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FACTORS AFFECTING ONLINE BUYING BEHAVIOR OF TAGUIG CITY UNIVERSITY GRADUATE STUDENTS

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Abstract

The evolution and spread of internet at an extraordinary pace over the last few decades has resulted in emergence of online purchasing of products and services. This exponential growth indicates a large reservoir of market potential for e-commerce. The purpose of the study is to assess the factors affecting the online buying behavior as to convenience, security, website design/features and time-saving of graduate students of Taguig City University. The researchers utilized a descriptive-correlational research design through a survey given to 100 respondents. Majority of the respondents are 21 to 25 years old, females, single, with a monthly income between P10,000-P20,000, enrolled in Master in Business Administration program, Roman Catholics, working in the service industry and mostly in private sector. Most of the user students are using e-commerce platform for a year or two, shopping online quarterly, purchasing tickets for booking on airlines, hotels and travels and paying through cash on delivery. The preferred online shop is Lazada. Online shoppers are moderately satisfied as to convenience, security, promotion, website design and features and time saved. Results also show that they are very satisfied with the easy payment system provided by online stores. Regression analysis shows a significant relationship between the frequency of use of online shopping and convenience. Online shoppers would buy frequently if e-commerce websites have easy payment system, no hidden charges, exact delivery process, and products displayed are available and have right specifications. Implications of this study and recommendations for future research are provided.

Keywords: Online Buying Behavior, E-commerce, Consumer Behavior, Taguig City University.