

# Consumer Behaviour of CBA Students of Polytechnic University of the Philippines in the Online Environment

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## Abstract

*The goal of this quantitative research is to analyze and describe the behaviour of the students inside the campus in the online environment. The researches gathered data through questionnaires with the use of stratified sampling technique. In a more precise manner, the analysis is based on the answer of 337 respondents given by College of Business Administration students of the Polytechnic University of the Philippines Sta. Mesa campus. The essence of this paper consists in identifying the behaviour in online environment of the respondents by using the five factors (i) the initiation of the purchase (ii) data collection (iii) data analysis (iv) purchasing (v) purchasing behaviour. The results at the end of the research showed that CBA students of Polytechnic University of the Philippines Sta. Mesa get attracted by pop-up ad, different types of product advertisements, at an average rate. The results also showed that the rate of the students buying products that they don't need is also at an average rate. In regards that if the students consider the quality of the online marketing environment before purchasing the results showed that they do consider this factor at an above average rate. The student were also asked that if they always buy products after considering all the alternatives, and the results showed that they often buy after considering all the alternatives which is also an above average rate. The research findings states that the 2 null hypotheses has been rejected.*

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## I. Introduction

The most recent couple of years the field of advertising has been impacted by modernization, advancement, organization computerization, and different variables that made promoting take on another method for showcasing, this new kind of advertising that works on an interior system is called web based promoting, which is well known the present age in light of the simple openness of the web. Web based promoting can be named the encapsulation of present day showcasing. Organizations everywhere throughout the globe have somehow have utilized web based showcasing furthering their potential benefit. Organizations utilize web based advertising to discover approaches to more readily fulfil their clients. The size of success of a commercial enterprise establishment in modern times relies upon greatly on how a company makes use of on line marketing. According to Kotler and Keller (2012) marketing is described as "meeting desires profitably". According to Hoyer and MacInnis (2001), comfortable clients shape the foundation of any profitable business; customer delight leads to repeat purchase, brand loyalty, and positive phrase of mouth. Aaker (1995) stated that the strategic dimension for an organization includes becoming greater competitive thru client satisfaction/ brand loyalty, product service quality, brand/ firm associations, relative cost, new product activity, and manager/ worker capability and performance. Customer pride plays a large position in figuring out if a enterprise will be successful or not, the difference between those profitable and unsuccessful business is that profitable agencies be aware of how to agree with the customer. First, in order to meet the wishes of

the customers, a business should analyze to communicate. Communication is the key to success in the subject of client relations. Communication in online marketing can be described via the website, and its adaptation to the consumer play a very big role in the context of communication. As stated above, the needs and wishes of a customer plays an vital position in marketing, in particular on-line marketing, in order to have a excessive profitability in a business, a enterprise want to recognize the desires, needs, attitudes, and processes of client decision making.

### Statement of the problem

The primary objective of the research is to identify the buying behaviour process of PUP students in CBA in the online environment, i.e. the definition and description of the most important factors in the purchasing process itself.

It also asks the following supplementary questions:

- 1 What are the factors that initiate online purchases of CBA students?
- 2 What is the frequency that CBA Students value a good quality shopping environment before purchasing?
- 3 What is the frequency of CBA students comparing products before purchasing?

### Research Objectives

The main objective of this research is to describe specific aspects regarding the consumer behaviour of college students in the online environment.

The specific objectives of the research are the following:

1. To determine the initiation of online purchases of CBA students.
2. To determine the frequency of CBA students analyzing factors before purchasing.
3. To determine the frequency of CBA students comparing products before purchasing.

### Research Hypothesis

The aim of this research is to know the consumer behaviour of CBA students of PUP in the online environment. Based on the current information and data, the researchers hypothesize that  $H_0$ ; *That CBA students do not frequently value the online marketing environment before purchasing* and  $H_1$ ; *That CBA students do frequently value the online marketing environment before purchasing*. Next hypothesis is that  $H_0$ ; *CBA Students do not frequently compare products before purchasing* and  $H_1$ ; *CBA Students do frequently compare products before purchasing*. The alternative hypothesis is accepted or rejected on the basis of the information provided by the sample.

### Literature Review

1. Reducing buyer search costs: Implications for electronic marketplaces. *Management Science*, 43 (12) 1676- 1692.

(Bakos, J. Y., 1997)

Information systems can serve as intermediaries between the buyers and the sellers in a market, creating an “electronic marketplace” that lowers the buyers’ cost to acquire information about seller prices and product offerings. As a result, electronic marketplaces reduce the inefficiencies caused by buyer search costs, in the process reducing the ability of sellers to extract monopolistic profits while increasing the ability of markets to optimally allocate productive resources. This article models the role of buyer search costs in markets with differentiated product offerings. The impact of reducing these search costs is analyzed in the context of an electronic marketplace, and the allocation efficiencies such a reduction can bring to a differentiated market are formalized. The resulting implications for the incentives of buyers, sellers and independent intermediaries to invest in electronic marketplaces are explored. Finally, the possibility to separate price information from product attribute information is introduced, and the implications of designing markets promoting competition along each of these dimensions are discussed.

2. Online Shopping Behaviour

(HashimShahzad, 2015)

The findings of this research revealed that website design is the most influential and significant factor. While product performance risk, and trust & security have a significant impact to consumers' online shopping behaviour, the study finds that the remaining factors financial risk, and delivery risk have no significant impact on consumers' online shopping behaviour.

### 3. E-Commerce Factors Influencing Consumers' Online Shopping Decision

(Baubonienė, Gulevičiūtė, 2015)

The factors that affect the consumer online shopping have been disclosed through quantitative research by analysing data collected via a web-based questionnaire survey. The sample consisted of 183 Lithuanian consumers who were purchasing online. Findings –The empirical findings of this study indicate that the main factors influencing consumers to shop online are convenience, simplicity and better price. Analysis of socio-demographical characteristics such as gender has shown that men shop more often online because of the lower price. Respondents of the 25–35 year age group more often choose shopping online for such reasons as lack of time and a wide range of products. The most beneficial factor of shopping online was identified as a possibility to compare prices and buy at a lower price.

### 4. Attitude towards Online Shopping among Urban Bangladeshi Youth: Factor Analysis of the Influencing Parameters

(Tabassum T., Khan T., Farhana N., 2017)

A newer invention usually creates a mixed form of attitude among consumers, and the same followed for online shopping. This research paper aimed at unearthing the correlation among the influential factors, Price, Trust, Convenience and Experience, for measuring the attitude towards online shopping. Several papers documented and analyzed attitude towards online shopping, but more papers are needed to understand the behavioural pattern of the developing country consumer profile for this evolving phenomenon. A self administered and structured questionnaire was utilized to collect data from 318 urban youth segment of the Bangladeshi consumers. Factor analyses along with other Exploratory Data Evaluation methods have been employed to explain the variance in response. From the analysis it can be concluded that the data is consistently distributed and the variables are correlated with each other to an extent. From the five parameters discussed in this paper 'attribute' followed by 'price' are found to be more significant than others. Another finding is that the variables of the parameters 'convenience' and 'trust' are correlated with each other and can be represented by same factors. Bangladesh is a lucrative market for the online shopping giants and this paper will provide them with a head start for understanding the consumers here. This framework also can be employed in other developing countries to get insight about their consumer profile. The geographical coverage, Dhaka, and the age boundaries of respondents, 18-35, may hinder the generalization of the findings over the entire nation.

### Theories

The researchers focused on E-Marketing or Online Marketing studies as references to gather data that will help us catch our goal of this research. We as researchers chose this as well to help us how to approach the problem and to guide us as we approach our goal in this research. Information systems can serve as intermediaries between the buyers and the sellers in a market, creating an "electronic marketplace" that lowers the buyers' cost to acquire information about seller prices and product offerings. (Bakos, J. Y., 1997) E-marketing reduces the inefficiencies that is caused by the buyer search cost. While product performance risk, and trust & security have a significant impact to consumers' online shopping behaviour, the remaining factors financial risk, and delivery risk have no significant impact on consumers' online shopping behaviour (HashimShahzad, 2015). We as researchers also have our personal experiences that other research as confirmed its data. Some consumers like analysing before buying. The factors that affect the consumer online shopping have been disclosed through quantitative research by analysing data collected via a web-based questionnaire survey.(Baubonienė, Gulevičiūtė, 2015)Another finding is that the variables of the parameters 'convenience' and 'trust' are correlated with each other and can be represented by same factors.(Tabassum T., Khan T., Farhana N., 2017).

## II. Methodology

The essential target of the research we conducted is to recognize the purchasing conduct of Polytechnic University of the Philippines Sta. Mesa understudies inside the College of Business Administration in the online condition. As we directed this research, we have utilized the testing procedure called stratified inspecting so our respondents will be gathered while holding the way of arbitrariness in our respondents. Our respondents comprise of the understudies in the College of Business Administration in Polytechnic University of the Philippines Sta. Mesa wherein our educator have said that our respondents will have 102 respondents in Marketing, 101 respondents in Human Resource Management, 78 respondents in Office Administration and 58 respondents in Entrepreneurship individually. As to poll it contains 33 inquiries that will speak to the five components referenced above and 337 respondents will round it out. We have included demographical inquiries in our instrument, for example, sex, age, religion, course, and move separately. To determine their preferences, we used the five-level Likert scale, which measure the degree of agreement on the scale always, often, sometimes, seldom, not at all.

### Respondents of the Study

The respondents of the research were gathered through stratified sampling from the College of Business Administration in the Polytechnic University of the Philippines. Our respondents do age from 17 to 25 years old have answered the survey form. Out of 337 respondents who took part of answering our survey 36% of them are male (n=121) and 64% are female (n=216). Those 337 respondents divided according to their course where in 30% are from marketing (n=102) , 30% are from human resource management (n=101), 23% in office administration (n=78) and lastly 17% in entrepreneurship (n=56). Lastly, out of those 337 respondents who took part of answering our survey 72% of them are on the day shift (n=243) while 28% of them are on the night shift (n=94).

### Sources of Data

#### 1. Data Collection Technique

The research instrument devised by the researchers is a study that can be answered in a typical of 15 minutes. The research instruments does have 33 questions to be exact. The subject of the assessment and how we intend to use the examination data were evidently communicated in the survey structure. The individuals were also not offered any cash related distinctions for taking note of the review.

#### 2. Measures

The measures for the survey were mostly adapted from the original research about how consumer behaves in the online environment. A total of 33 questions were asked, to assert the behavioural patterns of the respondents. The questionnaire is also based on the model of the original research where in the model is called I-C-A-P-A (Initiation, data Collection, data Analysis, Purchasing process, behaviour after purchase). The data collection was followed by data analysis. The first questionnaire survey was designed for factor analysis; we primarily used inference statistics to process it. The answers were measured in a five-point likert scale. The research instrument was localized to make it appropriate to the research locale which is the College of Business Administration in Polytechnic University of the Philippines.

## III Results and Discussion

The demographic composition of the sample is listed on Table 1. The average age of the respondents is 19 years old. Most of them are also 1<sup>st</sup> year college students (n=189, 56.08%).

Table 1. Demographic Compositions of the Sample

	Absolute numbers	Percentage
<b>Gender</b>		
Male	121	35.91%
Female	216	64.09%
<b>Age</b>		
17	9	2.67%
18	130	38.58%
19	138	40.95%
20	50	14.84%
21	7	2.08%
22	2	0.59%
23	1	0.30%
<b>Year</b>		
1 <sup>st</sup>	189	56.08%
2 <sup>nd</sup>	148	43.92%
<b>Course</b>		
MM	102	30.27%
HRM	101	29.97%
ENTREP	56	16.62%
OFAD	78	23.15%
<b>Shift</b>		
Day	243	72.11%
Night	94	27.89%

### Research Question 1 What are the factors that initiate online purchases of CBA students?

With regards to the opinion of the CBA students if pop-up ads attract them to purchase online, they were asked a question measured in a five point Likert scale (1= Not at all, 2 = Seldom, 3 = Sometimes, 4 = Often, 5 = Always). The frequency and percentage of the answers is in table 2, while the mean rating and standard deviation is in Table 3. It can be deduced in the results ( $\bar{x} = 2.6$ ) that pop-ups attract students to purchase online only sometimes.

**Question 3 Relevant pop-ads usually attract me**

	Frequency	Percentage
Not at All	74	21.96%
Seldom	70	20.77%
Sometimes	125	37.09%
Often	49	14.54%
Always	19	5.64%

**Table 2. Frequency and Percentage of the Students**

In the third question of the survey questionnaire (Relevant pop-ads usually attract me) 37.09% answered sometimes, 21.96% answered not at all, 20.77% answered seldom, 14.54% answered often, and 5.64% answered always.

	Mean Rating	Standard Deviation
Q3	2.6	1.14

**Table 3. Mean Rating of the Standard Deviation of the students.**

It shows in Table 3 that students get attracted by pop-up ads in an average rate and with the standard deviation of 1.14 shows the spread from the average and therefore the 1.14 SD means that most of the numbers are far from the mean rating.

**Question 4 Promoting products of a different kind on the internet often give me the feeling of desire for the product.**

With regards to the opinion of the CBA students if promoting products of a different kind on the internet often gives them the feeling of desire for the product they were asked a question measured in a five point Likert scale ( 1= Not at all, 2 = Seldom, 3 = Sometimes, 4 = Often, 5 = Always). The frequency and percentage of the answers is in table 3, while the mean rating and standard deviation is in Table 4. It can be deduced in the results ( $\bar{x} = 3.14$ ) that promoting products of a different kind on the internet often gives them the feeling of desire for the product sometimes.

	Frequency	Percentage
Not at All	15	4.45%
Seldom	65	19.29%
Sometimes	137	40.65%
Often	96	28.49%
Always	24	7.12%

**Table 4. Frequency and Percentage of the Students**

In the fourth question of the survey questionnaire (Promoting products of a different kind on the internet often gives me the feeling of desire for the product) 40.65% answered sometimes, 28.49% answered often, 19.29% answered seldom, 28.49% answered often, and 7.12% answered always.

	Mean Rating	Standard Deviation
Q4	3.4	0.96

**Table 5. Mean Rating of the Standard Deviation of the students.**

It shows in Table 5 that promoting products of a different kind on the internet often gives the students the feeling of desire for the production an average rate and with the standard deviation of 0.96 shows the spread from the average and therefore the 0.96 SD means that most of the numbers are at a moderate distance from the mean rating.

**Question 5 By generating the promotion of various kinds of products on the internet, I often buy products that I don't need**

With regards to the opinion of the CBA students because of the generating the promotion of various kinds of products on the internet, they often buy products that they don't need they were asked a question measured in a five point Likert scale ( 1= Not at all, 2 = Seldom, 3 = Sometimes, 4 = Often, 5 = Always). The frequency and percentage of the answers is in table 6, while the mean rating and standard deviation is in Table 7. It can be deduced in the results ( $\bar{x} = 2.74$ ) they sometimes buy products that they don't need because of the generating the promotion of various kinds of products on the internet.

	Frequency	Percentage
Not at All	52	15.43%
Seldom	86	25.52%
Sometimes	111	32.94%
Often	71	21.07%
Always	17	5.04%

**Table 6. Frequency and Percentage of the Students**

In the fifth question of the survey questionnaire (By generating the promotion of various kinds of products on the internet, I often buy products that I don't need) 32.94% answered sometimes, 25.52% answered seldom, 21.07% answered often, 15.43% answered not at all, and 5.04% answered always.

	Mean Rating	Standard Deviation
Q5	2.7	1.11

**Table 7. Mean Rating of the Standard Deviation of the students.**

It shows in Table 7 generating the promotion of various kinds of products on the internet, students often buy products that they don't need on an average rate and with the standard deviation of 1.11 shows the spread from the average and therefore the 1.11 SD means that most of the numbers are far from the mean rating.

**Research Question 2 What are the factors that CBA students analyze before purchasing?**

With regards to the opinion of the CBA students they were asked a question about if they think that a good quality shopping environment is an important factor that they analyze before purchasing ,measured in a five point Likert scale ( 1= Not at all, 2 = Seldom, 3 = Sometimes, 4 = Often, 5 = Always). The frequency and percentage of the answers is in table 8, while the mean rating and standard deviation is in Table 9. It can be deduced in the results ( $\bar{x} = 3.93$ ) they often think that a good quality shopping environment is an important factor that they analyze before purchasing.

**Question #23 I think that a good quality online shopping environment is important**

	Frequency	Percentage
Not at All	13	3.86%
Seldom	23	6.82%
Sometimes	76	22.55%

Often	87	25.82%
Always	138	40.95%

**Table 8. Frequency and Percentage of the Students**

In the twenty third question of the survey questionnaire (I think that a good quality online shopping environment is important) 40.95% answered always, 25.82% answered often, 22.55% answered sometimes, 6.82% answered seldom, and 3.86% answered not at all.

	Mean Rating	Standard Deviation
Q23	3.93	1.12

**Table 9. Mean Rating of the Standard Deviation of the students.**

It shows in Table 9 student view a good quality online marketing environment as an important factor before purchasing at an above average rate and with the standard deviation of 1.12 shows the spread from the average and therefore the 1.12 SD means that most of the numbers are far from the mean rating.

### Research Question 3 Does product comparison affect the purchasing decisions of CBA students?

With regards to the opinion of the CBA students they were asked a question about if they always buy after considering all the alternatives, measured in a five point Likert scale (1 = Not at all, 2 = Seldom, 3 = Sometimes, 4 = Often, 5 = Always). The frequency and percentage of the answers is in table 9, while the mean rating and standard deviation is in Table 10. It can be deduced in the results ( $\bar{x} = 3.62$ ) they often buy after considering all the alternatives.

#### Question #21 I always buy after considering all the alternatives

	Frequency	Percentage
Not at All	13	3.86%
Seldom	40	11.87%
Sometimes	90	26.71%
Often	112	32.23%
Always	82	24.33%

**Table 9. Frequency and Percentage of the Students**

In the twenty first question of the survey questionnaire (I always buy after considering all the alternatives) 32.23% answered often, 26.71% answered sometimes, 24.33% answered always, 11.87% answered seldom, and 3.86% answered not at all.

	Mean Rating	Standard Deviation
Q21	3.62	1.09

**Table 10. Mean Rating of the Standard Deviation of the students.**

It shows in Table 10 students always buy after considering all the alternatives at an above average rate and with the standard deviation of 1.09 shows the spread from the average and therefore the 1.12 SD means that most of the numbers are far from the mean rating.

## IV. Conclusion



The online environment is a vast land, and with the help of this study the researchers can conclude how the students in CBA PUP Manila behave in their online environment. When we are browsing through our internet we can never avoid pop-up ads and they can even attract us to buy products and as for the CBA students they have answered that pop-ads attract their interest sometimes especially if the pop-ads is relevant ( $\bar{x} = 2.6$ ). In regards to piquing our interest some products are different to others but this gives us the desire to purchase and consume those products and in the case of CBA students they sometimes ( $\bar{x}=3.4$ ) have the desire to buy those products. Furthermore, some advertisements introduce us to some products that we need but in some cases we end up buying those products and with the results we gathered CBA students sometimes buy products that they don't usually need or want because of advertisements ( $\bar{x} = 2.7$ ).

With regards to the opinion of the CBA students they were asked a question about if they think that a good quality shopping environment is an important factor that they analyze before purchasing, they often think that a good quality shopping environment is an important factor that they analyze before purchasing ( $\bar{x} = 3.93$ ). Buying harshly without thinking some alternatives is a bad habit we develop but it seems that some people consider all alternatives products before buying a products and with regards to the opinion of the CBA students they were asked a question about if they always buy after considering all the alternative, and the results show that they often buy after considering all the alternatives ( $\bar{x} = 3.62$ ). The research findings states that the 2 null hypothesis has been rejected.

In the end the results shows how CBA students behave in the online environment and with this kind of data in our hand we can use this to assert how we do promote things in the internet and by using this kind of data we can successfully attract customers because of this data.

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