



ONLINE BUYING PREFERENCE OF COLLEGE OF BUSINESS ENTREPRENEURSHIP AND ACCOUNTANCY EMPLOYEES

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The study aimed to assess the online buying behavior of the College of Business, Entrepreneurship and Accountancy employees. Specifically, the study surveyed the employees' preferred E-Commerce platform, rate of recurrence of doing online purchasing, location of doing online purchasing, and preferred payment method. In assessing the employees' buying behavior, the researcher administered the survey questionnaire to the employees. Moreover, the study was conducted during the 1st Semester of Academic Year 2017-2018 at the College of Business, Entrepreneurship and Accountancy, Cagayan State University, Caritan Sur, Tuguegarao City. The researcher concluded that the College of Business, Entrepreneurship and Accountancy employees use the three most popular E-Commerce platforms namely Lazada, Shopee and Zalora. They seldom purchase online as they still prefer the traditional method of purchasing. They do most of their online purchasing at work as majority of them do not have internet connection at home. Their preferred mode of payment is Cash on Delivery as they consider it the easiest and safest.

KEYWORDS: *Buying preferences, Online Buying Behavior, Internet Shopping Behavior, E-Commerce Platform, Online Purchase, Online Shopping, Internet Shopping,*

INTRODUCTION

In recent years the online environment is viewed by users from a new perspective, in a commercial way. Its development and the emergence of online stores have turned users into consumers.

With the aid of information and modern communication technologies, consumers are able to shop via Internet using Social Media and different websites (Toomey and Wysocki, 2005). This type of shopping can come in several names such as online shopping, online buying behavior and Internet shopping. All those names refer to the process of buying and selling of



products or services via the Internet using social media and different websites (Li and Zhang, 2002).

With E-Commerce, businesses can now have a competitive advantage by accomplishing just in time production and distribution. It can be basically defined as the production, promotion, selling and distribution of products and services in an online environment. Besides, it can also be defined from several different features as follows (Turban and King, 2003; Ngai and Wat, 2002): Communication aspect: E-Commerce is the distribution of products, services, information or payments via computer networks or any other electronic environment.

Consumers today are increasingly utilizing technology, particularly E-Commerce platforms as an effective tool in their online shopping process. This process can be defined as an electronic process that allows consumers to deal with business people and meet their purchases' needs. Pookulangara and Koesler (2011) in their study of social media marketing indicated that Social Marketing enable 25% of all consumers to post links about products and services information in their retail sites to update other users about the purchase process.

Another study of Miller (2010) stated in his research of online marketing, that social marketing has made very important role in persuading consumers to buy online. He found out that consumers visiting Social Media platforms to get useful information, 49% of them made the decision to buy certain product and 60% of consumers prefer to share their information about the products with others online. However, the actual transactions of purchasing processes occur for only 7% of consumers (Miller and Lammas, 2010).

Online shopping is growing everywhere and different categories of consumers are influenced by this phenomenon. For instance, the percentage of online buyers is increasing in India, China, Japan and Australia for about 87%, 85% (North Asia and Europe), 83% (North America), 81% (South and Latin America) and 53% (Africa and Pakistan) (Solorzano, 2011).



Online shopping behavior, which is also called online buying behavior and Internet shopping/buying behavior, refers to the process of buying products or services via the Internet. The process consists of five steps similar to those linked with traditional shopping behavior (Liang and Lai 2000). Typically, when potential patrons find the need for some merchandise or service, they use a search engine and look for need-related information. However, at times potential patrons are easily enticed by information about products or services associated with the felt need. They then look for other options and choose the one that best fits their standards for meeting the felt need. Finally, a transaction is conducted and after-sales services are provided.

STATEMENT OF THE PROBLEM

This study aimed to determine the online buying behavior of College of Business Entrepreneurship and Accountancy (CBEA) employees on E-Commerce platforms. Specifically, it sought to answer the following questions:

1. What E-Commerce platforms do the respondents use to do online purchasing?
2. What is the rate of recurrence of the respondents doing online purchasing?
3. Where do the respondents do online purchase?
4. What do the respondents consider as their preferred payment method?

METHODOLOGY

Since this study aimed at finding out the Online Buying Behavior of College of Business Entrepreneurship and Accountancy Employees, the researcher made use of the descriptive research design employing the questionnaire in gathering data. Descriptive research design is a scientific method which involves observing and describing the behavior of a subject without influencing it in any way. 30 out of 57 respondents were randomly selected from the College of Business, Entrepreneurship and Accountancy pool of faculty members and staff. The gathered data were tabulated, analyzed and interpreted using frequency and percentage count.



RESULTS AND DISCUSSION

Table 1: Frequency and Percentage distribution of E-Commerce platforms utilized by the respondents in online purchasing

E-Commerce platform	Frequency	Percentage
Lazada	30	100%
Shopee	30	100%
Zalora	30	100%
Facebook Marketplace	18	60%
OLX	5	17%
Ebay	2	7%

The table shows that all respondents are users of the E-Commerce platforms Lazada, Shopee and Zalora, due to their popularity. On the contrary, the least used platform is Ebay as most respondents do not even know that the platform exists.

Table 2: Frequency and Percentage distribution on the frequency of the respondents in online purchasing

Frequency of use	Frequency	Percentage
At least once a year	28	93%
At least once a month	2	7%
At least once a week	0	0%

The table shows that majority of the respondents' only do online purchasing at least once a year. This is due to most respondents still preferring to do traditional purchasing. They are still on the process of transitioning to online purchasing.

Table 3: Frequency and Percentage distribution on the Location of the respondents do online purchase

Location	Frequency	Percentage
At home	8	27%
At Work	20	67%
Others	2	6%



The table shows that majority of the respondents do their online purchase at work as majority do not have internet connection at home. The respondents also do online purchasing in other locations such as internet café and shopping malls, places where there is also internet connection. They are the least preferred location to do online purchasing because most respondents very seldom use their gadgets to do online purchasing on those locations.

Table 4: Frequency and Percentage distribution on the preferred payment method of the respondents

Payment Method	Frequency	Percentage
Cash on Delivery (COD)	25	84%
Bank	3	10%
Bayad Center	2	6%
Cheque	0	0%
Debit Card/Credit Card	0	0%

The table shows that majority of the respondents still prefer to pay their purchase using Cash on Delivery as they consider it the safest mode of payment. The least preferred modes of payment are cheque and debit card/credit card either because the respondents do not have that type of account or they do not know how to use that method.

CONCLUSION

Based from the results of the study, the researcher arrived at the conclusion that majority of the employees use Lazada, Shopee, and Zalora for online purchasing. They only purchase once a year as they still prefer to do traditional purchasing. Because most of the employees do not have internet connection at home, most of them do online purchasing at work. The most preferred mode of payment for the employees is Cash on Delivery as they consider it the easiest and safest.

RECOMMENDATIONS

Based from the afore-mentioned findings, the researcher strongly recommends the following:



1. For the buyers online particularly CBEA employees, to be rational in their online purchasing decisions. This is to further recommend that these buyers attend seminars about online purchasing essential issues for them to be educated.
2. For various E-Commerce platform to be responsible enough in marketing their products to the consumers.
3. For E-Commerce professors to share their wisdom to CBEA faculty members about online purchasing.

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