DISCUSSION

This part of the research presents the result and discussion of the collected data from the three hundred four (304) MNHS-SHS students respondents, which answered the statement of the problem: RQ1. How frequent do Senior High School students purchase a product when Shopee vouchers are available? RQ2. How may the impulsive buying tendencies of the participants be described in the study? RQ3. Is there any significant relationship between Shopee voucher utilization rate and impulsive buying tendency of the participants? RQ4. What intervention plan can be recommended based on the findings of the study? Furthermore, the results were presented in alignment with the research objectives.

### RO1. Shopee Voucher Utilization Rate Among MNHS-SHS Students

Shopee vouchers offer significant discounts for the customer enhancing the affordability of products. In addition, this result reveals how frequent do the MNHS-SHS learners utilize Shopee vouchers when purchasing Shopee items.

Displayed in Table 5 were the results of the frequency level of Shopee voucher utilization rate among MNHS-SHS student participants.

**Table 5.**

*Mean, Standard Deviation, and Verbal Interpretation of Shopee Voucher Utilization Rate*

	Mean	Standard Deviation	Verbal Interpretation
<b>Shopee Voucher Utilization Rate</b>	4.06	1.13	Often

*Note: 1.00-1.80 is never, 1.81-2.60 is rarely, 2.61-3.40 is sometimes, 3.41-4.20 is often, and 4.21-5.00 is always.*

Table 5 revealed that the Shopee voucher utilization rate among MNHS-SHS students is interpreted as “often” with a mean score of  $M = 4.06$ ;  $SD = 1.13$ . This implies that MNHS-SHS participants often used Shopee vouchers when purchasing Shopee items. This agrees with the study of Prasetyo et al. (2019) which claims that the larger the discount granted by Shopee, the greater the purchasing transactions. Students used Shopee vouchers to afford products.



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## **R02. Impulsive Buying Tendencies on Shopee Among MNHS-SHS Students**

Impulsive buying tendencies on Shopee refers to the immediate purchase of Shopee items without having considerations. In this study, it is viewed in three (3) dimension; cognition dimension refers on the decision-making whether to purchase or not purchase the useful and needed Shopee items, lack of planning dimension refers to the purchase of Shopee items on the spot and without actual plan, and hedonism dimension refers to the purchase of Shopee items to lift up their mood. Furthermore, this result reveals the impulsive buying tendencies on Shopee among MNHS-SHS learners.

Table 6 displayed the mean score and standard deviation of impulsive buying tendencies of the students, which is divided into three (3) dimensions.

**Table 6.**

*Mean, Standard Deviation, and Verbal Interpretation of Impulsive Buying Tendencies*

Impulsive Buying Tendencies	Mean	Standard Deviation	Verbal Interpretation
Cognition Dimension	3.80	0.86	Often
Lack of Planning Dimension	3.04	0.99	Sometimes
Hedonism Dimension	3.51	0.98	Often
Overall	3.38	0.81	Sometimes

*Note: 1.00-1.80 is never, 1.81-2.60 is rarely, 2.61-3.40 is sometimes, 3.41-4.20 is often, and 4.21-5.00 is always.*

The data revealed that the calculated mean for the cognition dimension is  $M = 3.80$ ;  $SD = 0.86$  which is interpreted as “often.” This implies that MNHS-SHS student respondents often purchased useful and needed Shopee products immediately. It agrees to the Customer Value Theory, particularly the perceived value, which states that consumers purchase beneficial products to meet their needs and expectations (Kopp, 2020).

Furthermore, the mean score for the lack of planning dimension is  $M = 3.04$ ;  $SD = 0.99$  is interpreted as “sometimes.” This signifies that MNHS-SHS student participants sometimes purchase Shopee products on the spot without an actual plan. It was supported by the study of



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Kato and Hoshino (2022), which claimed that consumers make unplanned purchases, particularly on new products.

Moreover, the hedonism dimension is interpreted as “often” with a mean score of  $M = 3.51$ ;  $SD = 0.98$ . This result indicates that the MNHS-SHS student respondents often purchased Shopee products to lift up their mood. It agrees to the findings of Abrogar (2022), it revealed that Senior High School students make rush purchases as a result of stress.

The table also revealed that MNHS-SHS student participants “sometimes” have an overall impulsive buying tendency with a mean score of  $M = 3.38$ ;  $SD = 0.81$ . This implies that the respondents sometimes have an impulsive buying tendency. They sometimes purchased Shopee products immediately and without planning to lift their moods. It was supported by the study of Gulfray (2022) which found out that online shopping customer experience positively affects the impulsive buying tendencies.

The result found that the cognition dimension of impulsive buying tendency has the highest mean score of  $M = 3.80$ ;  $SD = 0.86$ . This revealed that among the three (3) dimensions, the cognition dimension is the most dominant present impulsive buying tendencies in the participants. This implies that MNHS-SHS learners most often to immediately purchase Shopee items when it is needed and useful, rather than on the spot and to lift up their mood.

### **RO3. Correlation Between Shopee Voucher Utilization Rate and Impulsive Buying Tendency Among MNHS-SHS Students**

This result revealed the relationship strength between the Shopee voucher utilization rate and the impulsive buying tendencies among MNHS-SHS learners. Decisions in accepting and rejecting the null hypothesis are also shown in these findings.

Table 7 presents the Spearman's Rank Correlation between Shopee voucher utilization rate and impulsive buying tendencies divided into three (3) dimensions among MNHS-SHS student respondents.



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**Table 7.**

*Spearman's Rank Correlation Between Shopee Voucher Utilization Rate and Impulsive Buying Tendencies Among MNHS-SHS Students*

Correlation to Shopee Voucher Utilization Rate	M	SD	p-value	Verbal Interpretation	$r_s$	Verbal Interpretation	Decision
<b>Cognition Dimension</b>	3.80	0.86	0.0000008078	significant	0.28	weak positive	Reject the $H_1$
<b>Lack of Planning Dimension</b>	3.04	0.99	0.0000009716	significant	0.28	weak positive	Reject the $H_2$
<b>Hedonism Dimension</b>	3.51	0.98	0.00000002326	significant	0.31	moderate positive	Reject the $H_3$
<b>Overall</b>	3.38	0.81	0.0000000004273	significant	0.35	moderate positive	Reject the $H_4$

Note: p-value verbal Interpretation range: p-value  $< 0.05$  is statistically significant,  $r_s$ -value verbal interpretation range: 0.10 to 0.29 is weak positive, 0.30 to 0.49 is moderate positive, 0.50 to 1.00 is strong positive, -0.10 to -0.29 is weak negative, -0.30 to -0.49 is moderate negative, and -0.50 to -1.00 is strong negative.

The result showed that there is a statistically significant weak positive relationship between the Shopee voucher utilization rate and the cognition dimension of impulsive buying tendency ( $p=0.0000008078$ ,  $r_s=0.28$ ) with a mean score of  $M=3.80$ ;  $SD=0.86$ . This signifies that an increase in the frequency of Shopee voucher utilization rate is also a slight increase in the cognition dimension frequency. Thus, the  $H_1$ : *There is no significant relationship between Shopee voucher utilization rate and the cognition dimension of impulsive buying tendency among senior high school students of Meycauayan National High School* has been rejected. In addition, Bacay et al. (2022) claimed that offering free vouchers and discount deals to consumers, as well as the timing of events, have a significant impact on Shopee users' purchase decision.

The table also indicates that there is a statistically significant weak positive relationship between the Shopee voucher utilization rate and the lack of planning dimension ( $p=0.0000009716$ ,  $r_s=0.28$ ) with a calculated mean of  $M=3.04$ ;  $SD=0.99$ . This indicates that as the frequency level of the Shopee voucher utilization rate increases, the lack of planning frequency of the participants also increases slightly. Thus, the  $H_2$ : *There is no significant relationship between Shopee voucher utilization rate and the lack of planning dimension of impulsive buying tendency*



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*among senior high school students of Meycauayan National High School* has been rejected. It was supported by the study of Putri et al. (2024) which claims that discounts may lead to the increase of unplanned shopping.

Moreover, the result showed that there is a statistically significant moderate positive relationship between the Shopee voucher utilization rate and hedonism dimension ( $p=0.00000002326$ ,  $r_s=0.31$ ) with a mean score of  $M=3.51$ ;  $SD=0.98$ . This implies that when the frequency level of the Shopee voucher utilization rate increases, hedonism dimension frequency also increases moderately. Thus, the  $H_3$ : *There is no significant relationship between Shopee voucher utilization rate and the hedonism dimension of impulsive buying tendency among senior high school students of Meycauayan National High School* has been rejected. Also, according to Anggarwati et al. (2023), price discount and promotion has a direct positive and significant impact on hedonic shopping behavior.

In addition, the result revealed that there is a statistically significant moderate positive relationship between the Shopee voucher utilization rate and the overall impulsive buying tendency among participants ( $p=0.0000000004273$ ,  $r_s=0.35$ ) with a mean score of  $M = 3.38$ ;  $SD= 0.81$ . This implies an increase frequency of Shopee voucher utilization rate, is also a moderate increase in the overall impulsive buying tendency among MNHS-SHS participants. Thus, the  $H_4$ : *There is no significant relationship between Shopee voucher utilization rate and the overall impulsive buying tendency among senior high school students of Meycauayan National High School* has been rejected. Furthermore, it was supported by the study Fernandez et al. (2022) which claims that Shopee price discounts significantly drive impulse buying behavior.

The result also revealed that among the three (3) dimensions, the hedonism dimension has the highest correlation to the Shopee voucher utilization rate. This implies that the hedonism dimension is the most affected by the Shopee voucher utilization rate among the three (3) dimensions of impulsive buying tendency.





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#### RO4. Action Plan to Reduced Impulsive Buying Tendencies caused by Shopee Vouchers

Displayed in Table 8 were the proposed action plan to reduce the impulsive buying tendency caused by Shopee vouchers among MNHS-SHS students.

**Table 8.**

*Proposed Action Plan on Reducing Impulsive Buying Tendencies caused by Shopee Vouchers*

Correlation to Shopee Voucher Utilization Rate	Basis	Proposed Actions	Time Duration	Persons Involved	Target Result
<b>Cognition Dimension</b>	The result showed that there is a statistically significant weak positive relationship between the Shopee voucher utilization rate and the cognition dimension of impulsive buying tendency among MNHS-SHS participants.	The researchers propose to conduct a seminar that aims to enhance the financial literacy of the learners for effective budgeting practices and improve their self-control in purchasing Shopee items. The session should tackle strategies for avoiding shopping temptations and reducing the impulsive buying tendencies, particularly in relation to the influence of Shopee vouchers. This proposed action was supported by the study of Anisa et al. (2020), which concluded that the higher financial literacy of the students, the lower their impulsive buying tendency.	Students should have one (1) hour on every catch-up Friday for a month allotted for the seminars that will be conducted inside the school.	<b>Bachelor of Science in Business Administration, Major in Financial Management graduates</b> will be invited to be a guest speaker in the seminar as they have an expertise in the field of finance.  <b>MNHS-SHS learners</b> will be invited to participate in the seminar to increase their knowledge on managing their finances.  <b>MNHS-SHS teachers</b> will be expected to facilitate the seminar.	Reduced usage of Shopee when the purchase is unnecessary and especially when there are vouchers to avoid being impulsive. Improved decision-making process of the learners on purchasing Shopee items with vouchers.
<b>Lack of Planning Dimension</b>	The findings revealed that there is a statistically significant weak positive relationship between the Shopee voucher utilization rate and the lack of planning dimension among MNHS-SHS participants.				Increased and improved planning and budgeting strategies when purchasing Shopee items with Shopee vouchers.
<b>Hedonism Dimension</b>	The result indicates that there is a significant moderate positive relationship between the Shopee voucher utilization rate and hedonism dimension among MNHS-SHS participants.				Reduced tendency of impulsive buying by not purchasing because of being overwhelmed by the Shopee vouchers.
<b>Overall Impulsive Buying Tendency</b>	The findings revealed that there is a significant moderate positive relationship between the Shopee voucher utilization rate and the overall impulsive buying tendency among MNHS-SHS participants.				Reduced overall impulsive buying tendencies caused by Shopee vouchers among MNHS-SHS learners and more educated learners in managing their purchases.





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The result of RO1, RO2, and RO3 reveals that MNHS-SHS learners often utilize Shopee vouchers, they often have an overall impulsive buying tendency, and it indicates that there is a statistically significant moderate positive relationship between Shopee voucher utilization rate and impulsive buying tendency among MNHS-SHS learners. Furthermore, Anisa et al. (2020) concluded that the higher the financial literacy of the students, the lower their impulsive buying tendency. This implies that there is a need to conduct an action plan which will reduce the impulsive buying tendency of the MNHS-SHS students particularly when Shopee vouchers are available. Thus, the researchers proposed to have a seminar that focuses on enhancing the financial literacy of the students as well as improving their self-control when purchasing Shopee items.

## CONCLUSION

This study aimed to determine the Shopee voucher utilization rate and the impulsive buying tendencies among MNHS-SHS learners, as well as their correlation to each other. The researchers have gathered the data using online questionnaire through Google Forms survey. Based on the result, the researchers have drawn a conclusion to answer the research questions. The major findings of this study are presented in alignment with the research objectives:

1. The results of the study concluded that MNHS-SHS students *often* utilize Shopee vouchers when purchasing Shopee items.
2. This study also found out the impulsive buying tendencies among MNHS-SHS learners which are divided into three (3) dimensions:
  - a. MNHS-SHS learners *often* immediately purchase Shopee items if it is useful and needed (cognition dimension of impulsive buying tendency).
  - b. MNHS-SHS learners *sometimes* purchase Shopee items on the spot and without actual plan (lack of planning dimension of impulsive buying tendency).
  - c. MNHS-SHS learners *often* purchase Shopee items to lift up their mood at that moment (hedonism dimension of impulsive buying tendency).



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- d. MNHS-SHS learners *sometimes* have an overall impulsive buying tendency when purchasing Shopee items (overall impulsive buying tendency).
3. The findings of this study revealed the correlation between the Shopee voucher utilization rate and impulsive buying tendencies which are viewed in three (3) dimensions:
    - a. There is a *statistically significant weak positive relationship* between the Shopee voucher utilization rate and the cognition dimension of impulsive buying tendency among MNHS-SHS learners. This means that an increase in the frequency of Shopee voucher utilization rate, is also a slight increase in the cognition dimension frequency of impulsive buying tendency.
    - b. There is a *statistically significant weak positive relationship* between the Shopee voucher utilization rate and the lack of planning dimension of impulsive buying tendency among MNHS-SHS learners. This indicates that as the frequency level of the Shopee voucher utilization rate increases, the lack of planning frequency of the participants also increases slightly.
    - c. There is a *statistically significant moderate positive relationship* between the Shopee voucher utilization rate and hedonism dimension among MNHS-SHS learners. This signifies that when the frequency level of the Shopee voucher utilization rate increases, hedonism dimension frequency also increases moderately.
    - d. There is a *statistically significant moderate positive relationship* between the Shopee voucher utilization rate and the overall impulsive buying tendency among MNHS-SHS learners. This implies that an increase frequency of Shopee voucher utilization rate, is also an increase in the overall impulsive buying tendency.
  4. Based on the results of RO1, RO2, and RO3, the researchers concluded that an action plan in the form of a seminar is recommended to reduce the impulsive buying tendency of the MNHS-SHS students, particularly when Shopee vouchers are available.



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## RECOMMENDATIONS

The researchers recommends the following matters for further improvement of the study:

1. Learners may participate in seminars conducted in school, which will enhance their knowledge in controlling self-temptation to impulsively purchase a product, particularly when Shopee vouchers are available.
2. Shopee Users may observe their purchasing frequency when Shopee vouchers are available. They may search for an article that recommends effective strategies for managing and limiting their purchases particularly when Shopee vouchers are available, to reduce the impulsive buying tendencies.
3. Future researchers may include a control item on the survey questionnaire to ensure that the respondents have carefully read and comprehended the statements, as well as the questions before answering. This allows the researchers to delete the invalid responses, which will increase the reliability of the results. Since the researchers only verbally asked the respondents if they are Shopee users, future researchers may also add question in the questionnaire, which will confirm that the respondents are Shopee users.
4. School personnel should consider the findings of this study to conduct a seminar to reduce the impulsive buying tendency of MNHS-SHS learners.
5. The use of probability random sampling in selecting participants is recommended to reduce and eliminate biases in the responses.
6. This study may also be conducted in other populations to determine if the results are aligned with each other or if it varies in every location.
7. Discounts and vouchers from other online shops that are prominent in the research population, may also be correlated with impulsive buying tendencies.
8. The correlation between discount voucher utilization rate and the impulsive buying tendencies in different online shops may also be compared, to reveal which among the e-commerce platforms have the strongest relationship between the discount vouchers and the impulsive buying tendency



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[https://scholar.google.com/scholar?hl=en&as\\_sdt=0%2C5&q=discount+vouchers+unplanned+shopping+students&btnG=#d=gs\\_qabs&t=1731596188662&u=%23p%3DkuSx-2ZiJyAJ](https://scholar.google.com/scholar?hl=en&as_sdt=0%2C5&q=discount+vouchers+unplanned+shopping+students&btnG=#d=gs_qabs&t=1731596188662&u=%23p%3DkuSx-2ZiJyAJ)





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**EDUCATIONAL BACKGROUND**

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With Honors

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Accountancy, Business and Management  
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School-based Research Congress 2024 Best Research Project for ABM Strand  
School-based Research Congress 2024 Third Place Winner for Best Research Project

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**REFERENCES**

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I hereby certify that the information above is truthful.

\_\_\_\_\_  
Signature of the Researcher above Printed Name



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Accountancy, Business and Management

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**REFERENCES**

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**REFERENCES**

**Angelica S. Belza**

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---

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**Secondary - Senior High School: Meycauayan National High School (2023 - present)**  
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School-based Research Congress 2024 Qualifier  
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**REFERENCES**

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**EDUCATIONAL BACKGROUND**

**Primary School: Heritage Homes Elementary School (2013-2019)**  
With Honors

**Secondary - Junior High School: Heritage Homes Integrated School (2019 - 2023)**

**Secondary - Senior High School: Meycauayan National High School (2023 - present)**

Accountancy, Business and Management

With Honors

School-based Research Congress 2024 Qualifier

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**REFERENCES**

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**APPENDIX A**

**Survey Questionnaire**

**Figure A1.**

*Survey Questionnaire Basis*

**The Proposed Impulse Buying Tendency Scale**

Items	Mean	SD
<b>Cognition Dimension</b>		
1- I immediately buy a product / service if I believe it is useful.	3.58	1.03
2- If I believe I need to use it, I can buy a product / service immediately.	3.59	1.06
<b>Lack of Planning Dimension</b>		
3- I purchase more products / services on spot than I previously planned	3.24	1.10
4- I buy things without any previous intention to buy it that day.	2.99	1.10
5- I buy things I never thought about at all before shopping.	3.13	1.05
6- Sales people make me buy a product / service I have not thought about, before.	2.97	1.13
<b>Hedonism Dimension</b>		
7- It makes me happy to shop unplanned.	3.08	1.15
8- I buy a product / service to lift my mood that moment.	3.24	1.07
9- It is fun to buy things spontaneously.	3.27	1.04
10- I buy things according to how I feel at the moment.	3.38	1.02

**Note:** Response format 5-point Likert scale (1= completely disagree, 5= completely agree)



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**Figure A2.**

*Survey Assent Letter*

**Assent Letter**

A blessed day!

You are invited to participate in a study titled **“Correlation Between Shopee Voucher Utilization Rate and Impulsive Buying Tendency Among Senior High School Students: Basis in Crafting an Intervention Plan”**. The purpose of this study is to determine the relationship between Shopee voucher utilization rate and impulsive buying tendency of the senior high school students, which may serve as a basis in crafting an intervention plan. Your participation is voluntary, and you may withdraw at any time without penalty.

**Data Privacy Notice:**

In compliance with the **Data Privacy Act of 2012**, all information collected will be treated confidentially. Your data will only be used for this research, anonymized, and stored securely. You have the right to access, correct, or request deletion of your personal data.

By selecting "I agree" below, you consent to participate in this study and acknowledge that your personal data will be handled in accordance with the Data Privacy Act.

- ☐ I agree to participate  
☐ I do not agree to participate





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**Figure A3.**

*Survey Questionnaire*

**Survey Questionnaire**

**Name (Optional):**

**Age:**

**Section:**

**Sex:** O Female O Male

**Instructions:** Rate the frequency level by marking the column that corresponds to your answer in each item.

5 - Always

3 - Sometimes

1 - Never

4 - Often

2 - Rarely

Statements	5	4	3	2	1
<b>Shopee Voucher Utilization Rate</b>					
1. I use Shopee vouchers when buying items in Shopee.					
<b>Impulsive Buying Tendency</b>					
<b>Cognition Dimension</b>					
2. I immediately buy a product on Shopee if I believe it is useful.					
3. If I believe I need to use it, I can buy a Shopee product immediately.					
<b>Lack of Planning Dimension</b>					
4. I bought more Shopee products on the spot than I had previously planned.					
5. I bought things on Shopee without any previous intention to buy it that day.					
6. I bought Shopee items I never thought about at all before shopping.					
7. Salespeople make me buy a Shopee product I have not thought about before.					
<b>Hedonism Dimension</b>					
8. It makes me happy to shop unplanned on Shopee.					
9. I bought products on Shopee to lift my mood at that moment.					
10. It is fun to buy things on Shopee immediately.					
11. I bought Shopee items according to how I felt at that moment.					



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**APPENDIX B**

Data Collection

**Figure B1**

*Photo Documentation*





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**Figure B2**

*Respondents' Profile*

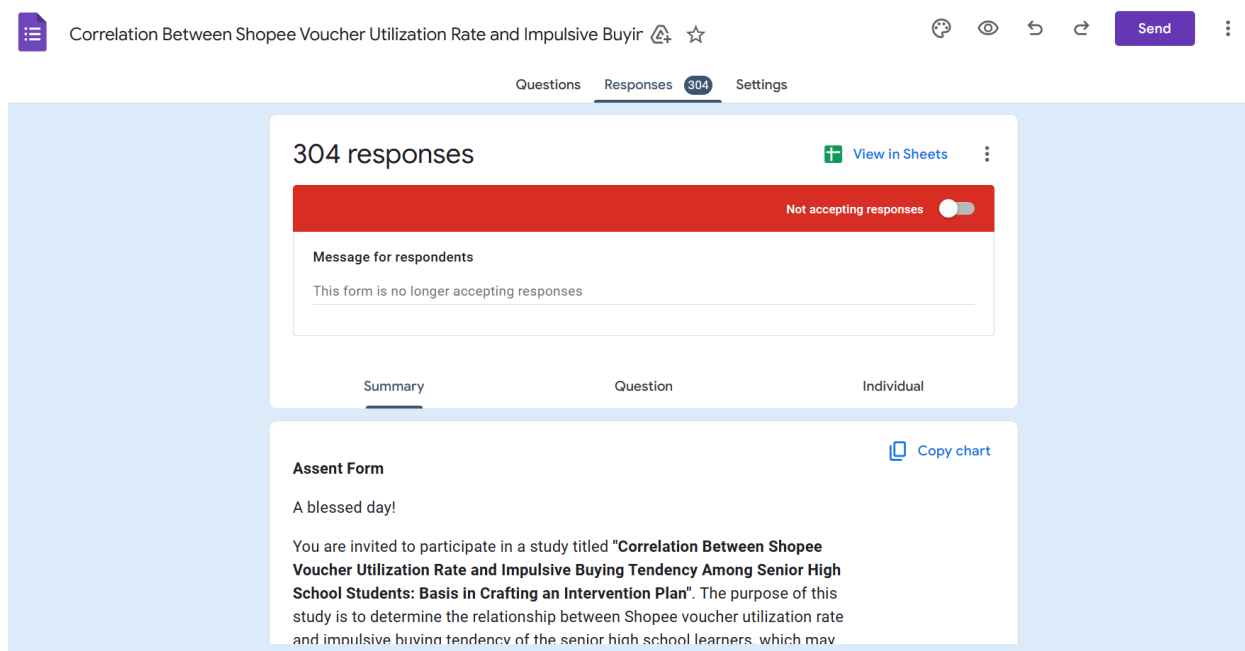
Strand	Number of Responses
ABM	57
GAS	56
HUMSS	57
STEM	33
HE	39
ICT	62
<b>Total</b>	<b>304</b>



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**Figure B3**

*Total Number of Responses*





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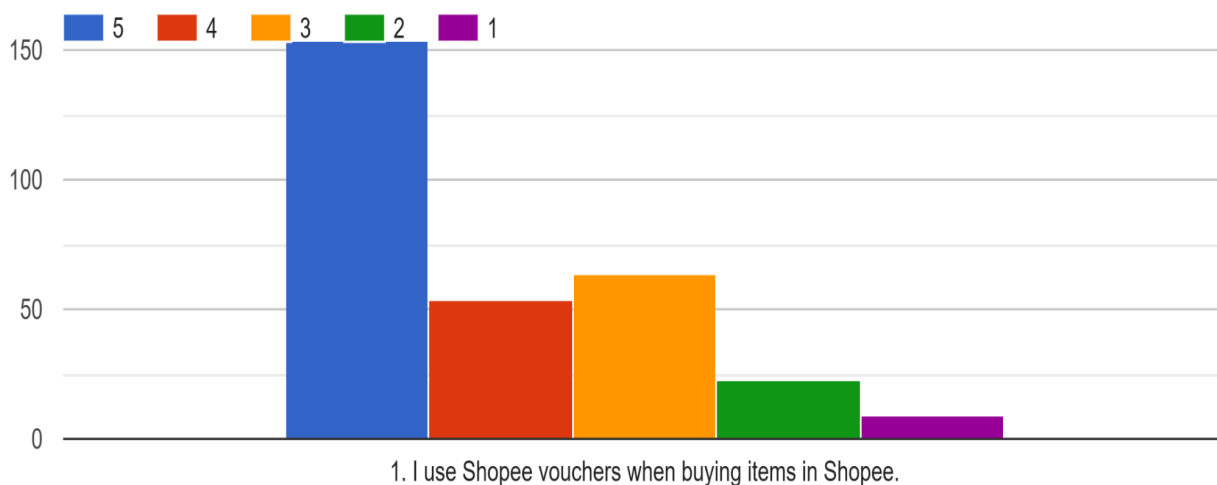
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## APPENDIX C

### Raw Data

**Figure C1.**

*Shopee Voucher Utilization Rate Among MNHS-SHS Students*



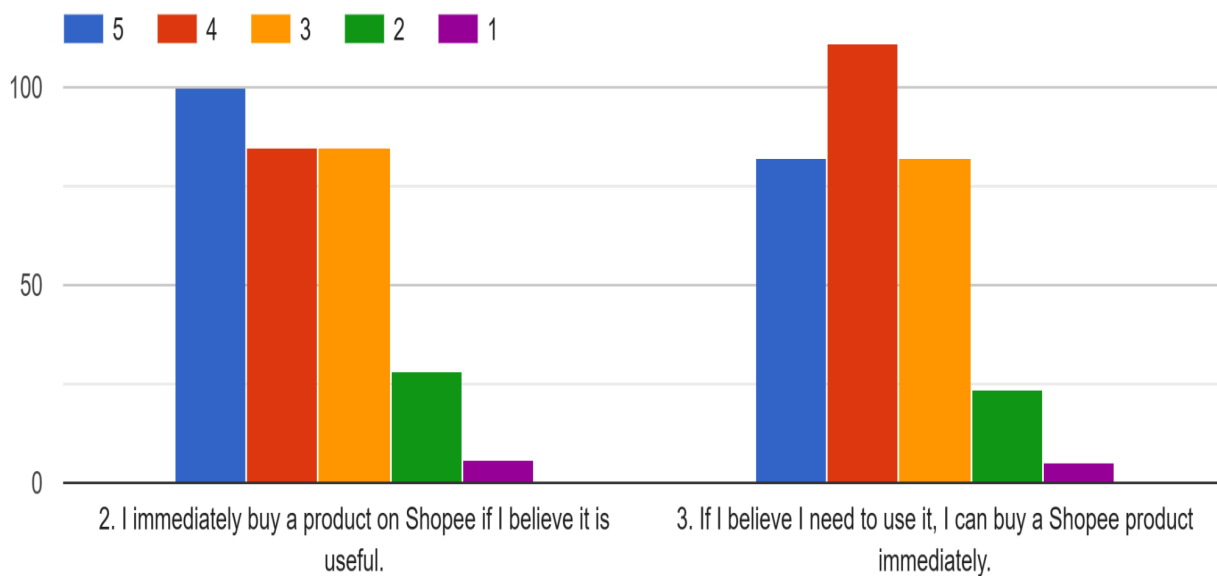


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**Figure C2**

*Cognition Dimension of Impulsive Buying Tendency on Shopee Among MNHS-SHS Students*





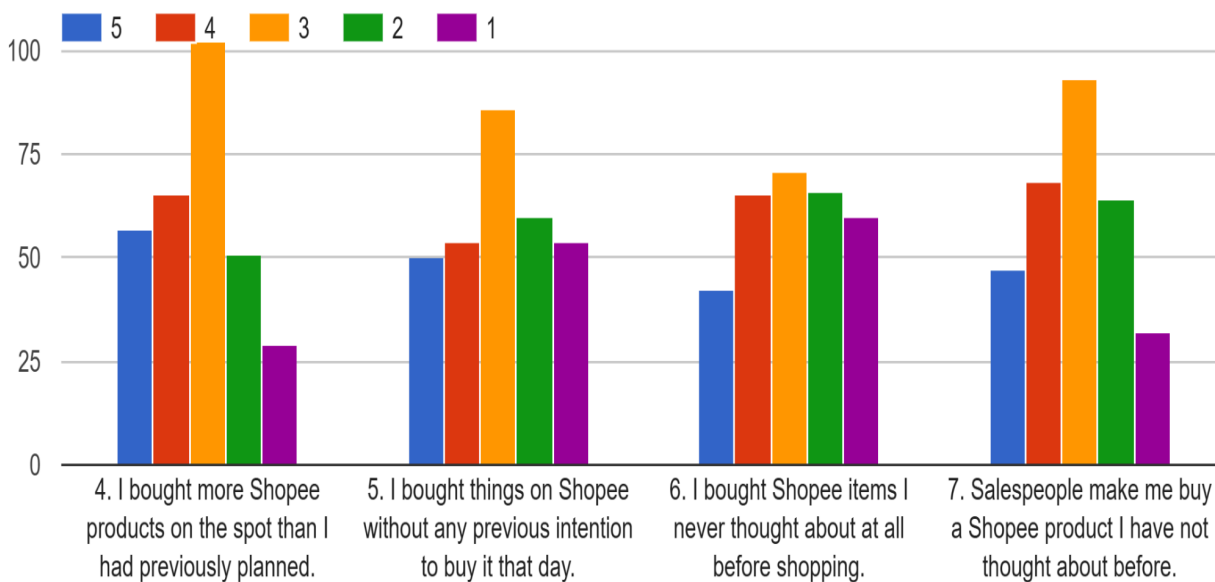


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**Figure C3.**

*Lack of Planning Dimension of Impulsive Buying Tendency on Shopee Among MNHS-SHS Students*



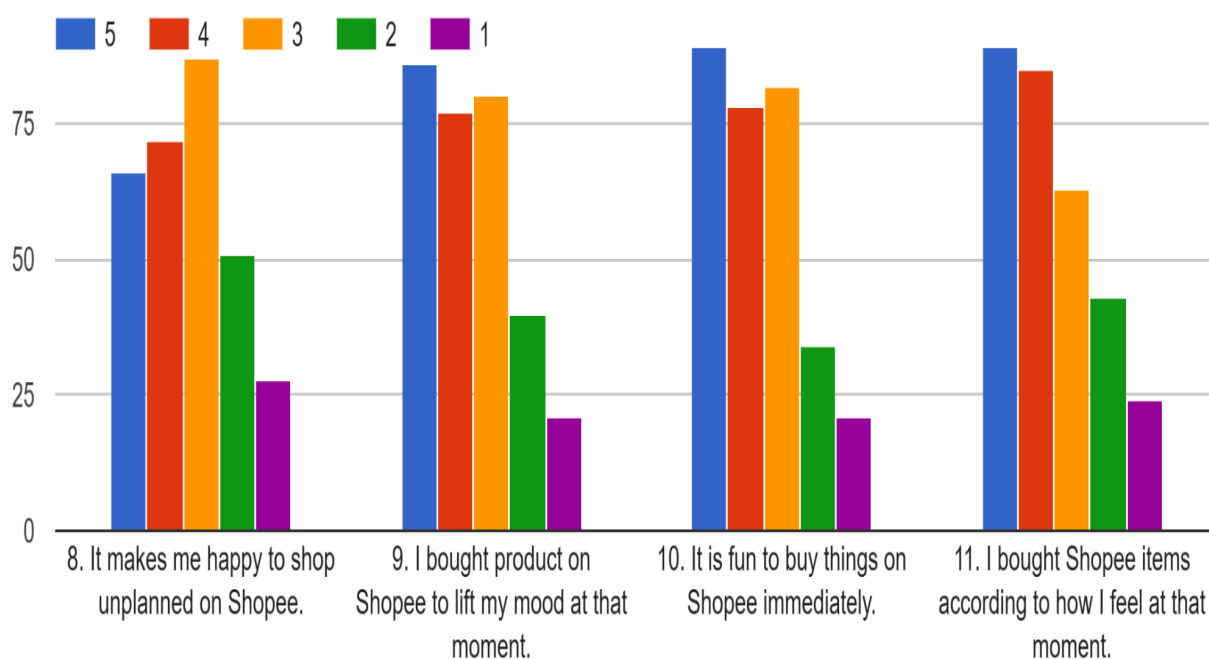


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**Figure C4**

*Hedonism Dimension of Impulsive Buying Tendency on Shopee Among MNHS-SHS Students*





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**APPENDIX D**

**Spearman's Rank Correlation Calculation**

**Figure D1**

*Correlation Between Shopee Voucher Utilization Rate and Cognition Dimension of Impulsive Buying Tendency*

**Results**

Parameter	Value
Spearman's rank correlation coefficient ( $r_s$ )	<b>0.2785</b>
$r^2$	0.07755
P-value	8.078e-7
Covariance	1958.1691
Sample size (n)	304
Statistic	5.0389



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**Figure D2**

*Correlation Between Shopee Voucher Utilization Rate and Lack of Planning Dimension of Impulsive Buying Tendency*

## Results

Parameter	Value
Spearman's rank correlation coefficient ( $r_s$ )	0.2765
$r^2$	0.07647
P-value	9.716e-7
Covariance	1968.764
Sample size (n)	304
Statistic	5.0004



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**Figure D3**

*Correlation Between Shopee Voucher Utilization Rate and Hedonism Dimension of Impulsive Buying Tendency*

## Results

Parameter	Value
Spearman's rank correlation coefficient ( $r_s$ )	<b>0.3135</b>
$r^2$	0.09831
P-value	2.326e-8
Covariance	2232.3952
Sample size (n)	304
Statistic	5.7382



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**Figure D4**

*Correlation Between Shopee Voucher Utilization Rate and Overall Impulsive Buying Tendency*

## Results

Parameter	Value
Spearman's rank correlation coefficient ( $r_s$ )	<b>0.3483</b>
$r^2$	0.1213
P-value	4.273e-10
Covariance	2485.736
Sample size (n)	304
Statistic	6.4564