

## Impact of Price, Time, Trust, and Convenience to Shopee Consumers' Online Shopping Behavior

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**Abstract** — *This study evaluated the impact of four factors on the online shopping behavior of consumers in the online shopping platform Shopee in the Philippines, namely price, time, trust, and convenience. With e-commerce set to attain further expansion, the need to understand consumers' constantly changing behavior towards online shopping platforms has emerged. There are numerous studies regarding e-commerce; however, there are limited studies regarding the rapidly growing platform Shopee in the Philippines. Data was gathered through an online survey platform, Google Forms, and the survey questionnaire was composed of four significant parts: Price, Time, Trust, and Convenience. The study used Pearson correlation to evaluate the linear relationship between each factor to customers' online shopping behavior in Shopee. A number of 303 respondents participated in the study which was composed of Shopee users residing in the Philippines. The outcomes of the study indicate that price, time, trust, and convenience all have an impact on customers' online shopping behavior in Shopee Philippines.*

**Keywords** — *Shopee, E-commerce, Online Shopping, Online Shopping Behavior, Consumer Behavior*

### I. INTRODUCTION

It is established that E-commerce had exceptional growth over recent years, and this trend is set to continually expand. As for the Philippines, the country has yet to show sufficient improvement in terms of e-commerce advancement. The country witnessed a dramatic increase in E-commerce sales, contributing to the growth of online marketplaces such as Shopee in 2020. Filipino consumers shifted to shopping in digital channels, and government-mandated lockdowns prompted retailers to close or limit operations in brick-and-mortar establishments and direct their efforts to E-commerce. According to Chandrasekar (2021), "Mobile e-commerce sees 64% current value growth in 2020 to reach PHP117.1 billion."

The relevance of e-commerce is rising as consumers are continuously shifting to digital channels. The need to cope and cater to this change in the market has come to light in the concern of businesses. Identifying the factors that significantly affect online shopping behavior is essential to further understand consumer behavior in this market transition. Additionally, what Filipino consumers think before performing an online purchase has yet to be discovered. According to Slahuddin and Ali (2020), trust, price promotion, and convenience are factors that drive consumers to purchase online. Shopee, as the chosen shopping platform of the researchers, will be the determinant of the given factors present in every purchase performed. The study aims to further study Shopee consumers by determining which factors influence their shopping behavior. The new knowledge and information gathered will benefit and can be used to create new

strategies aligned to the result of the study and further understand how price, time, trust, and convenience influence shopping behavior online.

Price promotion is an important marketing tactic for e-commerce to influence consumers' purchase decisions. Customers buy online because the products are cheap or inexpensive. In addition, differences between affordable and cheap goods. "Cheap products are perceived to be low in price and low-quality." and "affordable items, on the other hand, are what your clients are willing to pay for, as long as they are respectable and fair." (Slahuddin & Ali, 2020) In the aspect of pricing and how it affects the online shopping behavior of the users, a study states that vouchers are being prominently used in online shops nowadays. It stimulates shoppers to purchase more due to the reduced price (Wu et al., 2020). In addition to this, digital wallets as a promotional strategy are widely used in online shopping. Non-cash payments have made it easier and faster for consumers to make daily transactions. It is proven how promotional discounts and customer loyalty positively impact the consumers' online shopping behavior. Aside from driving the consumers to purchase more, customer loyalty programs are also used as a strategy to gain the customer's trust (Putra et al., 2021). The research aims to examine how vouchers affect customer purchases.

In the e-commerce platform, its rapid growth has brought an essential role for informativeness to earn the trust of online shoppers. Information sharing is an opportunity for consumers to compare their product prospects, which are present in customer reviews and ratings (Dwidienawati et al., 2020). According to Bahl and Kesharwani (2019), consumers buy items and services depending on their confidence level in a product or service. Trust is the most critical factor in developing customer connections online. Building confidence is challenging in online companies, according to Juniwati and Sumiyati (2020), since clients are concerned that they would not receive a product of adequate quality. Through the satisfaction brought upon meeting the needs of the consumers by the online shopping platforms, trust is developed. If trust is formed, it serves as a bridging factor that increases customer loyalty that engages the consumers to increase their purchase (Haque, 2020). This study will investigate how reviews and e-commerce seller status impact customer online shopping behavior.

In terms of time and how it affects online shopping behavior, it is evident that there is a greater demand for fast shipping time. It created competition among shipping companies and e-commerce platforms on who could deliver the parcels faster (Ferrer et al., 2021). It is also proven how customers, especially women, are willing to pay more for faster shipping and delivery. If the reputation of a particular e-commerce brand is known for its fast shipping and delivery process, it affects the business's sales positively (Chen & Cui, 2021). The researchers will measure how shipping time affects consumer behavior in this study.

The fundamental goal of online shopping is to make it as simple and quick as possible for customers to reach their desired merchant in a few minutes with minimal effort. When consumers engage in online shopping, they unconsciously see that they are saving time as they participate in the process. The convenience brought upon by online shopping platforms also affects the purchasing behavior of consumers significantly. Convenience in terms of how quick the delivery system is, ease of transaction, and other services are the sources of customer

satisfaction (Jun & Palacios, 2020). If customer satisfaction is achieved by the convenience delivered by the online shopping platform, it is proven that it engages the behavioral shopping intention of the consumer positively (Indriani & Nurdianasari et al., 2021). In this study, the researchers will study how shipping couriers and payment channels affect their online shopping behavior in Shopee.

## II. LITERATURE REVIEW

### A. *E-commerce*

“E-commerce attracts significant attention from researchers with its growth” (Kim and Ammeter, 2018). As interest increased among businesses, mobile and desktop optimized websites created a division for different operating systems (Fenu and Pau, 2015). In addition, due to the growth of e-commerce, “brick-and-mortar stores are slowly closing down” (Quora, 2017). Online shopping is stimulated by retailers and consumers (Li et al., 2020). Online shopping has a big challenge in providing and maintaining customer satisfaction, and a critical success factor in surviving this challenge is a strategy focusing on services (Rita, Oliveira, and Farisa, 2019).

### B. *Price*

Price is the amount of the values that consumers forego in exchange for the advantages of a good or service. It has long been a critical determining factor in buyer decision-making defined by (Kotler and Armstrong, 2018). In addition, Kotler and Armstrong (2018) also stated that price plays an essential role in creating customer value and building customer relationships despite the increasing importance of non-price factors. Slahuddin and Ali (2021) states that affordability highly motivates consumers to shop online. According to a study conducted in Bangladesh, buyers judge the quality of things in online shopping mostly based on price and experience (Rahman et al., 2018). A study conducted in Suzhou, China, found that price promotion does not significantly relate to online shopping behavior (Asiedu and Dube, 2020). These online markets also offer deals and promos simply because they want to attract customers. According to Jain (2020), in e-commerce, customers are able to obtain better discounts and pricing as they can purchase items directly from manufacturers or merchants without going through an intermediary. E-commerce also makes it easier for consumers to compare prices and find a better deal because online shops offer discount coupons and rebates.

*H1: “Price has a significant impact on Shopee Consumers' Online Shopping Behavior.”*

### C. *Time*

The internet is suitable for consumers that wish to save their time and effort when it comes to shopping. Consumers who value time and convenience would most likely have a preference for online shopping. The development in e-commerce shops boosted the number of mobile applications, which allowed consumers to save time and energy. (Duarte et al., 2018). However, certain disadvantages should be weighed when using online shopping, such as shipping wait times, shipping costs, and the inability to inspect the products at hand (Lee et al., 2017). A study conducted in the Republic of Siberia found that time is significantly connected to customer satisfaction. (Vasić et al., 2019)

*H2: “Time has a significant impact on Shopee Consumers' Online Shopping Behavior.”*

**D. Trust**

In online shopping environments, consumers are unable to assess the products firsthand. This physical barrier between the customers and the item being sold makes it crucial for websites to be trusted by consumers (Martínez and Casielles, 2021). In addition, the lack of trust in the quality of a product and the seller's reputation is critical for individuals as they collect more information to reduce the risk of buying online (Joewono et al., 2020). Trust significantly influences customer satisfaction and repurchase intention. (Juniwati and Sumiyati, 2020). Trust plays an essential role in building customer loyalty (Chaturvedi et al., 2016). Trust reduces perceived risk in digital shopping, converting potential customers to actual customers in e-commerce (Aziz and Wahid, 2018).

*H3: "Trust has a significant impact on Shopee Consumers' Online Shopping Behavior."*

**E. Convenience**

Compared to physical stores, e-commerce offers more convenience to consumers (Business.com, 2014). Convenience increases satisfaction and repurchase intention from customers to the marketplace (Juniwati and Sumiyati, 2020). The convenience of website design and accurate product information that attracts consumers towards online shopping "proved to be the highest rating factor for online shopping of clothing brands" (Slahuddin and Ali, 2020). Online shopping convenience positively affects customer satisfaction and indicates that consumers demand convenience in conducting online transactions (Farida and Yakin, 2015).

*H4: "Convenience has a significant impact on Shopee Consumers' Online Shopping Behavior."*

**III. METHOD**

The researchers utilized a quantitative research approach in acquiring the study's primary aim in evaluating the impact of price, time, trust, and convenience factors on the online shopping behavior of Shopee consumers using a four-scaled Likert scale questionnaire. The study also aims to determine which four factors significantly influence Shopee consumers' online shopping behavior. A correlational test was used to evaluate the statistical relationship between price, trust, time, and convenience and Shopee consumers' online buying behavior. Based on Price et al. (2015), this statistical tool determines the relationship between variables.

A survey questionnaire was distributed to gather the data for the study and was deployed to the respondents through the online survey platform Google Forms. The study participants are individuals residing in the Philippines aged 18 to 40 years old who shop on the Shopee e-commerce platform. This age group consists of Gen Z and Millennials, whereas these are the generations that make up the majority of internet users and online shoppers in the Philippines (Statista, 2021). The researchers utilized the convenience sampling technique to acquire 303 responses, wherein the respondents were chosen based on their availability and desire to participate in the study.

The questionnaire is divided into four (4) parts: a short introduction of the researchers, along with the summary of the study, a letter asking for the respondents' consent on whether they are willing to participate in the study, screener questions to ensure participants are Shopee users and the survey questionnaire. Also written in the questionnaire is information about the respondents'

roles in the study and assurance that respondent information is kept confidential. After receiving consent from the respondents, the researchers gathered their profiles by asking for their demographic information such as age and gender. The last part of the survey questionnaire contains 20 statements regarding the impact of price, time, trust, and convenience using the four-scaled Likert scale.

**IV. RESULT AND DISCUSSION**

**A. RELIABILITY STATISTICS**

**Table 1. Reliability Statistics**

Reliability Statistics	
Cronbach's Alpha	N of Items
.924	20

The table above shows the reliability statistics of the study. The researchers gathered 20 responses for the pilot test survey. It is presented that the pre-test survey resulted in a Cronbach's Alpha greater than 0.7. This indicates that the questionnaire is reliable and the internal consistency of the questionnaire is acceptable. Based on table number 1, the survey questionnaire has a 0.924 Cronbach's Alpha, representing that the questionnaire has a high reliability level.

**B. DEMOGRAPHIC PROFILE**

**Table 2. Gender**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	99	32.7	32.7
	female	198	65.3	98.0
	prefer not to say	6	2.0	100.0
	Total	303	100.0	100.0

The table above shows the gender demographics of the respondents and reveals that out of 303 respondents: 32.7% of them are male, 65.3% are female, and 2% of the total number of respondents preferred not to indicate their gender.

**Table 3. Age**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-27	283	93.4	93.4
	28-37	16	5.3	98.7
	38-47	4	1.3	100.0
	Total	303	100.0	100.0

The table above shows that study participants aged 18 to 27 years old have the frequency of 283 respondents which consist 93.4 percent of our respondents. Study participants ages 28 to 37 years old have the frequency of 16 respondents which consist 5.3 percent of our respondents. Study participants aged 38 to 47 have the frequency of 4 respondents which consist 1.3 percent of our respondents.

**C. DESCRIPTIVE STATISTICS**

**Table 4. Descriptive Statistics**

	Mean	Std. Deviation	N
Shopping Behavior	3.0528	.26467	303
Price	3.1155	.37715	303
Trust	2.7162	.50688	303
Time	3.0297	.36726	303
Convenience	3.6502	.49137	303

The table above shows that for the descriptive statistics, Shopping Behavior has a mean of 3.0528 and a standard deviation of .26467 in 303 respondents. Price has a mean of 3.1155 and a standard deviation of .37715 in 303 respondents. Trust has a mean of 2.7162 and a standard deviation of .50688 in 303 respondents. Time has a mean of 3.0297 and a standard deviation of .36726 in 303 respondents. Convenience has a mean of 3.6502 and a standard deviation of .49137 in 303 respondents.

**D. CORRELATIONS**

**Table 5. Correlations**

		Shopping Behavior	Price	Trust	Time	Convenience
Shopping Behavior	Pearson Correlation	1	.370**	.334**	.393**	.193**
	Sig. (2-tailed)		.000	.000	.000	.001
	N	303	303	303	303	303
Price	Pearson Correlation	.370**	1	.189**	.166**	.183**
	Sig. (2-tailed)	.000		.001	.004	.001
	N	303	303	303	303	303
Trust	Pearson Correlation	.334**	.189**	1	.170**	.105
	Sig. (2-tailed)	.000	.001		.003	.067
	N	303	303	303	303	303
Time	Pearson Correlation	.393**	.166**	.170**	1	.186**
	Sig. (2-tailed)	.000	.004	.003		.001
	N	303	303	303	303	303
Convenience	Pearson Correlation	.193**	.183**	.105	.186**	1
	Sig. (2-tailed)	.001	.001	.067	.001	
	N	303	303	303	303	303

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The table above shows the correlation and results of the survey, the correlation is considered significant at the 0.01 level (2-tailed). In terms of shopping behavior and price there is a .370” correlation level which indicates that there’s a significant relationship between the two variables. The Pearson correlation level between shopping behavior and trust is at .334” which indicates a strong significance as well. With time as a variable and shopping behavior, the level of correlation is at .393” which shows a significant relationship between the said variables. Lastly, convenience and shopping behavior showed a significant level of correlation as well which resulted over a .193” Pearson correlation level.

**E. HYPOTHESIS RESULTS****Table 6. Hypothesis 1**

Variable	Mean	Standard Deviation	Pearson r	P value	Interpretation
Shopping Behavior	3.0528	.26467	.370**	.000	Significant
Price	2.7162	.50688			

The table above shows that price has a significant impact on Shopee Consumers' Online Shopping Behavior. There is a significant relationship at .01 level

For the hypothesis results specifically on the shopping behavior and price, the Pearson correlation indicates that the results have reached .370 level which proves that price has a significant impact on Shopee Consumers' Online Shopping behavior.

**Table 7. Hypothesis 2**

Variable	Mean	Standard Deviation	Pearson r	P value	Interpretation
Shopping Behavior	3.0528	.26467	.334**	.000	Significant
Trust	3.1155	.37715			

The table above shows that trust has a significant impact on Shopee Consumers' Online Shopping Behavior. There is a significant relationship at .01 level

For the relationship between shopping behavior and trust as a variable, the survey results have reached a .334 level of significance based on Pearson correlation coefficient which indicated that trust as a variable has a significant impact on Shopee Consumers' Online Shopping Behavior.

**Table 8. Hypothesis 3**

Variable	Mean	Standard Deviation	Pearson r	P value	Interpretation
Shopping Behavior	3.0528	.26467	.393**	.000	Significant
Time	3.0297	.36726			

The table above shows that time has a significant impact on Shopee Consumers' Online Shopping Behavior. There is a significant relationship at .01 level

In terms of shopping behavior and time as a variable, the survey results have indicated that Pearson correlation for these variables reached a .393 level which implies that time has a significant level of impact on Shopee Consumers' online shopping behavior.

**Table 9. Hypothesis 4**

Variable	Mean	Standard Deviation	Pearson r	P value	Interpretation
Shopping Behavior	3.0528	.26467	.193**	.000	Significant
Convenience	3.6502	.49137			

The table above shows that convenience has a significant impact on Shopee Consumers' Online Shopping Behavior. There is a significant relationship at .01 level

Convenience and shopping behavior have reached a .193 level of significance for Pearson Correlation. This result proves that convenience as a variable of this study is proven that it has a significant impact on Shopee Consumers' Online Shopping Behavior together with the other variables indicated.

To summarize the study results, all four factors, price, trust, time, place, and promotion have a significant impact on the online shopping behavior of consumers in Shopee. Derived from the results presented above, it is stated that the factor of Time with the Pearson R of .393 has the most significant impact on the online shopping behavior of Shopee consumers. Followed by Price with the Pearson R of .370 on the impact on the online shopping behavior of Shopee consumers. Additionally, Trust with the Pearson R of .334 on the impact on the online shopping behavior of Shopee consumers. Lastly Convenience with the Pearson R of .193 on the impact on the online shopping behavior of Shopee consumers.

The significant relationship between price and the online shopping behavior of Shopee consumers suggests that affordability motivates Shopee consumers to shop in Shopee. Our results demonstrated that price promotion such as discount vouchers significantly impacts Shopee consumers' online shopping behavior. Consumers are able to obtain a greater deal with the discount vouchers offered on the e-commerce platform. Together, the present findings confirm that consumers find that the products they see in Shopee are reasonably priced and of value. In line with the previous studies of Slahuddin and Ali (2021), it states that affordability highly motivates consumers to shop online.

Contrary to the findings of Asiedu and Dube (2020), our findings point out that price promotion significantly correlates to online shopping behavior. The study results also indicate that shopping in Shopee saves consumers' time as it ships customers' orders on time, and placing orders in the platform does not take a long time, motivating people to shop in the e-commerce platform who value and save time—making it the most important factor to consider in the online shopping behavior of consumers on Shopee. Shipping wait times, shipping costs, and the inability to inspect the products at hand are proved in the study as time significantly impacts online shopping behavior. There is a significant impact of trust on the online shopping behavior of Shopee consumers.

Furthermore, the results demonstrate that Shopee Consumers trust Shopee Mall and Shopee Preferred Sellers. The analysis found evidence for the lack of reviews of products stopping consumers from shopping in Shopee. Our findings on consumers' trust at least hint that they rely on reviews in deciding whether they will shop in Shopee. Proven in the study that trust significantly impacts customer satisfaction and repurchase intention. The results also show that trust reduces the perceived risk in digital shopping, converting potential customers to actual customers in e-commerce. There is a significant impact of convenience on the online shopping behavior of Shopee consumers. The researchers describe the results of why consumers shop in Shopee, which shows that it is because they find it easy. Another promising finding was that website design and application interface gives them comfortability in navigating through the e-commerce platform. With this, consumers are able to find the product they are looking for and



purchase it. This analysis found evidence that consumers emphasize the importance of convenience through shopping platform interface design and search engines. It is evident in the study that convenience increases the satisfaction and repurchase intention from consumers to the marketplace. The study also proves that online shopping convenience affects customer satisfaction and indicates that consumers demand convenience in conducting online transactions.

#### **V. CONCLUSION**

The results obtained from this study reveal that Shopee consumers' online shopping behavior in the Philippines is significantly affected by price, time, trust, and convenience. The four factors in this study all have a significant relationship with Shopee consumers' online shopping behavior. Consumers take into consideration affordability, discount vouchers, and reasonable pricing when shopping on the e-commerce platform. Shopee users rely on reviews and sellers' reputations, such as the Shopee Preferred Seller and sellers that participate in ShopeeMall. Consumers are also satisfied with Shopee's user-friendly website and application interface, with that, they are able to easily navigate through the platform, easily find the product they want, checking out and placing an order in Shopee is easy for consumers, making the Shopee shopping experience convenient. The whole shopping experience in Shopee from finding products, checking out, and placing orders is easy for consumers, taking less time. On the other hand, in comparison to brick and mortar, online shopping in Shopee also eliminates the waiting time for queueing in check out, optimal for Shopee consumers that value their time. The study revealed that the most significant factor for Shopee consumers is time.

#### **VI. RECOMMENDATION**

For the direction of future studies, it is critical to include income level in gathering data and link it to online shopping behavior. Additionally, future researchers can compare two e-commerce platforms in the Philippines and apply them to other states to compare results and obtain more relevant data for developing new marketing strategies. Furthermore, the frequency of shopping in the e-commerce platform of the respondents was not taken into account in interpreting the study results.

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