



Research Article

Experiences on the Use and Misuse of the Shopee Application Towards Purchasing Behavior Among Selected Accountancy, Business and Management (ABM) Senior High School Students

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Abstract

The internet has had a profound impact on people's attitudes and behaviors all over the world. As a result of this advantage, online shopping has emerged, influencing ordinary citizens' lives. Although online shopping has begun in the Philippines with the effect of the COVID-19 pandemic, consumers are not yet accustomed to doing so regularly. The purpose of this study, in this case, is to understand the behavior of online shoppers through a self-constructed survey among selected Accountancy, Business, and Management (ABM) students at a specific private school in Manila, Philippines. According to the survey, consumers shop online to save time and gain access to a wider variety of products and services. When it comes to liking and disliking factors, both men and women exhibit the same behavior; they prefer home delivery and dislike the inability to touch and feel the product the most. They get online shopping information from websites, particularly social networks, and pay cash on delivery for clothes, makeup, and accessories. The majority of shoppers are concerned about the payment system's security, and their overall satisfaction with online shopping is mixed.

Keywords

behavior, online shopping, product, satisfaction, Shopee

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INTRODUCTION

Background of the Study

Electronic commerce has been defined as the use of an electronic network to simplify and accelerate stages of the business process, from design and manufacturing to buying, selling, and delivering (Farah et al., 2018). The Internet, also known as the World Wide Web, is the primary method of e-commerce. An e-commerce site can be as simple as a catalog page with a phone number or as complex as real-time credit-card processing, allowing customers to buy downloadable goods and receive them immediately. Electronic commerce merchants can range from small businesses selling a few items to large online retailers such as Amazon.com (Chukwuemeka, 2021). The Shopee PH: Sell & Shop Online is one of the most popular online shopping apps in the Philippines. Shopee is the leading online shopping platform in Southeast Asia and Taiwan, providing users with a convenient and seamless shopping experience at any time and from any location.

Shopee, with its strong payment and logistical support, offers all users an easy, secure, and fast online shopping experience. Shopee offers all users a simple, safe, and quick online shopping experience. E-commerce refers to a wide range of online services involving monetary management and financial transactions. Retailing, manufacturing, baking, trading, advertising, healthcare, and even education are examples of service industries. The majority of industries have already jumped aboard the e-commerce bandwagon. On the Internet, you can find almost anything. This scenario has occurred as a result of the advancement of information technology (Atienza & Tabuena, 2021; Chukwuemeka, 2021).

Literature Review

Arnould and Thompson (2005) demonstrate the importance of applying the theoretical framework of consumption in the online context: the dimensions of the online shopping experience allow us to analyze the global online shopping experience lived by consumers and their companions. In terms of the physical aspect of the online shopping experience, the physical dimension of the online shopping experience is a social and shared experience from information seeking to final purchase. Indeed, respondents state that they shop online with companions but not with peers or family. In this light, shoppers point out that online shopping is not always a lonely experience; they may be with someone who may or may not be compared to a companion. They may converse with friends or

share their experience with someone who is nearby. On the other hand, while a family member (parents for a student or husband for a woman) may enhance the experience, a peer does not. When they shop with a friend, they express more positive affect and hedonic shopping value than when they shop alone or with a random person. They express more positive affect and hedonic shopping value when shopping with a friend than when shopping alone or with a family member, which is consistent with Borges et al. (2010) study on companions in an offline context. In terms of social implications, it is worth noting that gender influences online shopping behavior. According to Gefen et al. (2003), men and women have different levels of social presence online. Female respondents stated that they needed to share their experiences more than male respondents. In terms of the pragmatic dimension of the online experience, the findings of the study show that, just like in traditional store shopping, different online patronage behaviors are reported by the participants. Consumers declare various online patronage behaviors depending on the context and situation. Shoppers may visit websites in a variety of ways: they open multiple tabs at the start of their session; as they browse the web; they are familiar with bookmarks and browsing history; and they visit specific websites.

Concerning the usage and rituals of other Internet tools, such as shopping carts, this study found that in addition to purchase intentions, shoppers may place items in an online shopping cart with or without purchasing them in order to secure online price promotions, set aside items they like, or have fun. These results agree with those of Close and Kukar-Kinney (2010). These various internet activities and uses characterize different online shopping experiences rather than different shoppers. Indeed, the same shopper may have different online experiences depending on when the experience occurs (in the evening or during the day), the context in which it occurs (at home with a cup of tea or at school during lunchtime), and with whom the experience occurs (friends, parents). While the majority of the literature emphasizes the fact that the online shopping context is unique and may necessitate a new focus on shopping behaviors, Rohm and Swaminathan (2004) emphasize that there is a scarcity of research examining typologies in an online shopping context. They presented a typology of online shoppers from a single online retailer in a single industry. As a result, the clusters may be countable. Thus, this study aimed to understand the behavior of online shoppers and their experiences with the use and misuse of the Shopee application for purchasing behavior.



Theoretical and Conceptual Framework

Icek Ajzen and Martin Fishbein developed the theory of reasoned action in 1975 (Fishbein & Ajzen, 1975). It attempts to establish a link between human action and behavior, and attitudes. With the help of this theory, one can predict how individuals will act based on their intentions and existing attitudes (Mishra et al., 2014). Furthermore, the primary goal of the theory of reasoned action is the primary goal of the theory of reasoned actions is to understand individual behavior by evaluating the deep-lying behavioral intention to do an action. This theory recognizes that there are situations in which your attitude has a limited influence on your behavior. For example, assume you have a limited amount of money to spend on groceries, but your money does not allow you to buy the things you want because you are going to buy what you need; in the end, you will buy what you need because a lack of money will prevent you from purchasing something other than what you require.

The theory of reasoned action predicts a person's intention to engage in a behavior at a specific time and place. As a result, it is observed that the theory of reasoned action highlights the reality in which a person may have a specific behavior but his or her subjective norms may contradict it, allowing for completely different behavior. The prediction of behavioral intention is based on this difference's contradiction. The study is about people's attitudes. It represents the individual's point of view. The study is about people's attitudes. It signifies one's attitude toward a specific behavior, whether positive or negative.

Figure 1
Conceptual Framework of the Study



The frameworks and models featured in attitude theory have a shortcoming in that they do not address the question of what causes variation in psychological constructs such as perceived behavioral control. As a result, a simplified version of the Extended Model of Goal-directed Behavior (EMGB) (Perugini & Conner, 2000) was expanded to account for external variables such as shop accessibility. Data were collected in the

center of the Netherlands using a questionnaire that included items about the intention to buy media products (for example, books, music, and DVDs) online and in-store within the next month. The method of analysis used was structural equation modeling. The findings show that it appropriately explains shopping behavior. Past behavior and perceived behavioral control had statistically significant effects on the volition to shop online and in-store.

Furthermore, the desire to shop in-store was influenced by goal desire, whereas the desire to shop online was influenced by subjective norms. People who can get to a media store within twenty minutes or less of cycling distance from their home have a lower intention to buy media products online, owing to social pressure not to buy online when stores are relatively close to home. Frequent online buyers believe they have less control over their shopping trips for media products. Thus, shop accessibility influences the decision to buy online, whereas online purchasing experience influences the decision to buy online. While online purchasing influences the desire to shop in-store for media products, substitution between e-shopping and in-store shopping appears likely (Nguyen et al., 2019). Furthermore, because of its usability and popularity, online shopping is no longer a foreign concept to customers all over the world.

Statement of the Problem

The issue is that most online sellers are unaware of each country's social and cultural norms. Consumer behavior is influenced by perceptions, education, language, age, economic factors, income distribution, and societal facilities. As a result, using the survey, the researcher provided solutions and suggestions to online sellers in the country on how to promote their goods and services in light of consumer behavior theories. Despite the fact that Shopee is a well-known online shopping application that provides a high-quality service, the application still receives negative feedback. One of the problems that the study attempted to address was the experiences of selected Grade 12 ABM students from Espiritu Santo Parochial School of Manila, Inc., in Manila, Philippines with regard to improper use of the Shopee Application and how to avoid it.

METHODOLOGY

Research Design

The cross-sectional descriptive research design was used for this research as it allows the researcher to study the problem at a specific point in time within the



population of interest. Primary and secondary data were used to identify the problem, develop an approach to the problem, and formulate an appropriate research design. To gather data for the study from the guardians' primary research, is used to collect information from customers for the study. Several internet users were identified, and primary data from respondents was collected using a structured questionnaire. The first step will be to conduct a pilot study, the results of which will be used to develop a questionnaire, specifically for the item construction for the scale to measure risk and trust. A structured questionnaire will be designed for quantitative research and will be pre-tested before being used as the final instrument for data collection.

Sample and Sampling Technique

This study used the purposive sampling of sixteen (16) Grade 12 students from the two (2) sections of the Humanities and Social Sciences (HUMSS) strand (from St. Vincent de Paul and St. Charles Borromeo) of Espiritu Santo Parochial School of Manila, Inc. for the school year 2020–2021 to determine the impact of having a poor home-based learning environment on the learning process of selected senior high school students in an online class that might help the students to find tips on how to make their own healthy home environment and to be able to learn accordingly, and for the teachers to think of an alternative solution to match their learning capabilities. The total number of respondents accumulated 30% of the population intended as per the requirements of the sample of the study. Typically, statisticians say that a sample size of 30% is sufficient for most distributions (Frost, 2022). The samples helped balance the gathered data by providing it with individual and non-biased information for the research. That is why the researcher needed twenty (20) students in those two (2) sections combined, to have a variety of data to choose from, so the results would not be limited and for the findings to not be monopolized.

Research Instrument

The researcher made use of a multiple response questionnaire. The first two items correspond to the poor home-based learning environment and whether it is effective or not. Then, the next two questions indicate the existing factors. Its task is to determine the data relying on the students' answers to filter out the factors that most affect their learning in a poor home-based learning environment in their online class. After filtering out, it helped the researcher come up with an accurate finding addressing the most important factor that affects their education, especially the

students from Espiritu Santo Parochial School of Manila, Inc.

Data Gathering Procedure

Before the execution of the descriptive research or survey research (quantitative method), the instrument (survey questionnaires) was evaluated and validated by an expert before being distributed to the Grade 12 students. Then, the researcher asked for their permission to indicate their personal information in the survey questionnaires as well as their honest and non-biased answers. The researcher also provided strict directions and rules for the students to follow upon answering—as an honest answer is needed for the research to be successful. The researcher assured them of complete confidentiality and anonymity of their information in the gathered data.

Data Analysis

The data were analyzed using narrative analysis to determine the participants' responses to each indicator in the survey questionnaire and to find answers to the research questions (Tabuena & Hilario, 2021). The researcher, on the other hand, used factor analysis to interpret and analyze the obtained multiple data and reduce it into simpler variables in order to measure the existing factors affecting students in online classes.

Ethical Considerations

The researcher was made responsible for the safety and well-being of the students who participate in this study. The researcher asked their permission before telling them to complete the survey, and this study was approved to be conducted. During the data collection process, no future intimate information is disclosed.

RESULTS

The Level of Riskiness and Problems Encountered in Online Shopping

Table 1
Frequency, Percentage, and Rank Distribution on the Level of Riskiness in Online Shopping

Indicators	Frequency	Percentage	Rank
Strongly Agree	1	10.00%	3.5
Agree	1	10.00%	3.5
Disagree	3	30.00%	2
Strongly Disagree	5	50.00%	1
Total	10	100.00%	

**Table 2**

Frequency, Percentage, and Rank Distribution of the Problems Experienced in Online Shopping

Indicators	Frequency	Percentage	Rank
Yes (Problematic)	2	20.00%	2
No (Not a problem)	8	80.00%	1
Total	10	100.00%	

Table 1 and Table 2 show the level of riskiness and problems encountered in online shopping among the respondents. In Table 1, the majority of the respondents strongly disagree and disagree that 80.00% of them have no problem purchasing online. On the other hand, Table 2 emphasizes that 80.00% of the respondents do not experience any problems with buying online; 20.00% of them answered that it was problematic for them.

Expectations for Product Satisfaction and Efficiency in Online Shopping

Table 3

Frequency, Percentage and Rank Distribution on the Ways How Shopping on Internet Saves Time

Indicators	Frequency	Percentage	Rank
Strongly Agree	2	20.00%	2
Agree	8	80.00%	1
Disagree	0	00.00%	
Strongly Disagree	0	00.00%	
Total	10	100.00%	

Table 4

Frequency, Percentage and Rank Distribution on the Product Satisfaction Expectation in Online Shopping

Indicators	Frequency	Percentage	Rank
Yes (Satisfied)	10	100.00%	1
No (Not Satisfied)	0	00.00%	
Total	10	100.00%	

Table 3 and 4 show the efficiency and product satisfaction expectations in online shopping among the respondents. In Table 3, the majority of the respondents agree and strongly agree that 80.00% of them experienced that online shopping on the internet saves time. On the other hand, Table 4 emphasizes that 100.00% of the respondents were satisfied with their expectations in terms of the products in online shopping.

Preference for Online Shopping Over Traditional Shopping in Terms of Products

Table 5

Frequency, Percentage and Rank Distribution on the Preference for Online Shopping Over Traditional Shopping in terms of Products

Indicators	Frequency	Percentage	Rank
Yes (Satisfied)	10	100.00%	1
No (Not Satisfied)	0	00.00%	
Total	10	100.00%	

Table 5 shows the preference for online shopping over traditional shopping in terms of products. The majority of the respondents still preferred online shopping to buying from physical stores or malls (traditional shopping) with 60.00% of responses.

DISCUSSION

Consumers are prone to making rash purchases as a result of stress. According to the data gathered, the majority of respondents agree that shopping improves their mood. They find it an escape from their problems, and they have become addicted to the point where they cannot control themselves. Shopping is now regarded as a reward for completing a specific task, such as schoolwork or office work. Women are more likely than men to go shopping every day. The increasing number of impulsive purchases has increased, particularly in the midst of a pandemic. Most people experience stress and anxiety as a result of the situation we are in today, and as an escape, they find joy in online shopping because it is appropriate for the situation we are in today. It is simple to use and saves time. It is simple to use but time-consuming. It is safer than going to the mall to shop. According to the study, a similar motivation may be associated with impulse buying, which is associated with the need to boost one's morale and escape from an unpleasant psychological condition. Because the current study is exploratory in nature, the implications of its findings are limited.

Only purchase intention and product promotion have a significant impact on the participants' impulse buying behavior. This is contrary to expectations when in the atmosphere of in-store browsing, where the salesperson has no strong influence on the subjects' impulse buying behavior. It is well known that men and women think differently, which influences their perceptions. motivations and actions Women devote more time to exploring and seeking out better products on their favorite shopping sites and services. Women's



investing more than men's is inspiring, rewarding, and therapeutic. There is no battle between the sexes; rather, it is a clash of motivations, rationales, and pragmatism that causes their spending habits to diverge. Customers prefer to spend their money online rather than in stores, which means that e-commerce businesses can make more money.

One of the most significant advantages of digital shopping is that it is more convenient for customers. Because most people have busy lives due to office work and other such activities, they do not have enough time to shop in brick-and-mortar stores. As a result, when they need to purchase something, they are more likely to do so online rather than in a physical store. It saves them time, effort, and money. In general, doing so from the convenience of their own homes is far more convenient than doing so in a store. We must not overlook the fact that an online store can be operational 24 hours a day, seven days a week. Customers are browsing and buying from you.

CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS

It is well known that men and women have different mentalities, which influence both sexes' perspectives, motives, and behaviors. Women spend more time browsing and searching for their favorite shopping sites and applications. Women spend more than men, and the experience is empowering, fulfilling, and therapeutic. There is no battle between the sexes; rather, it is the difference in their motives, rationales, and perspectives that causes their spending habits to diverge. Consumers will make a variety of recommendations for future research and

implementation based on the findings. Given that the majority of respondents were expected to be impulse buyers, it is suggested that retailers implement more promotional activities that have been shown to be effective in manipulating consumers' impulse buying actions, which would undoubtedly drive the buyer's willingness to purchase impulsively.

In this light, before going shopping, make a shopping list. One will be able to avoid a lot of small impulse purchases if one can make sticking to that list a habit. Make it a habit to plan ahead of time, save money, shop around, and even see if you can get it for free with other purchases. Your transactions will be more deliberate and less impulsive as a result of going through this process. Creating a shopping list on Shopping Your transactions will be more deliberate and less impulsive as a result of going through this process. Having a shopping list and bringing the exact amount may reduce consumers' proclivity to buy on the spur of the moment. Set some spending limits for yourself if you want to save money by avoiding impulse purchases. As a consumer, you must have control and know how to act in certain situations that may persuade you to buy something.

The goal of this research is to learn more about impulsive shopping behavior in stores as well as the factors that can influence or prompt those impulses. According to studies conducted on fairly representative sample sizes, impulsive buying is a very common occurrence among consumers. As a result, this finding emphasizes the primary goal of the research study and reaffirms the researcher's findings. This finding highlights the main goal of the research study and reaffirms the researcher's hypothesis that the presence of certain factors in supermarkets does lead to impulsive buying among customers, though the outcome may vary depending on the demographics of the customers.

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