

Practices on Online Purchasing among Bachelor of Science in Business Administration (BSBA) Students at Apayao State College (ASC) - Conner Campus

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Abstract

This study examined the practices on online purchasing among Bachelor of Science in Business Administration (BSBA) students at Apayao State College (ASC) – Conner Campus, anchored on the Technology Acceptance Model (TAM), which explains users' adoption of technology based on perceived usefulness and ease of use. The research aimed to determine students' online purchasing behavior in terms of profile, preferred online platforms, frequency of purchases, expenses, and problems encountered. A descriptive research design was utilized, employing a structured questionnaire administered to 45 BSBA students selected through stratified random sampling across first-, second-, and third-year levels. Descriptive statistics such as frequency, percentage, and ranking were used for data analysis. Findings revealed that most respondents were aged 20–21, with a slightly higher proportion of females and equal representation across year levels. Shopee was identified as the most frequently used platform, followed by TikTok, Facebook, and Lazada. The majority of students purchased online once a month and spent ₱100–₱200 per transaction, indicating moderate engagement and relatively low spending behavior. However, several challenges were identified, including delayed delivery, incorrect item sizes, defective products, scams, and counterfeit items, which negatively affect customer satisfaction and trust. The study concludes that online purchasing has become an integral part of students' consumer behavior due to convenience, accessibility, and variety. It recommends budgeting, price comparison, reviewing products, verifying sellers, and providing feedback to improve the online shopping experience. This study aligns with Sustainable Development Goal (SDG) 4 (Quality Education) by enhancing understanding of student consumer behavior and SDG 12 (Responsible Consumption and Production) by promoting informed and responsible purchasing practices. Its sustainability impact lies in fostering consumer awareness, improving decision-making, and supporting better practices among online retailers and student consumers.

Keywords: Consumer behavior, Descriptive research, Online purchasing, Online shopping platforms, Problems encountered, Spending behavior, Technology Acceptance Model, BSBA students

1. Introduction

Online purchasing has evolved into a dominant consumer behavior driven by technological advancement, increased internet accessibility, and the widespread use of digital platforms. Among students, particularly those in business-related fields, online shopping reflects not only convenience but also emerging patterns of consumer decision-making, spending behavior, and technology adoption. This study examines the online purchasing practices of BSBA students, focusing on their behaviors, preferences, and challenges within the context of modern e-commerce. Shopping has shifted from a necessity-driven activity to one often influenced by impulse and convenience, sometimes without rational evaluation of need. This phenomenon is linked to compulsive buying behavior, which affects a notable portion of the population and continues to grow. The rapid expansion of internet access and technological innovation has significantly contributed to the growth of online shopping. Developments in telecommunications and financial technologies, such as mobile payment systems, have enhanced accessibility and supported financial inclusion, encouraging more consumers to engage in e-commerce.

In the Philippines, increasing smartphone and computer usage has accelerated online purchasing activities. The internet has become a critical component of daily life, influencing how consumers access goods and services. Social media and online platforms such as Facebook, Lazada, TikTok, and Shopee have further enabled businesses to market products effectively, expanding the reach of e-commerce and enhancing consumer engagement. Understanding the online purchasing practices of BSBA students is essential, as it provides insights into emerging consumer behaviors that are relevant to both academic research and business strategy.

Existing literature highlights several key themes influencing online purchasing behavior. First, technological accessibility and innovation are primary drivers of e-commerce growth, allowing consumers to conveniently browse and purchase

products. Second, social media and digital marketing play a crucial role in shaping consumer preferences and purchase decisions by providing accessible platforms for product promotion and interaction. Another important theme is consumer behavior, particularly impulsive buying and the psychological factors associated with online shopping, including convenience and perceived satisfaction. Additionally, studies emphasize the role of digital marketing awareness and exposure in influencing students' understanding and engagement in e-commerce. These insights collectively suggest that online purchasing is influenced by a combination of technological, psychological, and marketing factors.

Globally, online shopping continues to expand due to increasing internet penetration and technological advancement. Nationally, the Philippines has experienced a significant rise in e-commerce activities, driven by digital transformation and increased use of mobile devices. At the local level, students in higher education institutions, such as Apayao State College, represent a growing segment of online consumers. Their purchasing behaviors reflect broader trends in digital adoption, social media engagement, and evolving consumer preferences. The integration of global technological trends with local consumer behavior underscores the relevance of studying online purchasing practices in specific academic settings. This study is anchored on the Technology Acceptance Model (TAM), which explains how individuals adopt and use technology based on perceived usefulness and perceived ease of use. These factors influence users' attitudes toward technology and ultimately determine their behavioral intentions and actual usage. In the context of this study, TAM provides a framework for understanding how BSBA students adopt online purchasing platforms. It allows the examination of how usability, convenience, and perceived benefits shape students' engagement in online shopping. Additionally, the study considers the influence of digital marketing awareness and exposure on students' understanding of e-commerce practices. While previous studies have explored online shopping behavior and digital marketing awareness, there remains a need for localized research focusing on specific student populations. Existing literature often emphasizes general consumer behavior or broader demographic groups, leaving gaps in understanding the detailed purchasing practices of business students in particular institutional contexts. This study addresses this gap by examining the online purchasing behavior of BSBA students at Apayao State College, including their preferred platforms, spending patterns, frequency of purchases, and challenges encountered. By doing so, it provides context-specific insights that can inform both academic research and practical applications in marketing and consumer education.

This study aligns with several Sustainable Development Goals (SDGs), particularly:

SDG 4 – Quality Education, by contributing to knowledge on student behavior and enhancing understanding of digital literacy and consumer awareness.

SDG 8 – Decent Work and Economic Growth, as insights into online purchasing behavior support businesses in improving digital commerce strategies and market participation.

SDG 9 – Industry, Innovation and Infrastructure, through its focus on technological adoption and the role of digital platforms in commerce.

SDG 12 – Responsible Consumption and Production, by highlighting consumer spending habits and issues such as defective products and scams, which relate to responsible consumption practices.

This research contributes to multiple dimensions of sustainability. In terms of economic sustainability, it provides insights that help businesses optimize digital marketing and improve customer satisfaction. For educational sustainability, it enhances understanding of student behavior and supports the integration of real-world consumer trends into academic learning. From a technological and innovation sustainability perspective, the study highlights the role of digital platforms in shaping modern commerce. It also contributes to social and community sustainability by identifying issues such as scams, product quality, and delivery inefficiencies, which impact consumer trust and well-being. Overall, the study supports informed decision-making among students, educators, and businesses, promoting a more efficient, responsible, and sustainable digital marketplace.

2. Material and methods

2.1 Research Design

The study employed a descriptive research design to systematically gather and describe information regarding the online purchasing practices of BSBA students. This approach was used to analyze their behaviors in purchasing goods, particularly those related to their academic and daily needs.

2.2 Locale of the Study

The study was conducted at Apayao State College (ASC) – Conner Campus, located in Barangay Malama, Municipality of Conner, Province of Apayao. The campus consists of two sites, namely the ASC Main Campus and the ASC Cubet Campus, and serves as the only higher educational institution in the province.

2.3 Respondents of the Study

The respondents of the study were Bachelor of Science in Business Administration (BSBA) students from the ASC Main Campus. These students were selected as they represent a relevant group in understanding online purchasing behavior due to their exposure to business and consumer-related concepts.

2.4 Sample and Sampling Procedure

A total of 45 respondents participated in the study. Stratified random sampling was employed to ensure representation across different year levels. The sample was equally distributed among first-year, second-year, and third-year students, with 15 respondents from each level. This method ensured balanced representation and minimized sampling bias.

2.5 Research Instrument

The study utilized a structured questionnaire as the primary data collection instrument. The questionnaire was designed to gather relevant information on the respondents' profiles, preferred online shopping platforms, purchasing frequency, expenses, and problems encountered during online transactions.

2.6 Data Gathering Procedure

Prior to data collection, permission was secured from the appropriate college authority. The researcher personally administered the structured questionnaires to the respondents. After completion, the questionnaires were retrieved and subjected to validation, consolidation, tabulation, and interpretation to ensure accuracy and completeness of the data.

2.7 Data Analysis Techniques

The collected data were analyzed using descriptive statistical methods, including frequency counts, ranking, and percentage distribution. These techniques were used to summarize and interpret the online purchasing practices of the respondents, particularly in identifying commonly used online platforms and patterns in purchasing behavior.

3. Results and Discussion

3.1 Online Purchasing Practices of BSBA Students

3.1.1 Demographic Profile of Respondents

The results show that the majority of respondents were aged 20–21 years old, followed by those aged 22–23, while the smallest group consisted of those aged 24 and above. In terms of sex, there were slightly more female respondents than males. The distribution across year levels was equal, with first-year, second-year, and third-year students each comprising one-third of the total respondents. These findings indicate that online purchasing is prevalent among young adults, particularly those in early adulthood. The balanced distribution across year levels suggests that online shopping behavior is consistent regardless of academic progression. The slight predominance of female respondents may reflect broader consumer trends where females are often more engaged in shopping activities, supporting the importance of demographic profiling in understanding consumer behavior and tailoring marketing strategies.

3.1.2 Preferred Online Shopping Platforms

The findings reveal that Shopee is the most frequently used online shopping platform among respondents, followed by TikTok, Facebook, and Lazada, which was the least utilized. This suggests that students prefer platforms that offer convenience, accessibility, and engaging user experiences. The dominance of Shopee and TikTok reflects the growing influence of mobile-friendly and socially integrated platforms in shaping purchasing behavior. This aligns with the increasing role of social media and digital platforms in promoting products and influencing consumer decisions, as highlighted in studies on online shopping and digital marketing.

3.1.3 Frequency of Online Purchases

The results indicate that most respondents purchase online once a month, representing the highest proportion. This is followed by those who purchase twice a month, while fewer respondents engage in weekly online shopping. This pattern suggests that students engage in moderate online purchasing behavior, with a preference for planned or periodic buying rather than frequent transactions. The tendency toward monthly purchases may reflect budget constraints and prioritization of essential needs. This behavior is consistent with consumer decision-making patterns influenced by financial capacity and perceived necessity, which are important factors in online shopping engagement.

3.1.4 Online Purchasing Expenses

The findings show that the majority of respondents spend between ₱100 and ₱200 per online purchase. A considerable portion spends between ₱401 and ₱500, while fewer respondents fall within the mid-range and higher spending categories. These results indicate that most students exhibit low to moderate spending behavior in online shopping. This suggests that students are cautious in their expenditures, likely due to limited financial resources. The observed spending patterns

highlight the importance of affordability and price sensitivity in influencing purchasing decisions, reinforcing the role of economic factors in consumer behavior.

3.2 Challenges Affecting Online Purchasing

The results reveal that delayed delivery is the most common problem encountered by respondents, followed by receiving incorrect item sizes, defective items, scams or wrong items, and fake products as the least reported issue. These challenges indicate significant concerns regarding logistics, product accuracy, and trust in online transactions. Delivery delays suggest inefficiencies in distribution systems, while incorrect sizes and defective items point to issues in product information and quality control. The presence of scams and counterfeit products further highlights risks associated with online shopping. These findings emphasize the need for improved service reliability, accurate product descriptions, and stronger consumer protection measures to enhance customer satisfaction and trust in e-commerce platforms.

3.3 Overall Patterns in Online Purchasing Behavior

The results collectively show that online purchasing has become a common practice among BSBA students, characterized by moderate frequency, controlled spending, and reliance on popular digital platforms. However, this behavior is accompanied by recurring challenges that affect the overall shopping experience. These patterns suggest that while students recognize the convenience and accessibility of online shopping, their engagement is influenced by practical considerations such as budget limitations and risk awareness. The findings reinforce the importance of improving platform reliability, delivery efficiency, and product quality to sustain consumer trust and encourage continued participation in e-commerce.

4. Conclusion & Recommendations

The study found that BSBA students are predominantly aged 20–21, with a slightly higher proportion of females and equal distribution across year levels, reflecting a balanced respondent profile. Shopee emerged as the most preferred online platform, followed by TikTok, Facebook, and Lazada, while most students engage in online purchasing on a monthly basis and spend relatively modest amounts, typically ranging from ₱100–₱200. These findings indicate that online shopping has become an integral part of students' consumer behavior due to its convenience, accessibility, and variety. However, issues such as delayed delivery, incorrect item sizes, defective products, scams, and counterfeit items negatively affect customer satisfaction, trust, and the overall online shopping experience, emphasizing the need for improved quality control, reliable services, and better customer support.

Students are encouraged to manage their online purchasing behavior by setting a monthly budget, tracking expenses, and practicing price comparison across platforms to ensure cost efficiency. They should also read product reviews, verify seller credibility, and remain cautious of unrealistic deals to minimize risks associated with scams and counterfeit products. Additionally, providing feedback to online retailers is recommended to help improve service quality, product reliability, and customer satisfaction, ultimately enhancing the overall online shopping experience.

Compliance with ethical standards

The authors declare no conflict of interest. This study complied with recognized ethical standards for human-participant research by ensuring voluntary participation with informed consent, the right to withdraw without penalty, and strict confidentiality through anonymous, secure, and aggregated data handling. Given the focus on psychological well-being, procedures were non-invasive, and safeguards were observed to minimize discomfort, with guidance to appropriate support services when needed, and required institutional permissions were secured for instrument use and access to academic records.

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