The Effect of E-commerce to Consumer's Buying Behavior

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Abstract

The research was designed to determine the effect of E-commerce to Consumer Buying Behavior. The study utilized a correlation research design which composed of 50 randomly selected e-shoppers in Brgy. Dagatan Dolores, Quezon. This study answers the following questions (1) What are the perception of consumers towards e-commerce? (2) What are the perceptions of consumers towards consumer buying behavior in terms of: Complex Buying Behavior, Dissonance Reducing Buying Behavior, Habitual Buying Behavior, Variety Seeking Behavior. (3) Is there a significant relationship between e–commerce and consumer buying behavior? The result shows that there is no significant relationship between e-commerce as to consumer's buying behavior in terms of habitual buying behavior while there is a significant relationship between e-commerce as to Consumer Buying Behavior in terms of Complex Buying Behavior, Dissonance Reducing Buying Behavior, and Variety Seeking Behavior**.**

Keywords: E-commerce; Complex Buying Behavior; Dissonance Reducing Buying Behavior; Habitual Buying Behavior; Variety Seeking Behavior

1. Introduction

In this era, E-commerce Industry is now growing and widely operating in the world because of a lot of ways to make a purchase, promote a business, and affect consumer behavior. E-commerce has a huge contribution to society, especially for online business owners: resellers, distributors, and more. It is helpful for them because it is an easy way to introduce a product to the possible customer. In the year 2019 when COVID-19 exist and the pandemic started, there are some establishments decided to not operate and some of them chose to close because of a lack of consumers.

Filipinos are prolific users of social media. Estimates this year show that there are 76 million active social media users from the Philippines. Of this number, 75 million are on Facebook; 12 million on Twitter, and 4 million are LinkedIn users. Most internet users gain access through smartphones. Smartphone penetration is now at 48.4 percent of households. (International Trade Administration; Philippines-Country Commercial

Guide,2020).

Electronic commerce or e-commerce is a business medium that lets firms, entrepreneurs and even ordinary individuals buy and sell things over the internet. E-commerce occurs using computers, tablets, or smartphones and may be thought of like a digital version of mail-order catalogue shopping in which every product and service is available through it. Transactions, including books, music, plane tickets, and financial services such as stock investing and online banking are available that is why people find E-commerce as a convenient way or medium of shopping online. E-commerce has helped businesses establish a wider market presence by providing cheaper and more efficient distribution channels for their products or services.

Facing COVID-19 pandemic, more firms, entrepreneurs, and individuals switched into a new mode of shopping. This is not only a huge sanitary and health crisis affecting millions or billions of people across the world. This is also provoking the global economy. The COVID-19 pandemic represents the ultimate test for numerous leaders, entrepreneurs, and employees operating in most if not all industries. Among other impacts, the contagion has severely affected the world economy including the travel, tourism and hospitality industries. Moreover, in Dolores Quezon, the unprecedented nature of COVID-19 has crippling effects, with numerous restrictions on businesses, resulting in far reaching impacts on hotels, restaurants, bars, and other hospitality businesses, with overall serious and seemingly insurmountable challenges for the hospitality industry. COVID-19 has increased demand for E-commerce in Dolores, Quezon. While the younger population was already open to online shopping, the need for social distancing has pushed the cash centric and face to face shopping culture towards a more digital one, and this is expected to continue. This brought to another problem that continues to exist in the online business world.

Going to the main purpose of this study, consumer's behavior are the key factors that everyone should know when it comes to business. This research reviews consumer's buying behaviors in relation to the present condition under the Covid-19 pandemic or community quarantine. How this affects by E-commerce that brings changes to the said key factors. Thus, the study seeks to determine the effect of E-commerce to Consumer's Buying Behavior.

2. Literature Review

According to (Terzi, 2011), an E-commerce continues expanding, its impact on employment will be the result of complex set of interactive forces because of the widely use of internet it can cause losses of job to because how the e -commerce sell these products. The gains are likely to be concentrated in developed countries in the short run but, developing countries will have more benefit in the long run.

According to (Qin, 2009), E-commerce is a subject which researches how to use electronic and information technology to promote the traditional business process to change profoundly the subject is still at its infant age and its fast developing.

Globalization help the e- commerce to grow or to spread as the internet is rapidly becoming the main source of information and services this was one of the globalizations think to use to develop international e-commerce (Babenko, Kulczyk, Perevosova, Syniavska, & Davydona, 2019).

According to (Choshin & Ghaffari, 2017), the lower the cost the higher the success of e- commerce. Infrastructures for each system has a significant impact on the success of e- commerce. In general, some of the key issues in e-commerce are related to retaining customers satisfaction, adopting appropriate infrastructures with the lowest possible costs, and having adequate awareness and knowledge for improving e-commerce and make them successful.

According to (Mansour & Elsayed, 2020), E-commerce market been affected by the covid-19 pandemic by demand and by supply. The number one problem of the e-commerce is the supply chains. E-commerce don't have enough money to buy supply to the suppliers and even they have enough money it was hard to import supply to sell to the buyers because a lot of countries are affected by the covid-19 pandemic.

According to (Gunasekaran, Marri, Mc Gaughey, & Nebhwani, 2002), the world around us is rapidly

changing that's why we should have sufficient flexibility to allow for adaptive change. We need to develop our business to survive and prosper in the 21st century and beyond. E-commerce face changes through internet, this development have the potential to radically change the ways in which we communicate, interact, receive information, entertainment and acquire goods and services.

The internet has changed our lives and it has changed the way used to interact with friends and carry out our business even change marketing advertisement and promotional activities similarly the impact of internet on brand in equality (Mohapatra, 2013).

E-commerce is indeed relevant to developing countries despite the current limitation with the existing infrastructure and other issue. E-commerce will grow if they adopt the changes because of developing country. Most countries still need to deregulate the telecommunications industry (Lawrence & Tar, 2010).

According to (Manzoor, 2010), the growth of the internet continues to influence our lives and business. Perspective of their type and size ohms and organism or thinking their strategies and operation on increasing numbers of barriers r using to gain competitive advantage.

A marketing mix includes multiple areas of focus as part of a comprehensive marketing plan. Term of often refers to a common Classification that began as the four PS: product, price, placement, and promotion. Effective marketing touches on a broad range of areas as opposed to fixating on one message (Pogorelove, Yakhneeva, Agafonova, & Prokubouskaya, 2016).

According to (Grayson, Hibbard, & Kotler, 2019), complex buying behavior is also called "extensive". It is occurred when the consumer is highly involved with the purchase and when there are significant differences between brands. This behavior can be associated with the purchase of a new home. There is high in significant financial commitment and large differences between brands or product that require gathering a substantial amount of information prior to purchase.

According to (Shaik, Complex Buying Behavior, 2021), complex buying behavior occurs when the consumer is highly involved with the purchase and when there is significant difference between brands. The design and distribution it became a challenge to develop products or services that meet different consumers demands usage of social networks has redefined lifestyle and culture and firms are finding it (Xhema, 2019).

Dissonance - reducing buying behavior occurs when the consumer is highly involved but sees little deference between bonds. After making purchase under such circumstances, a consumer is likely to experience the dissonance that comes from noticing that other bonds would have been just a good, if not slightly better, in some dimensions. The consumer is in a buying situation that will seek information or ideas that justify the original purchase. People find the difficult to buy goods without much research based only on convenience or available budget (Hibbard, Grayson, & Kotler, 2019). Dissonance- reducing buying behaviour occurs when a consumer is highly involved in the purchase of an item, but they have a hard time pinpointing the difference between various a brand (Shaik, Dissonance- reducing buying behavior, 2021).

The theory of cognitive dissonance is of a great importance in consumers behavior and marketers have lots of interest in analysing the post purchase behavior of consumer experienced by them. This paper has explored the factors that create cognitive dissonance (Sharma K. M., 2014)

According to (Pandey, Pandey, & Bahl, 2013), the study of when, why, how, and where people do or do not buy a product. It tends element from psychology, sociology, social anthropology, and economics, it attempts to understand the buyer decision-making process both individual and in groups.

According to (Dey, 2017), their study is based on the perceptions buying behavior and satisfaction of the consumers in Indian market. The Indian consumers are spending their money on various items has change. Urbanization is a constant phenomenon in Indian.

According to (Chen & Paliwoda, 2004) Consumers' information processing is different when purchasing an unknown brand. In this paper, an attempt is made to explore what factors affect consumers' reliance on the company name that is, the name of the corporation alone in their decision to purchase a brand that has not been previously purchased.

Variety-seeking has proven to be a relevant factor for a wider understanding of the behavior of international travellers. Hence, segmentation that is based on variety-seeking offers an alternative to the traditional segmentation approaches. (Leogoh`erel, Hsu, & Dauc`e, 2015).

According to (Murray, Jin, & Martin, 2022), variety-seeking behavior is an important element to understand when exploring consumer choice. By providing this account of variety-seeking behavior we provide a significant addition to current knowledge as well as implications for firms seeking to manage the levels of variety sought by consumers.

3. Methodology

This chapter presents the research methods used to conduct the study. The researcher explains how the necessary data and information was collected, presented, and analyzed. This includes the research design, respondents of the study, research instrument, research procedure, and the statistical treatment of data.

The research design used by the researchers was a descriptive correlation method as it analyzed and interpreted the study using surveys to answer the research problem and objectives presented at the beginning of the study or simply described the strength of relationship between the E-commerce and the customer's buying behavior. The researchers considered the correlation method to be of great value in bringing out reliable information from the study. The focus of the study was to know the effect of E-commerce that changed customer's buying behavior. It aims to know if that effect has significance in the community.

The researchers used the purposive sampling method in choosing the respondents from Barangay Dagatan, Dolores, Quezon. The respondents to the study are the random fifty (50) e-shoppers who answered the questionnaires provided by the researchers. A total of 50 participants were involved in the study. Most respondents are fond of online shopping all along especially during pandemic.

The instrument used was a researcher-made survey questionnaires checklist. The research questions were constructed in the simplest terms, making it easy for the respondents to understand. The first part collects the respondent's demographic profiles. The second part evaluates the driving forces that made them change their buying behavior including their self-interest, barriers encountered and culture that directly affects it. The third part also evaluates their buying behavior including the frequency and preferred items of purchase and the decision that influenced them. They were asked to evaluate how important each factor was, to determine the impact of e-commerce that changed their buying behavior especially in times of Covid-19 pandemic in Dolores Quezon.

A few statistical tools were used to analyze and interpret the data that were obtained in the study. In this study, the data from the completed online survey form was first tabulated. The scores of the respondents were tallied, classified, and tabulated for better presentation. Descriptive statistics like mean and standard deviation were utilized to interpret the answer of the respondents to the questionnaire as they analyze the study while Pearson Product Moment Correlation were used to analyze the relational question.

4. Results and Discussion

This chapter includes the tables that present the findings of this study and the interpretation and analysis of the data gathered. The course of the performance and investigation was guided by the problem statement in Chapter 1 to draw conclusions and recommendations.

Table 1.   Perception of e-shoppers towards E-commerce

Indicators	Mean	SD	Interpretation
1. E-commerce bring joy to new normal.	3.38	.49	Agree
2. E-commerce satisfied consumer needs and wants.	3.20	.57	Agree
3. E-commerce motivates other consumer to make business online.	3.18	.71	Agree
4. E-commerce saves consumer time.	3.22	.64	Agree
5. E-commerce gives good service.	3.18	.71	Agree
6. E-commerce gives big impact on business.	3.26	.63	Agree
7. E-commerce enhances retail competition and always increases consumer surplus.	3.00	.53	Agree
8. E-commerce has become an important tool for small and large businesses worldwide.	3.30	.70	Agree
9. E-commerce helps create new job opportunities due to information related services, software app and digital products.	3.32	.65	Agree
10. E-commerce brings benefit for customers as they do not have to leave home and only need to browse websites online, especially for buying products which are not sold in nearby shops.	3.32	.74	Agree
Overall	**3.23**	**.32**	**Agree**

Legend: 3.50-4.00- Strongly Agree (Very High); 2.50-3.49- Agree (High); 1.50-2.49- Disagree (Moderate); 1.00-1.49- Strongly Disagree (Low)

This table shows the respondents' mean perception on consumer towards e-commerce. It is noticeable that all most of the interpretation agree with the given thoughts. It has the highest mean equivalent of 3.38 and the lowest mean of 3.00. This only shows that the respondents agree on perception of consumer towards e-commerce.

Taken as a whole, the perception consumer towards e-commerce has a total mean of 3.23 with the standard deviation of .32331 interpreted as agree. It implied that E-commerce benefit consumers in terms of shopping online.

According to (Ritendra, 2007), since the beginning of recorded history and beyond, trade of goods has been a key driver for human survival. A paradigm shift in how businesses are conducted today has been brought about by the widespread adoption of the Internet. E-commerce, or the purchasing and selling of goods through human-computer interaction over the Internet, has emerged over the previous ten years. As traditional physical exchange of products and money loses favor, more companies are hopping on the e-commerce bandwagon. As more organizations begin and continue to integrate the Internet and e-commerce technologies into their business processes, the distinction between e-commerce and traditional commerce is becoming increasingly hazy nowadays.

Table 2. Complex Buying Behavior

Indicators	Mean	SD	Interpretation
1. I have too much expectation to the product.	3.30	.58	Agree
2. I scrutinize the product I buy.	3.26	.69	Agree
3. I use my critical thinking skills before buying a product.	3.22	.67	Agree
4. I'm nit-picky to products appearance and performance.	2.98	.84	Disagree
5. I'm too demanding on products in terms of quality.	3.02	.84	Agree
6. I should have a deep understanding of the products.	3.28	.67	Agree
7. I been informed about the product category and its important attributes.	3.14	.70	Agree
8. I will first develop beliefs about the product, then attitudes, and then make a thoughtful purchase choice.	3.20	.60	Agree
9. I behave very differently when buying an expensive or a product that is unfamiliar to me.	3.18	.71	Agree
10. I will research thoroughly before committing to buy a product.	3.34	.62	Agree
Overall	**3.19**	**.34**	**Agree**

Legend: 3.50-4.00- Strongly Agree (Very High); 2.50-3.49- Agree (High); 1.50-2.49- Disagree (Moderate); 1.00-1.49- Strongly Disagree (Low)

This table shows the perception of consumers towards their complex buying behavior. It has the highest mean of 3.34 and the lowest mean which gathered 2.98. This only shows that the respondents agree on perception of consumer towards their complex buying behavior.

With the overall mean of 3.19 and standard deviation of .34276, it is interpreted agree. It implies that consumers have a complex buying behavior.

According to (Vijayalakshmi & Mahalashmi, 2013), the procedures they follow while choosing, securing, or discarding goods, experiences, ideas, or services to meet demands, as well as the effects these procedures have on the consumer and society. It incorporates ideas from social anthropology, psychology, sociology, and economics. It tries to comprehend how consumers make decisions, both individually and collectively. To comprehend people's wants, it investigates consumer traits such as demographics and behavioral factors. Additionally, it tries to evaluate the consumer's exposure to social influences from groups including family, friends, and the larger community.

Table 3.   Dissonance Reducing Buying Behavior

Indicators	Mean	SD	Interpretation
1. I highly involved but sees little difference between brands.	3.32	.62	Agree
2. I seek further confirmation after the purchase that they made the right choice.	3.18	.71	Agree
3. I choose such products based on price or convenience.	3.12	.62	Agree
4. I can occur if consumers worry afterwards that may have made the wrong choice.	3.10	.67	Agree
5. I aimed at lessening the tension or feeling of discomfort and unease which accompany an unfamiliar purchase.	3.06	.61	Agree
6. I buy product that is easily available.	3.08	.75	Agree
7. I buy certain products without a lot of research base on the products available, time limitations, or budget limitations.	2.90	.81	Disagree
8. I will be forced to buy goods that do not have too many choices and therefore will be left with limited decision making.	2.92	.85	Disagree
9. I highly involved when the product is expensive, risky, purchased infrequently and highly self -expressive.	3.16	1.59	Agree
10. I may consider most brands in a given price range to be the same.	3.04	.57	Agree
Overall	**3.08**	**.28**	**Agree**

Legend: 3.50-4.00- Strongly Agree (Very High); 2.50-3.49- Agree (High); 1.50-2.49- Disagree (Moderate); 1.00-1.49- Strongly Disagree (Low)

This table shows the perception of consumers towards their Dissonance Reducing Buying Behavior. It has the highest mean of 3.32 and gets the lowest mean of 2.90. This only shows that the respondents agree on perception of consumer towards their Dissonance Reducing Buying Behavior.

As a result, the overall mean is 3.08 and standard deviation of .28830 interpreted agree. It signifies that consumers think first before buying a product for them to avoid making a wrong choice or decision.

According to (Sharma M. K., 2014), consumer dissonance is crucial to behavior, and marketers are very interested in studying how customers behave after making purchases. This study examined the elements that influence consumers' purchasing decisions, focusing on those made by shoppers of consumer products in urban areas.

Table 4. Habitual Buying Behavior

Indicators	Mean	SD	Interpretation
1. I always look for the cheapest price.	3.04	.80	Disagree
2. I buy many stuffs when it's sale or promos.	3.30	.54	Agree
3. I always buy the same brands of products.	3.06	.54	Agree
4. I buy products influenced by others.	2.98	.68	Disagree
5. I always think if it's worth to buy.	3.20	.69	Agree
6. I tend to buy the same brand again and again out of habit.	2.92	.89	Disagree
7. I usually do not form strong attitude toward a brand but select it because it is familiar.	2.78	.86	Disagree
8. I have low involvement in purchase decision.	2.92	.60	Disagree
9. I am buying based on brand familiarity.	3.10	.67	Agree
10. I tend to switch between options or select different options within a choice set.	3.14	.67	Agree
Overall	**3.04**	**.37**	**Agree**

Legend: 3.50-4.00- Strongly Agree (Very High); 2.50-3.49- Agree (High); 1.50-2.49- Disagree (Moderate); 1.00-1.49- Strongly Disagree (Low)

This table shows the perception of consumers towards their Habitual Buying Behavior. It has the highest mean of 3.30 and the lowest mean is 2.78. This only shows that the respondents agree on perception of consumer towards their Habitual Buying Behavior.

The overall mean is 3.04 with standard deviation of .37042 interpreted agree implied that consumer make repeat purchase number of times of an already known brand or when its sale without the process of high involvement and decision. Habitual behavior represents repeat purchases made by the customers, based on habits or routines that are developed to simplify the decision-making process. (Radha & Shylajan, 2007).

Table 5. Variety Seeking Behavior

Indicators	Mean	SD	Interpretation
1. I can differentiate the changes in the external environment.	3.16	.79	Agree
2. I have little involvement with the purchase if there are many options.	3.06	.65	Agree
3. If your brand comes across as trustworthy, consumers will believe the promises you make about your product.	3.18	.69	Agree
4. Consumers may seek variety because of an internal need.	3.22	.67	Agree
5. There is low involvement of the consumer regarding the product.	2.88	.65	Disagree
6. I should have deep understanding of the products.	3.22	.70	Agree
7. I been informed about the product category and its important attributes.	3.30	.70	Agree
8. I will first develop beliefs about the product, then attitudes, and then make a thoughtful purchase choice.	3.16	.65	Agree
9. I behave very differently when buying an expensive product.	3.24	.68	Agree
10. I will research thoroughly before committing to buy a product.	3.14	.63	Agree
Overall	3.15	.32	Agree

Legend: 3.50-4.00- Strongly Agree (Very High); 2.50-3.49- Agree (High); 1.50-2.49- Disagree (Moderate); 1.00-1.49- Strongly Disagree (Low)

This table shows the perception of consumers towards their Variety Seeking Behavior. It has the highest mean of 3.30 and the lowest mean of 2.88. This only shows that the respondents agree on perception of consumer towards their Variety Seeking Behavior.

Taken as a whole, the overall mean falls under 3.15 with standard deviation of .32836 interpreted agree, from this we can tell that consumers do not have high involvement with a particular product when there is a significant perceived brand difference.

According to (Murray, Jin, & AS, 2022), variety-seeking behavior is an important element to understand when exploring consumer choice. Our current understanding of variety-seeking behavior has largely been developed with a focus on the product related mindsets that consumers adopt while shopping. Using the trait-based concept of shopping orientation, we provide an additional antecedent to variety-seeking by looking at the phenomenon as it relates to the mindsets consumers adopt surrounding the process of shopping. Across three studies, we show that the more a consumer sees shopping as an enjoyable activity, the more likely they are to seek variety.

Table 6. Correlation between E-commerce and Consumer's Buying Behavior

	Consumer's Buying Behavior			
	Complex Buying Behavior	Dissonance Buying Behavior	Habitual Buying Behavior	Variety Seeking Behavior
E-commerce	.000	.000	.243	.000

Legend: $p < 0.05$ – significant; $p > 0.05$ – Not Significant

Table 6 shows that E-commerce is highly significant towards consumer's buying behavior in terms of complex buying behavior, dissonance buying behavior, and variety seeking buying behavior. According to (Haralayya, 2022), the outcomes show that overall respondents have a positive view that web-based business sites move buys from actual stores to online retail facades, increment familiarity with security issues, increment buys, and influence dynamic cycles, value awareness, and limits. Nonetheless, a few respondents gave unbiased and negative reactions since they featured the inconveniences of utilizing brilliant gadgets to purchase boarding passes through E business sites. Likewise, there was one respondent who was unbiased about the advantages of an online business site, as he was yet worried about security issues.

In this buying behavior pattern, consumer involvement is high, and this comes from the low availability of choices with minor differences between brands. Hereby, the product that is easiest to attain is the most desirable one. Consumers buy their products depending on the product availability, time restrictions and the income or the budget they plan on spending and without a lot of research (Radlovic, 2021).

According to (Nagar & Payal, 2016), the variety-seeking variable is a significant predictor of choice overload and shopping anxiety experienced by online shoppers. One can attribute several reasons for this result to be true. One of the motivations for consumers to shop online is the convenience with which one can jump from one e-tailer to the other in search of variety. Although this may help in achieving the motive of convenience at the doorstep for a variety-seeking consumer, it will also result in the consumers making a more difficult decision of selecting from among too many options.

It is also noticeable that E-commerce is not significantly related to habitual buying behavior. There is a noticeable lack of investigation into its determinants. Since the only influential factor generally discussed is brand awareness, our study includes other factors to provide a complete understanding of the determinants of habitual behavior. We consider the influence of various marketing and demographic factors on consumers' habitual behavior towards national and leading brands of low involvement products (Lin & Hwa, 2003).

5. Conclusion

The study focused on how E-commerce or the online market variables had changed the buying behavior of different consumers. The hypotheses are formulated based on references from previous studies with the aim of helping businesses and consumers better understand on the effect of e-commerce to consumers buying behavior, consumption habits to obtain the preparation in such a way that is more proactive in the future.

The findings proved that there is a significant change in the buying behavior on online shopping for consumers. It has been shown in the result that buying behavior takes a moderating role on consumers' awareness of utilities, encouraging shoppers towards online shopping, while the affection of society could be the reason which hesitates customers on it.

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