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**CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING:
TIKTOK PLATFORM SHOPS IN THE PHILIPPINES**

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I hereby declare that I have compiled the thesis independently and all works, important standpoints and data by other authors have been properly referenced and the same paper has not been previously presented for grading.

The document length is **11,260** words from the introduction to the end of the conclusion.

Anniecel Mae Perater Malabanan

(signature, date)

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ABSTRACT

The main purpose of this research study is to find out consumers' attitude towards online shopping specifically, on Tiktok platform shops.

The research consists of three major parts: first, the theoretical background where the researcher presents existing studies related to consumer attitudes and online shopping, the second chapter contains the research methodology used for the study and lastly, the last chapter is the presentation of the results, findings, discussion, and suggestions.

This study employs a quantitative methodology and collects data using an online survey questionnaire that is distributed over several social media platforms. A descriptive statistical analysis is used to examine the data, the SPSS software application was also used to create a stronger analysis and to establish correlations between variables in order to provide a more precise data about the results.

The results shows that the majority of the consumers who has some knowledge about TikTok platform shops were from age group: less than 18, 18-24 and age between 25-34. Based on the answers given by the respondents, the positive thoughts associated to the consumers' feelings shows a positive attitude towards the TikTok platform shops. Subsequently, it was also discovered that the majority of the respondents who had a positive attitude in buying products online usually purchase products in the clothing and footwear categories. Additionally, the results also shows that the respondents' attitude towards buying online gets affected by seeing an influencer/celebrities promote those product. Lastly, Online shopping vouchers, TikTok lives, TikTok influencers and TikTok promotional strategy such as "Lucky Scops" are several factors that affects the buying behavior of consumers when they are making a purchase online.

Keywords: Consumer attitudes, Online shopping, Consumer online shopping behavior, TikTok platform shops

INTRODUCTION

In recent years, buying products online has become an emerging practice for a substantial number of people from various countries around the world. This shows that buying products from online shops is an indisputable evidence of the business revolution (Jun & Jaafar, 2011). In addition to having a profound influence on people's lives, the widespread use of internet technologies and their improvements also evidently have an effect on business operations. According to Al-Debei et al., (2015), by now it should be obvious that the internet and related technologies have encouraged the development of novel and innovative business models that gain from increased levels of richness and reach.

The retail industry is experiencing an increase in online spending and, more specifically, in the number of internet-based shopping websites. It is well known that e-commerce has had tremendous growth in recent years, and this pattern is expected to continue in the coming years Bulacan et al. (2022). As a result, a vast number of e-commerce platforms have emerged (Vazquez & Xu, 2009). During the pandemic, most individuals had to stay at home and follow the imposed restrictions. According to Casimiro et al. (2022), the use of social media in the Philippines over the last few years has become highly prominent, leading the country to become one of the world's most popular sites for social media use. The Filipino consumers did not escape this scenario and had to rely more on online platform stores to buy their essential and non-essential goods. So much so that online shopping has become part of their daily routine, and the term “add to cart” has become an integral part of the conversation. During the first quarter of the year 2022, according to Statista (2022), Shopee was the most popular B2B e-commerce site in the Philippines with an estimated seventy-seven million web visitors, followed by Lazada with around thirty-nine million visitors monthly.

Interestingly, TikTok as a social media platform, is popular for sharing and creating videos highlighting dance challenges, skits, and other related content which has recently gained its recognition in the Philippines as it enters the e-commerce market. As a part of their global partnership, TikTok and Shopify teamed up in 2021. The partnership seeks to support Shopify merchants in widening their commerce strategy to TikTok, allowing them to develop and launch

campaigns targeted at TikTok's extremely active user base (TikTok, 2021). They have introduced an online shopping feature where the users of their platform can also directly and easily buy and sell products endorsed by influencers on the Tiktok platform shops. This allows its users to browse for products they see in the short videos on their feed and make purchases with ease. “TikTok Shop is an innovative new shopping feature that enables small businesses, merchants, brands, and creators to showcase and sell products directly on TikTok through in-feed videos, LIVEs, and product showcase tabs. By doing so, it brings entertainment into commerce, which is a Shoppertainment.” (TikTok Information Technologies UK Limited, 2022).

While the emergence and growth of online shopping platforms in the Philippines served as the impetus for choosing this topic, understanding the attitude of the consumers and knowing the factors that relate to it are the important core of this study. The business industry has been substantially impacted by online shopping, and this has also had a significant impact on consumers' buying behavior. Given the complex and competitive situation of today, marketers and companies should know the consumer behavior in the field of online shopping. By doing so, the companies will gain the upper hand in tapping the new markets, take advantage of the trends and provide a unique experience to their consumers; and this is exactly what TikTok has done.

The necessity to comprehend consumers' constantly changing behavior and response toward online buying platforms are vital, and it can be anticipated that certain changes in e-commerce will continue to expand in the years to come (Bulacan et al., 2022). In comparison to other online shopping platforms, such as Lazada and Shopee, TikTok online shopping platform is new and continuously expanding in the e-commerce market, with very limited research done regarding its consumers' behavior, and purchase intention (Araujo et al., 2022). There are numerous studies regarding consumers' attitudes toward online shopping pertaining to other online platforms. However, since the TikTok online platform is relatively new, there is very little information known to this date regarding the consumers' attitudes towards Tiktok platform shops. Therefore, there is a need to discover more about this platform which has not been done yet. The goal of the author of this research is to find out the consumers' attitudes towards online shopping, specifically on the Tiktok platform shops in the Philippines.

As stated earlier, there are two leading shopping platforms in the Philippines, Lazada and Shopee. However, the TikTok online shop is trailing behind at a fast rate and the need to understand the consumers' continuously shifting behavior toward online shopping platforms has developed as e-commerce is expected to continue expanding. With this, the study intends to provide an answer to

the current **research problem** which is limited information about consumer attitudes toward online shopping specifically on Tiktok platform shops in the Philippines.

The main purpose of this research study is to find out consumers' attitude towards online shopping specifically, on Tiktok platform shops. To achieve this, the researcher presents the following research questions:

- What is the consumers' attitude towards online shopping on Tiktok platform shops in the Philippines?
- What are the factors that affect and influence the consumers' shopping behavior on Tiktok platform shops in the Philippines?

This research study is conducted using a quantitative method. To get the pulse of the respondents, survey questionnaires are distributed using various social media platforms such as Facebook, Messenger, Whatsapp, and Instagram. The result of the survey is gathered using Google Forms, an online survey tool. For this study, a non-probability sampling technique is used for conducting the sampling process. The convenience sampling technique is used in this research wherein the respondents were picked based on their availability and willingness to participate in the study. In addition, the snowball effect was generated from this study, where the referrals and recommendations from the initial respondents were taken into consideration, provided that they were interested and willing to participate in the survey. Moreover, they have also qualified to the set guidelines stated in the methodology section.

As an overview, this thesis study has three primary chapters: the first chapters focus on the theoretical background. Also in this chapter, existing previous studies related to the topic of consumers' behavior towards online shopping, and factors that affect consumers buying behavior on shopping online were included. The second chapter consists of the research methodology, where the survey and its design are introduced, and the research methods are presented in detail. Finally, the results, findings, discussion of findings, and recommendations are presented in the third chapter. Following a list of references and appendices, the author concludes by outlining the research's findings.

1 THEORETICAL BACKGROUND OF CONSUMERS ATTITUDE

In this chapter, the author will provide a theoretical background of reference regarding the topic of this study. Mainly, this section summarizes prior research studies carried out in online shopping, with the importance of the following: consumers' attitude towards online shopping, factors impacting the choices of the consumers, and highlighting the implication of TikTok shopping in the country's online shopping setting. Furthermore, this section will encompass the ideas related to the factors that affect and influence the consumer with their decision to purchase an item and the procedures they take into consideration when buying an item online.

1.1 The Power of Consumers' Attitude

Every consumer has their own motivation and a settled way of thinking when it comes to purchasing an item. In its simplest definition, attitude is the way a person thinks and feel about someone or something that affects a person's behaviour. And the behavioural component is one of the primary things to consider in the way we react to certain things. While attitude is said to define the personality of a human, it generally falls under two categories: the good and the bad. According to Fishbein & Ajzen (1975), the meaning of attitude that is most frequently used and cited asserts that an attitude is a person's overall perspective of favorability or unfavorability toward a stimulant object of some sort. On the same tone, according to Al-Debei, et al, (2015), attitude has two different kinds, the first kind is the attitude to objects and the second one is the attitude toward behavior. Similarly, attitude towards a behavior refers to the extent that determines whether a particular individual has either positive or negative assessment of the behavior of the question.

Online shopping has been an integral part of the lives of many for the past decades and has been the preferred option by some, but it is not always the case for all. In some countries, in Jordan for instance, buying items on the web is still an emerging phenomenon. There have been very limited studies conducted to support any major predictor in relation to the population's decision and behavior (Al-Debei, et al., 2015). In this study, the Jordanian consumer attitudes toward online shopping were measured, then attitudes toward relevant behaviors. As a result, attitude is defined

as a person's overall evaluation of a concept. Two types of attitudes can be identified which are: attitudes toward objects and attitudes toward behaviors. Taylor & Todd (1995) have echoed that attitude towards behavior which highlights the affective nature of attitude which refers to the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior to be acted upon. In other words, attitude toward a behavior can be referred to as an individual's positive or negative response towards an essential behavior and is part of their salient beliefs about the consequences they believe will follow from engaging in that behavior (Kim & Karpova, 2010; Al-Debei et al., 2013).

To further emphasize on the previous claims above, according to Fishbein & Ajzen (1975), as stated in the study of Jun & Jaafar (2011), consumers' attitude is a straightly influenced factor that has an impact on the consumers' buying willingness. This attitude towards a behavior as a person's evaluation of a specified behavior involving an object or outcome is related to certain purchases which are reasonably linked to beliefs. The more positive beliefs are, the more favorable the attitude would become. And consumer's buying decisions would be shaped by their attitudes to the brand (Haugtvedt et al., 2008). However, there are several models of attitudes that are important to understand and satisfy. According to economics-based ideas, consumers should choose wisely to maximize their level of pleasure while making purchases of goods and services. Before coming to a satisfying conclusion, people will go over and beyond to complete their specific responsibilities and investigate a product thoroughly, weighing its benefits and negative aspects (Ganti, 2022).

Lastly, Jarvenpaa & Todd (1997) has provided a variety of indicators that can be classified into four categories: the value of the product, the shopping experience, the quality of service provided by the online shop and the perceived risks of retail shopping online. In this in-depth research on customers' attitudes toward online shopping, the primary goal was to determine the important variables that play a role in consumer choices about whether to purchase items online or not (Nabot et al., 2018). The study shows that the consumers were impressed by the value of the products being sold online, have polarizing opinions (enjoyable, frustrated, and disappointed) with the shopping experience, perceived time saving, and minimal effort being provided by online shops, and there is no solid proof that doing your retail shopping online is risky. As a result, the findings of this study suggest that the online merchants need to think and consider the said factors as they affect consumer behavior. Thus, online shopping became a platform for e-commerce transactions with the purpose of improving the level of customer service and their level of satisfaction by

offering goods of high quality at reasonable prices; consequently, it has become more convenient, and the demand for it continues to increase every day (Sultan & Udin, 2011). -Despite its simple definition, the attitude of the consumer is a complex concept as it encompasses a multitude of behavioural elements and choices, which requires further studies and understanding.

1.2 Factors impacting consumer choices

In the modern world, consumers are no longer tied and limited in terms of choosing a specific brand, quality of the product and its cost. Nowadays, consumers have the chance to choose between various items offered to them which suits their needs. The desirability of their consumption and how they decide to spend their money based on their individual preferences and budget constraints is known in microeconomics as Consumer Theory. This is measured by the consumers' preferences, often subjected to limitations on their expenditures while building a better understanding of individuals' tastes (Liberto, 2023). These are crucial elements to consider as they significantly impact the demand curve, which depicts the relationship between the cost of an item or service and the amount required over time, as well as the form of the broader economy (Investopedia, 2022). Moreover, there are several factors influencing consumers' evaluation of the utility of goods include: income level, cultural factors, information and quality of the product, and physio-psychological factors, among others.

In general, there are various factors that affect the consumers' decision when it comes to buying an item. Some of these factors can be more specific to the buying situation, like what exactly you are buying and for what occasion (Araujo et al., 2022). To further explicate this, we can group these influencing factors together into four sets: situational, personal, psychological, and social factor. The Situational Factor pertains to the consumer's level of attachment and involvement to the item being offered. Once a customer becomes loyal to the brand, buying the product has become more of a habit. For instance, an Apple user for many years may upgrade to latest model of iPhone. This is a simple decision-making process that is all that is required and based on subsequent purchases. While Personal Factors delves more in the individual characteristics and traits of the consumer such as age, life stage, and personality. Two individuals may have the same liking of buying shoes, but one may prefer flats and the other may prefer stilettos, one may choose brands while others support sustainability, one prefers design over comfort, and so on (Liberto, 2023). The matter of preference and personal taste is an important factor that cannot be dismissed when choosing an item. Psychological Factors deals more to the consumer's motivation, attitudes,

beliefs, and reasoning in buying the products. We often hear consumers saying that an item “speaks to them” and they “must have it, or else” is a prime example of this factor. Often, this results to impulse buying and hoarding of items or bulk buying and purchasing products because they’re on sale. Buying these products could provide a great deal of satisfaction and provide a good way of relief to the consumer, regardless of the implication of this action. And finally, Social Factors pertain to the society’s influence, may it be in the form of culture, social class, family, and groups. In the modern world, our choices are often greatly influenced by what we see online and in social media. And with the help of the people behind these accounts, consumers are persuaded and swayed by these endorsers to buy certain products they attest to be effective, useful or a must have.

According to Brewster et al., (2007), there are several factors that affect the buying behaviour of the consumer and it vary from person to person, age to age, and area to area. Each society follows its own norms, culture, and values; to which preferences and inclinations would evolve in a given time. This could be greatly linked to age, needs, desires, lifestyle choices, salary earning and psychological factors. Furthermore, these factors can be associated as Internal (memory and way of thinking) or External (media, word of mouth, publicity, and feedback). The abundant options that the consumers are getting today is because of the power of social medias, which has changed the socio-economic landscape in more ways than one could imagine. Having said that, one of the most successful and lucrative form of job in this industry is to become an “influencer” or celebrity endorsement. Well-known people in their respective field, such as film and TV actors, athletes, public servants, or models, and are now becoming “influencers” as they are using their status to promote and endorse certain products. Marketers use these celebrities or “influencers” to promote their products and brands in advertising campaigns to increase sales and change viewers' perceptions of their brands. This had a positive effect on the buying choices of the viewers (Ahmed et al., 2015). Using eye-catching celebrities as a foundation for enhancing attitudes for the advertisements. This attitude toward advertisements is defined as a psychological condition where individuals practice structuring their responses to their environment and to view it in a methodical manner (Haghirian & Madlberger, 2005).

In the Philippines, consumers are careful and behave in a definite manner when it comes to purchasing products. However, some are impulsive buyers especially if the products are endorsed by a famous public figure or influencer. Filipinos are very appreciative of celebrities, find fondness and look up to these influencers with high regards (Libunao et al, 2022). A celebrity's physical

appearance, popularity of the person, and believability/convincing power of the endorser are just some of the manners by which the celebrity endorsement could impact a consumer's choice on purchasing the endorsed brand/product. According to a survey on social media influencers conducted by Rakuten Insight in October 2020, around 70 percent of respondents from the Philippines stated that they have purchased an item or product after it was endorsed by the influencer that they like. And more than half of the respondents answered that they were convinced by the promotion from the influencer (Statista Research Department, 2021). There are various social media and shopping platforms, such as Lazada and Shopee, that are being used in the Philippines.

As a social media, TikTok is one of the most popular and highly used app in the country due to its easy sharing feature. In 2021, TikTok and Shopify teamed up introduced an online shopping feature where the users can easily and directly buy and sell products endorsed by TikTok influencers. This gives the users the ability to browse for products and subsequently buy them. “TikTok Shop is an innovative new shopping feature that enables small businesses, merchants, brands, and creators to showcase and sell products directly on TikTok through in-feed videos, LIVES, and product showcase tabs. By doing so, it brings entertainment into commerce, which is a Shoppertainment.” (TikTok Information Technologies UK Limited, 2022). On the other hand, as an online shopping platform, TikTok is new to the game and continuously expanding in the e-commerce market. But because of the powerful algorithm of TikTok, the short videos have turned into advertisements which is another factor that seemed to have influenced the consumer buying choices. The more clicks and likes the video get, the more it gets promoted and expand its reach to wider audience. Brands and businesses must maximize this opportunity to highlight their offerings through relevant, timely, relatable, and looping short-form video advertisements on TikTok, as Generation Z is enthusiastic and vocal about their interests and preferences (Araujo et al., 2022). This suggest that the emotional, entertaining, and informative dimensions of TikTok video advertisements positively affect consumer behavior and can significantly impact their purchase intention.

And of course, if there is an important factor that can influence a consumers’ decision, it must be the price of the item. Often, it serves as a deal breaker for some consumers if they will be going to purchase an item or not. If the product is overly hyped and exorbitantly high in the market, the price will play an important role as it increases or decreases the customers’ desire from buying the

item. In the same manner, if the price is lowered under such market condition, then it could raise some red flag to the consumer of the quality of the product. As they say, if it's too good to be true, then it probably is. According to the results of the study of (Xu et al., 2014) as stated in the study of (Ittaqullah, et al., 2020), the strategy in giving a price discount will further trigger impulse buying online for consumers if the product offered has a low price. In their study entitled "Effects of Price Discounts on Online Impulse buying", it states that consumers tend to show greater impulse buying intention on bonus packs when the product appeared inexpensive than the bonus packs which were discounted but are marked with regular price. Additionally, according to Belch & Belch (2004), the principle of promoting price reductions gives consumers some kind of advantages. Customers may be prompted to make bulk or large purchases, anticipate an impending promotion or discount from a competitor, and support larger purchases. Thus, seeing discounts is a well-liked inducement for customers to buy the advertised good, leading to a rise in sales. (Ittaqullah, et al., 2020). Promotional offers and discounts have been an effective way to lure the customers to buy more or all the items being offered. And this is also evident in both traditional and online market setting.

1.3 Online Shopping in the Philippines

Throughout the years, there have been numerous studies concerning online shopping. And best believe that we are looking at the tip of the iceberg as there will be more forms of discoveries in the upcoming years. The following literature will shed some light on the various meanings of these words.

To say the least, the internet has revolutionized many facets of life. People are now able to communicate virtually, interact in a simulated universe, and do innumerable things with a touch of a finger. With countless opportunities and options that the internet has gifted mankind, online shopping can be considered as one of the many great inventions of the recent century. According to (Kim & Karpova., 2010), there are various advantages and benefits of online shopping from the point of view of the consumer and in comparison, to traditional shopping. First, online shopping gives the customers the freedom to buy goods and services whenever they want, wherever they are. The consumers now could shop at various online shops, boutiques, and establishments without even leaving their homes. Second, consumers can save time, money, and effort by making purchases online. For example, one will have a hassle-free experience as the consumer no longer has to pay for a taxi or drive to go to the mall and wasting time in the queue for a long time. This

allows consumers to search and browse through online shops while lounging in the comfort of their homes using a computer with an internet connection (Jusoh, & Ling, 2012). Third, shopping online gives customers the opportunity to conduct more thorough searches and obtain more information with such a high level of transparency. According to Jun & Jaafar (2011), consumers are more frequently opting to shop online as this gives them a big selection and variety of goods, a sizable market and a large catalog of business options. The internet has truly become a worldwide phenomenon and is transforming the way consumers shop and buy products and services (Kanupriya & Kaur, 2016). According to Almahroos (2012), not only it provides the consumer with convenience and other advantages, but it also has significant advantages for business organizations. He elaborated this further by citing that it significantly reduces sales and marketing costs together with cumulative operational costs, which enhances efficiency and maximizes profit margin.

Indeed, many retailers are now shifting a huge chunk of their stocks to being predominantly online. This is due to the fact that more consumers are now more inclined to purchase products online rather than going to a physical conventional shops. Online shopping has turned the world of commerce into e-commerce. But what is the difference? Online shopping and e-commerce are two terms that are often used interchangeably but are both different concepts. Online shopping involves searching for items online via web searches and by conducting online research, with customers purchasing the items from anywhere in the world via a digital platform. On top of that, once you order a product online, it then is shipped to your home (Cunningham, 2019). E-commerce, on the other hand, is the activity which involves purchasing the items on a seller's website with the use of electronic banking services, like credit or debit card and in some cases cryptocurrency, and having the item delivered to your home. Having said that, e-commerce has completely changed how the market operates in the recent decades, making the items more accessible to consumers; something that the traditional retail market.

The same situation can be said in the e-commerce landscape in the Philippines. Currently, there are two leading e-commerce platforms dominating the country: Shopee and Lazada. As of August 17, 2021, it registered an estimated monthly traffic of Php 54.6 million (roughly €93 000) on its e-commerce website, thanks to its interface and user-friendly features (Statista, 2022). The platform was able to increase its popularity when the term "Shopee Finds" became viral. Interestingly, consumers are able to share their thoughts, comments, and satisfaction level about their purchases by using the TikTok hashtag #ShopeeFinds which enables shoppers to check different items across

various categories (Barcelona et al., 2022). On the other hand, with a presence in six countries – Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam, has secured its position as one of, if not, the leading e-commerce platform in Southeast Asia. Backed by another important fixture in the e-commerce industry, Alibaba, Lazada has a vast and diverse technology, logistics and payments capabilities (Utami et al., 2021). They take over the Philippine market by their promotional items and relentless marketing strategies that happen every month, 11.11 (11 November) Sale, 12.12 (12 December) Christmas sale, and so on. These reminders prompt consumers to check their notifications and alerts and get persuaded by the voice within to add something to the cart or else they will miss the chance. Barcelona et al., (2022) have stated that this trend made customers part of the new “**budol**” culture, wherein they are being coerced into anything unplanned and let the mischievous voice inside say, "Go ahead and treat yourself, purchase that item!" Despite the fact that other social media sites like Facebook's Marketplace and Instagram's Shopping feature have their own e-commerce capabilities, TikTok stands out because of the style that seemed more like an online shopping app. Similar to both Lazada and Shopee platforms, TikTok Shop also provides consumers with vouchers and coupons for discounts on their purchases, but there is something distinctive about this platform that is making it conquer the Philippine e-commerce industry (TikTok Shop Academy, 2023).

As a social media tool, TikTok became famous for its unique algorithm, its users made businesses redirect their marketing efforts to the platform. Even before it had a shopping component, TikTok has been a lucrative source of income for creators, where a creator could earn millions on combined earnings. In the Philippines, TikTok Shop was launched in April of 2022, and this provided a whole new avenue for sellers—both from known brands to small- to medium-sized enterprises, to take part and join in the action. Licsi (2022) mentions that TikTok Shop has lofty goals of providing a fresh new shopping experience for users and opportunities for local content creators. Even though Tagalog (Pilipino language) serves as the mother tongue, almost all Filipinos can easily communicate and have a good understanding of the English language. As such, it is even considered as the second official language which competes in the various domains of Filipino society such as business, government, broadcast media, publications, and education (Stanford Medicine, 2019). With the Generation Z having an early exposure to digital technologies, it has become easier for them to navigate through various social media with ease. Language has little effect on the consumer's shopping or (in TikTok's case) viewing experience, but more of the relatability of the content. In turn, TikTok videos about online shopping have contributed, to some extent, to consumers shopping impulsively. Majority of people impulsively purchase after

watching a video or relatable content (Barcelona, et al., 2022). Subsequently, TikTok has been the fastest growing and most utilized app in the Philippines in the last 5 years and this highlights TikTok's potential for enabling discoveries and purchases. Thus, impact the person's financial situation, and psychological, social, and physiological aspects.

TikTok's "For You Page" is also considered as an effective tool in enabling users to be more receptive to calls-to-action and brand messaging from businesses of all kinds (Idib) This, among others such as live streaming and the lucky scoop trend, are just some of the added features that made TikTok Shop engaging and attention-grabbing. "For You Page" allows the consumers to serve as the app's home screen, which means it's the first thing users see when they open the app. Since no two For You pages are the same — each TikTok user gets a unique, personalized stream of videos; this feature is believed to boost marketing campaigns and e-commerce economies. During the TikTok live streaming session (TikTok LIVE), viewers or potential customers could ask the host for the details of the products in the comment section. This lets the customers get the correct product information to get their attention and ultimately increase online purchase interest. This feature enables sellers to collaborate with the requested content creator or influencer to promote the product, resulting in more engagement between the viewers and the content creators/influencers. By having this engagement between the content creators and viewers, a form of relationship is formed which becomes the motivation for the consumer to invest time and potentially buy the products (Ahmadi & Hudrasyah, 2022). Finally, Lucky scoop videos can be seen on TikTok live where several sellers broadcast their products with a thrill of excitement (Aguas, 2022). The premise of this segment is to provide entertainment to the viewers, at the same time, encourage the viewers to join the raffle. The name of the game is luck. There are several variations of this, but the most common is when the seller dips in a handful of assorted items from a huge container, packaged inside a box/pouch (Ibid). The viewer will place his or her amount, without any idea how much (or how less) he or she is going to win after the video is over. Because of the exciting nature and its engaging element, common and affordable goods are suddenly treated with high demand (Ibid). Oftentimes, luck will be on the spectator's side where he or she may receive two times the amount you originally paid for, or sometimes none. Or viewers can also be treated to receive mystery items along with the original prizes (Ibid).

We have certainly come a long way from our traditional commercial trade. There are numerous factors, such as: the ever-changing landscape of the market, perceived attitude and several decision-making considerations when buying an item. Therefore, the abovementioned studies and

articles, highlights the importance of consumers' attitude towards online shopping, and e-commerce in the Philippines and the factors that affect and influence the consumer's decision.

Given the above-mentioned facts, these will assist the research study's aims to find out the consumers' attitudes towards online shopping and the various factors that affect and influence the consumers' shopping behavior.

2 RESEARCH METHODOLOGY

In this chapter, all of the information regarding the way the study was carried out can be found. The research plan, design, data collection, and analysis are all covered in this chapter. The author outlines the analysis technique used to investigate the aim of the research, which is to find out customers' attitudes toward online shopping, particularly in TikTok platform shops in the Philippines. Moreover, the methods and procedures for collecting and analyzing data are described in the first part. The main guidelines are explained, and the measurement technique is presented.

2.1 Research context

This research aims to study and find out the consumers' attitudes toward online shopping on TikTok platform shops in the Philippines and identify the factors that affect and influence their shopping behavior. In order to determine the aim of this study, the author utilized two research questions. Based on these research questions, the author created 15 survey in order to gather the data.

The research questions:

- What is the consumers' attitude towards online shopping on TikTok platform shops in the Philippines?
- What are the factors that affect and influence the consumers' shopping behavior on TikTok platform shops?

A quantitative research method was used in this research study. According to (Creswell, 2003), the quantitative approach explores a societal or humanitarian issue by putting to the test a theory that is based on numerous variables, quantified by numbers, and statistically examined in order to confirm the accuracy of the theory's predicted generalizations. Moreover, according to (Saunders, et al., 2000) as stated by (Sultan & Uddin, 2011) says that because quantitative research can be predicted in terms of time schedule, it can be faster than qualitative research and therefore can require less time for completing. The author carefully considered all the benefits this strategy has to offer and determined that it is appropriate and appears to be the most practical way to get reliable data and reach the necessary number of respondents.

The data collection process for this research study was gathered online, through the use of Google forms. This process of collecting data was done by sending out emails or instant messages using Facebook Messenger, WhatsApp, and Instagram apps to friends, relatives, colleagues, and social groups who are suitable for the respondents of this research study. The target participants in the study are respondents who have an experience of shopping online on any e-commerce site and who lives in the Philippines.

2.2 Sample and Data collection

In this research, a non-probability sampling technique was used for conducting the sampling process. The convenience sampling technique is used where the respondents were picked based on their availability and willingness to participate in the study. In addition, the snowball effect was generated from this study, where the referrals and recommendations from the initial respondents were taken into consideration, provided that they were interested and willing to participate in the survey. The sample of this study targets consumers of all ages ranging up to ages 55 and above. This sample group was chosen because the researcher wanted to gather more information and collect the responses from all the age groups considering that they have also qualified to the set guidelines stated in the methodology section.

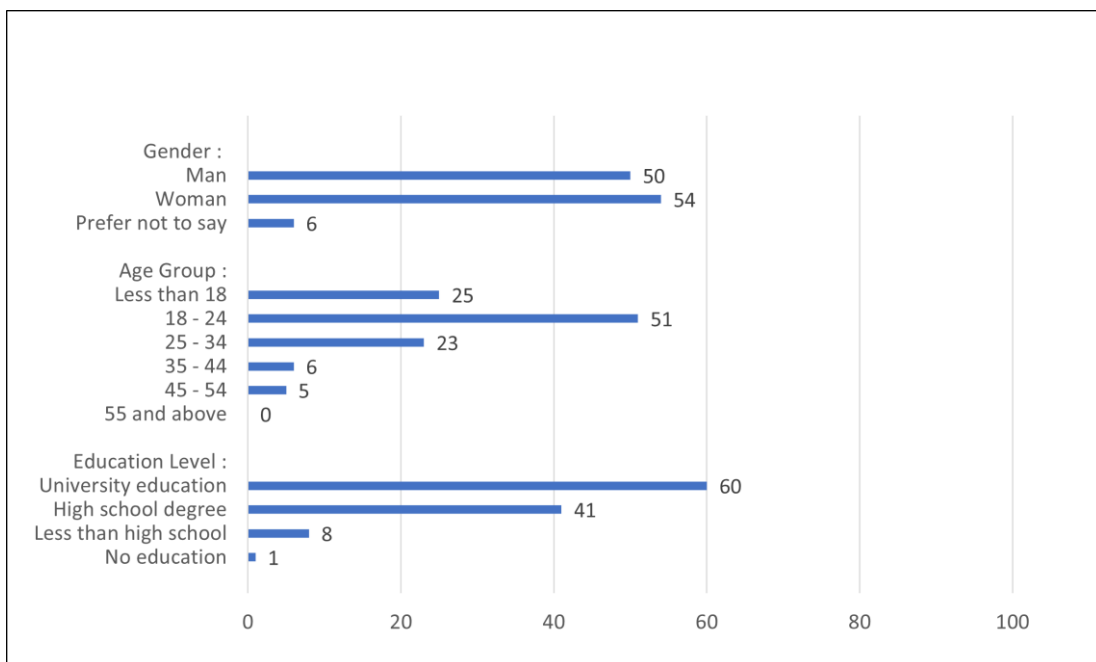


Figure 1. General characteristics of the respondents. “Demographics” n = 110
Source: Malabanan (2023) author ‘survey

Figure 1 contains demographics of the respondents. The age, gender group and educational level of the respondents are shown. This figure can be seen in detail in the last section from appendix 2. Among the total number of respondents, majority of them were women with a number of 54 participants which is (49.1%) from all 110 participants while 50 (45.5%) of them were men and 6 (5.05%) others chose not to specify their gender. The majority of age group participants were from between 18-24 years as this age group is made up of 51 participants which is (46.40%) of the total number of respondents followed by respondents from age less than 18 which is 25 (22.7%), while 23 (20.90%) of the respondents were between 25-34, 6 (5.5%) of them were from age between 35-44, 5 (4.5%) of them were from age between 45-54 and none of the respondents were 55 and above. Moreover, the aforementioned chart above reveals that the educational level of most of the participants is university education which represents 60 (54.5%) of the total number of respondents. The second biggest group, a total of 41 (37.3%) of the participants had a high school degree, third group with a total of 8 (7.3%) respondents had less than high school degree and lastly 1 (0.90%) of the respondents had no education.

The data collection process for this research study was gathered online. According to Debois (2019), the use of questionnaires to gather data from a wide range of individuals streamlines the process of analyzing and comparing the data collected. Furthermore, because of its convenience, affordability, and feasibility, the author preferred to do online surveys due to the fact that the study's target respondents are located in the Philippines, questionnaires are not only the quickest and least expensive way to gather data, but they are also the most practical. Considering that, online questionnaire turned out to be the most practical option for a data collection tool for this study and it was done through the use of Google forms, an application online used for collecting data. This process of collecting data was done by sending out emails or instant messages using Facebook Messenger, WhatsApp, and Instagram apps to friends, relatives, colleagues, and social groups who are suitable for the respondents of this research study. The target participants in the study are respondents who have an experience of shopping online on any e-commerce site and who live in the Philippines.

The survey questionnaires consist of 15 of questions that are designed using a 5-point Likert scale format, multiple choice, rating scale, and open-ended questions. All the questions from the questionnaires are written in English language. The official language of the Philippines is Tagalog, sometimes known as Pilipino. English, however, began to be used in the Philippines during the early 1900s US colonial occupation and civil regime, and it is currently the second official

language (Stanford Medicine, 2019). In fact, English is widely used in Filipino society across a number of sectors, including commerce, administration, media outlets, publications, and education. The researcher chose to use English since it will be simpler to evaluate the data this way and because the final results of this study will be presented to an international committee.

The data collecting process lasted for two weeks, from March 31 to April 14, 2023. This amount of time was deemed suitable for this research study. The proposed sample size was 100 respondents, by the end of the data collection period, in total there were 110 people answered the questionnaire. About 46% of all respondents, or the majority of respondents, were between the ages of 18 and 24.

The questionnaire consists of three parts: first, at the beginning of the questionnaire, the questions consist of questions related to Consumers' personal understanding on the topic and previous shopping experience, second part is the Consumer Attitude towards Online shopping, and the third part is about the respondents' demographics. The demographic background of the respondents was determined by the questions regarding the respondent's gender, age, and educational background. The online survey is represented in Appendix 1 while Appendix 2 comprises the survey findings analysis and different graphs.

The researcher made sure that the survey questionnaire itself was easy to understand and comprehend for all the respondents. Per individual respondents and will not take more than five minutes for the respondents to answer the questions. The data was statistically analyzed using descriptive statistics. The data that was gathered from the questionnaire was transferred to the Excel application. Using this application, the author was able to analyze the data and was able to form the graphs used in this study. Additionally, the SPSS software application was also used to create a stronger analysis and to establish correlations between variables in order to provide a more precise data about the results.

The results of this research study will be beneficial to consumers, future researchers, business companies, and marketers in understanding the consumers' attitudes towards buying products on Tiktok platform shops and learning how they can utilize and use it as leverage for further research and improvement of the existing knowledge about consumers' attitude.

3 EMPIRICAL ANALYSIS

3.1 Findings

This chapter contains the results of the data collected from the survey. The questionnaire consisted of 15 questions related to finding out the consumers' attitude towards online shopping and specifically on TikTok platform shops in the Philippines. The data analysis consists of 110 responses from the participants of the online survey. Descriptive data analysis method is used to analyze the data.

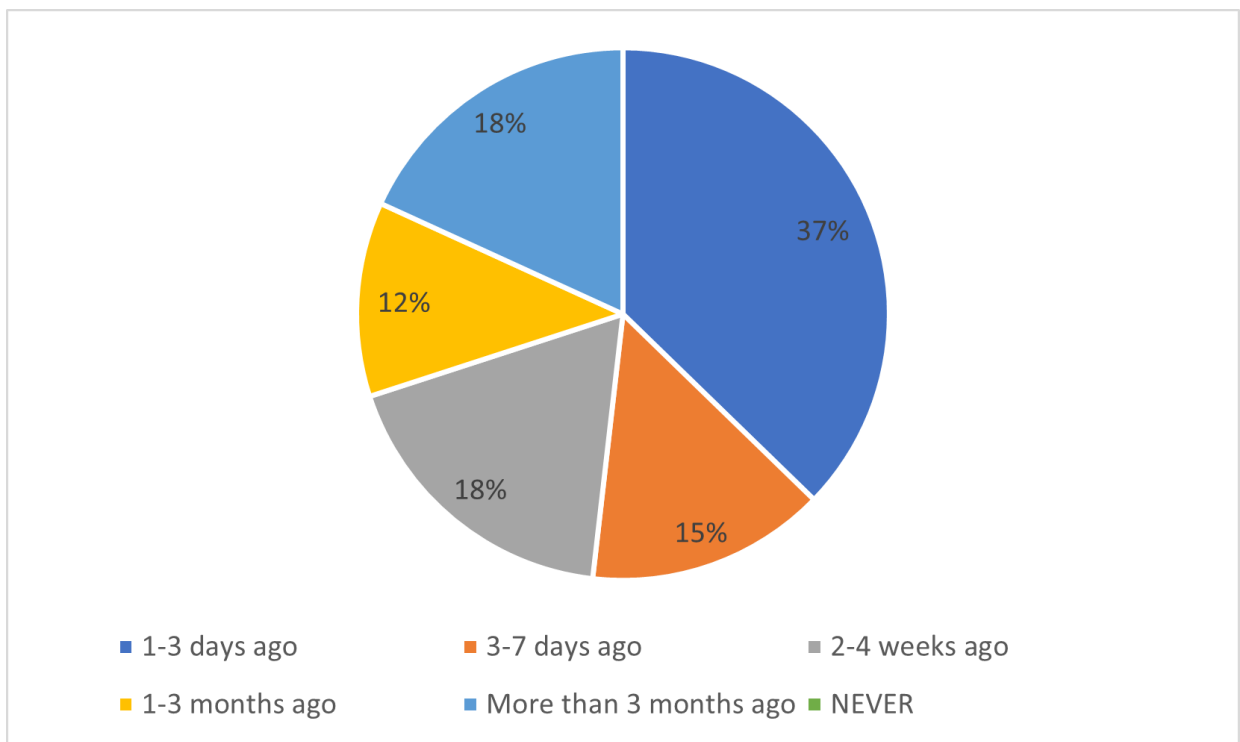


Figure 2. “When was the last time you purchased online?” n = 110
Source: Malabanan (2023) author ‘survey

Figure 2 shows when is the last time the respondents purchased online. This question was asked in order to clarify if the respondents have actual experience in buying products online. The results show that majority of the respondents have purchased products online within the last three months. This proves that the majority of respondents have a positive attitude to online shopping. From the figure 2 shown above, it can be seen that the majority of the respondents have purchase 1-3 days

ago with the total number of 41 (37%) out of the total number of respondents. It is followed by 2-4 weeks ago and more than 3 months ago with the total number of 20 respondents or (18%), the third highest is 3-7 days ago with the 16 (15%) total number of students and lastly 1-3 months ago with the total of 13 (12%) number of respondents who responded.

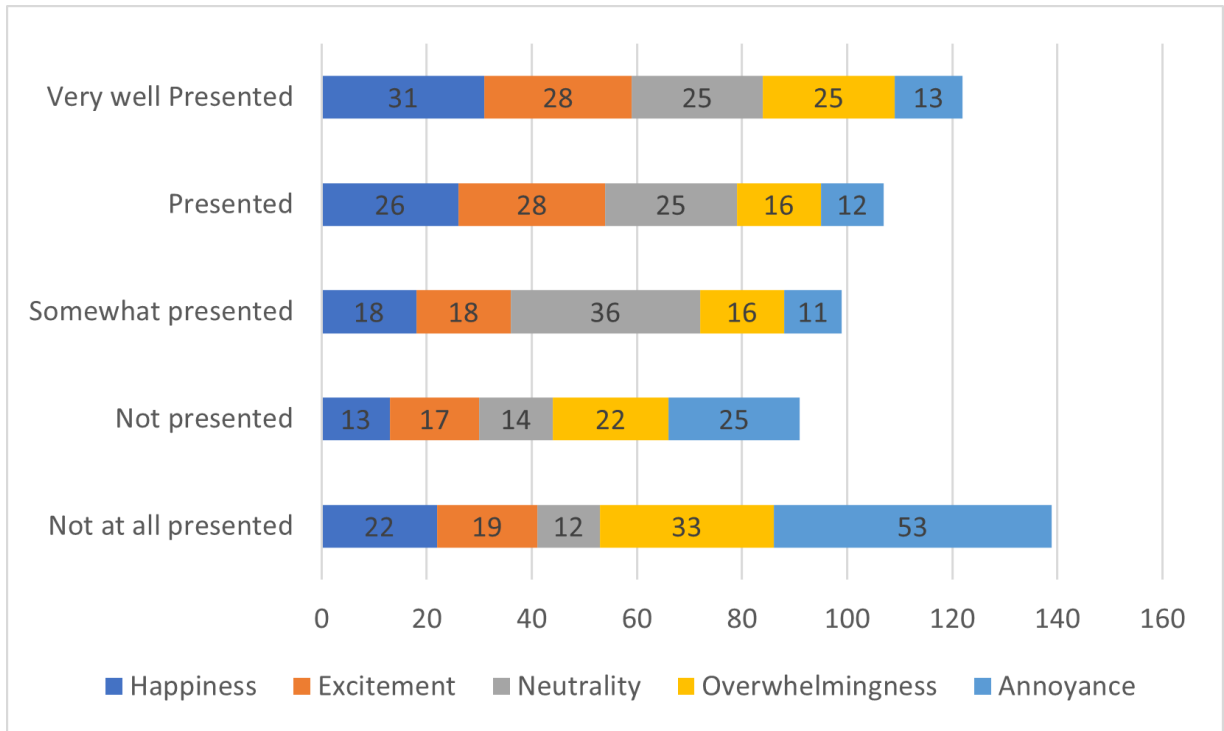


Figure 3. “Tiktok has recently launched Tiktok Shop. What's your thoughts about this?” n=110
Source: Malabanan (2023) author ‘survey

The second question was asked to investigate what do the respondents feel regarding the launched of Tiktok shops on the TikTok platform in the Philippines. As we can see from the chart, for the feeling, “Happiness”, 31 (28.83%) of the total number of respondents said that it is very well presented, 26 (23.42%) responded that it is presented, 18 (16.22%) for somewhat presented, 13 (11.71%) answered it is not presented and 22 (19.82%) answered that it is not at all presented.

While responding to the feeling of “Excitement”, an equal number of respondents 28 (25.45%) each responded respectively to that it is very well presented and presented, 19 (17.27%) answered that it is not at all presented, 18 (16.36%) answered it is somewhat presented and 17 (15.45%) answered that it is not presented.

Additionally, when responding to the feeling of “Neutrality” a large number of respondents 36 (32.14%) responded that it is somehow presented, and equal number of 25 (22.32%) has responded that it is very well presented and presented. For the option “Overwhelmingness”, 33 (29.26%) responded that is not at all presented, 25 (22.32%) answered that it is very well presented, 22 (19.64%) has responded that it is not presented, equal number of 16 (14.29%) has responded that it is somewhat presented and presented.

Lastly, for the feeling of “Annoyance”, there are total number of 53 (46.49%) of total number of respondents who answered that this feeling is not at all presented. 25 (21.93%) has responded that this is not presented, 13 (11.40%) has responded that it is very well presented, 12 (10.53%) has answered that it is presented and only 11 (9.65%) of total number of respondents responded that it is somewhat presented. This results shows that the majority of the respondents had a positive feeling such as “Happiness” and Excitement” towards the launching of the new TikTok platform shops in the Philippines. It is safe to assume in this study that most of the respondents have positive attitude towards TikTok platform shops.

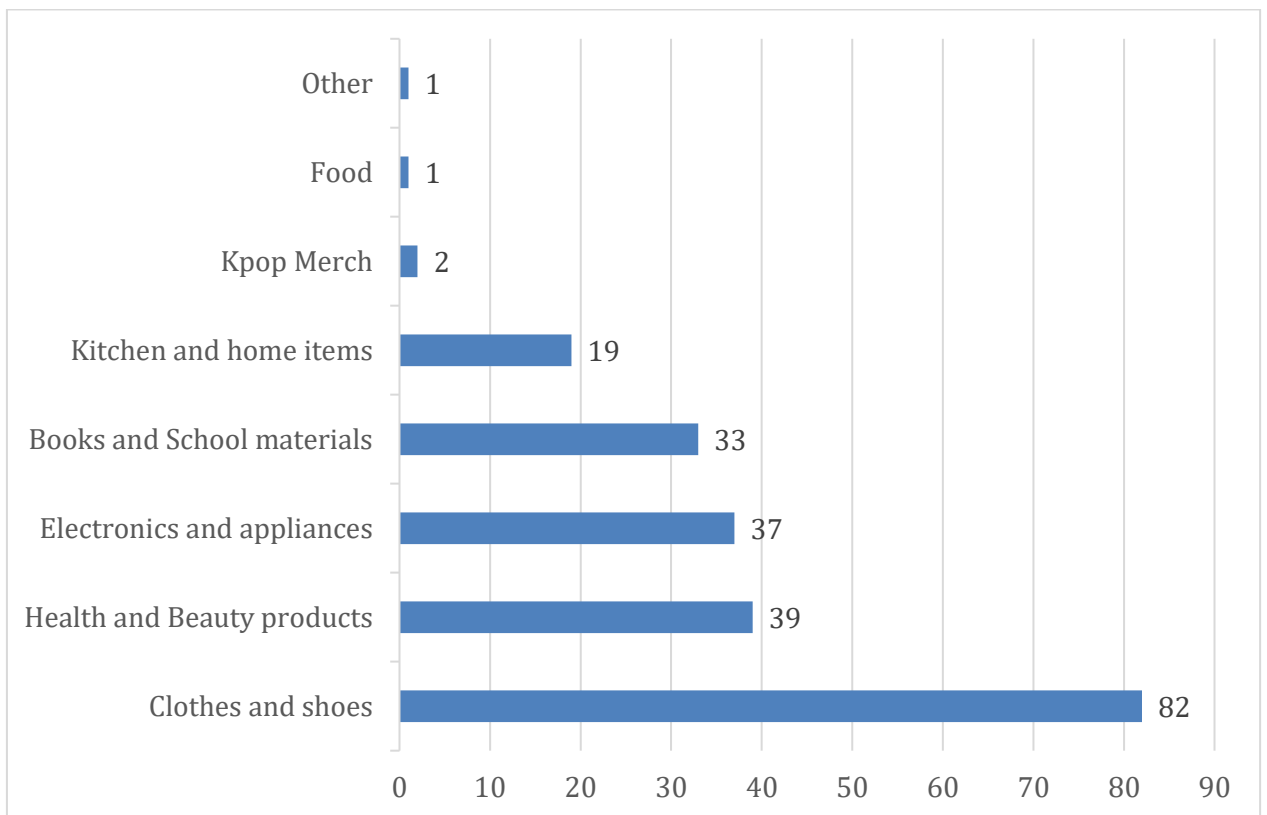


Figure 4. “What type of products do you usually buy online?” n=110
Source: Malabanan (2023) author ‘survey

In the third question, the respondents were asked what kind of products they usually purchase when shopping online. This question was asked to investigate the most frequent or popular products for the respondents when they are shopping online. Figure 4 clearly shows that the majority of the respondents, 82 (75%) have answered they usually purchase clothes and shoes, 37 (34%) has answered they purchase electronics and appliances, 33 (30%) of the respondents have answered that they purchase books and school materials, 19 (17%) respondents answered they buy kitchen and home items, the remaining number of respondents have chosen the option to write other products that they usually purchase that has not been included in the list and there are 2 (2%) out of the total number of respondents answered they usually purchase K-POP Merchandise, 1 (1%) respondent answered food products and lastly 1 (1%) have answered others.

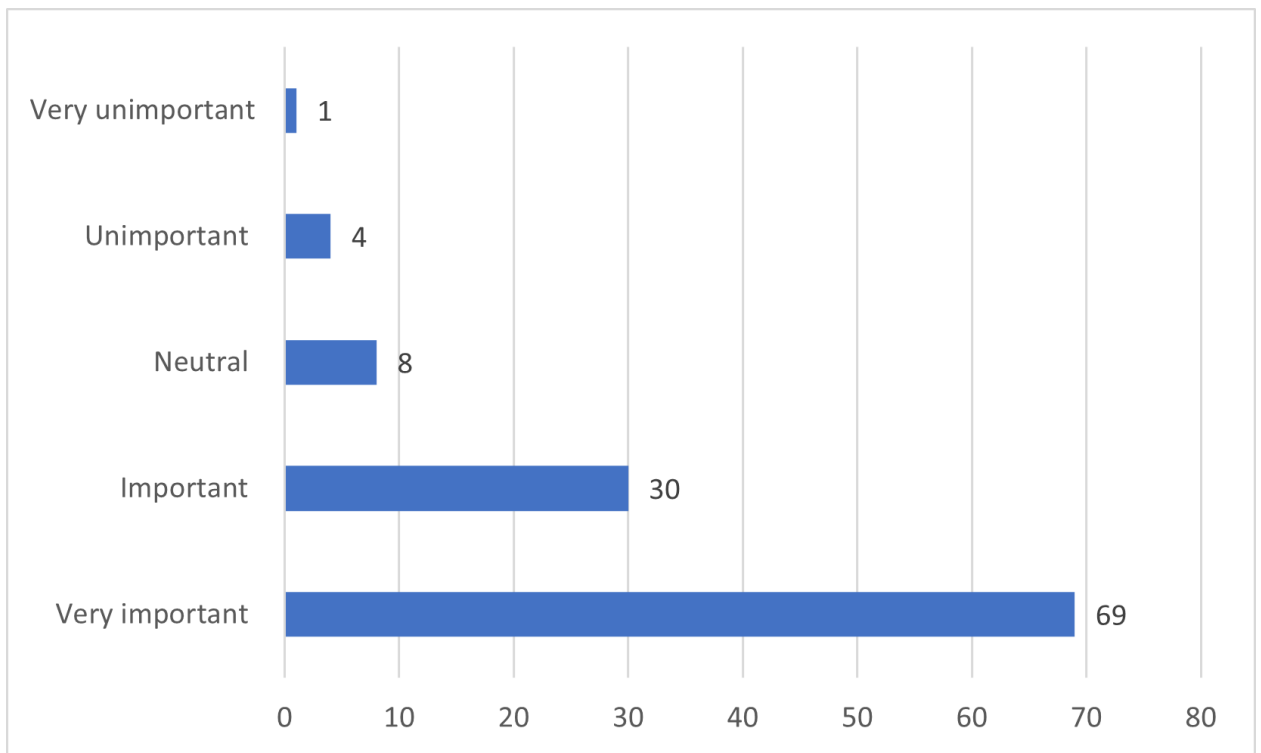


Figure 5. “Do you feel it's important to use any promotional code, voucher, discounts, and free shipping on your online purchases?” n=110
Source: Malabanan (2023) author ‘survey

In the fourth question, the respondents were asked if they feel that it is important to use promotional codes, voucher, discounts, and free shipping when doing an online purchase. Figure 4 reveals that 69 (62.72%) of total number of respondents have answered that they feel that it is very important, 30 (27.27%) have responded that it is important, 8 (7.27%) have answered that it is neutral, 4 (3.64%) have answered that it is unimportant and only 1 (0.91%) of total number of respondents

have answered that it is very unimportant. This shows that the factors such promotional code, voucher, discounts, and free shipping are important for the respondents to have a positive attitude towards online shopping.

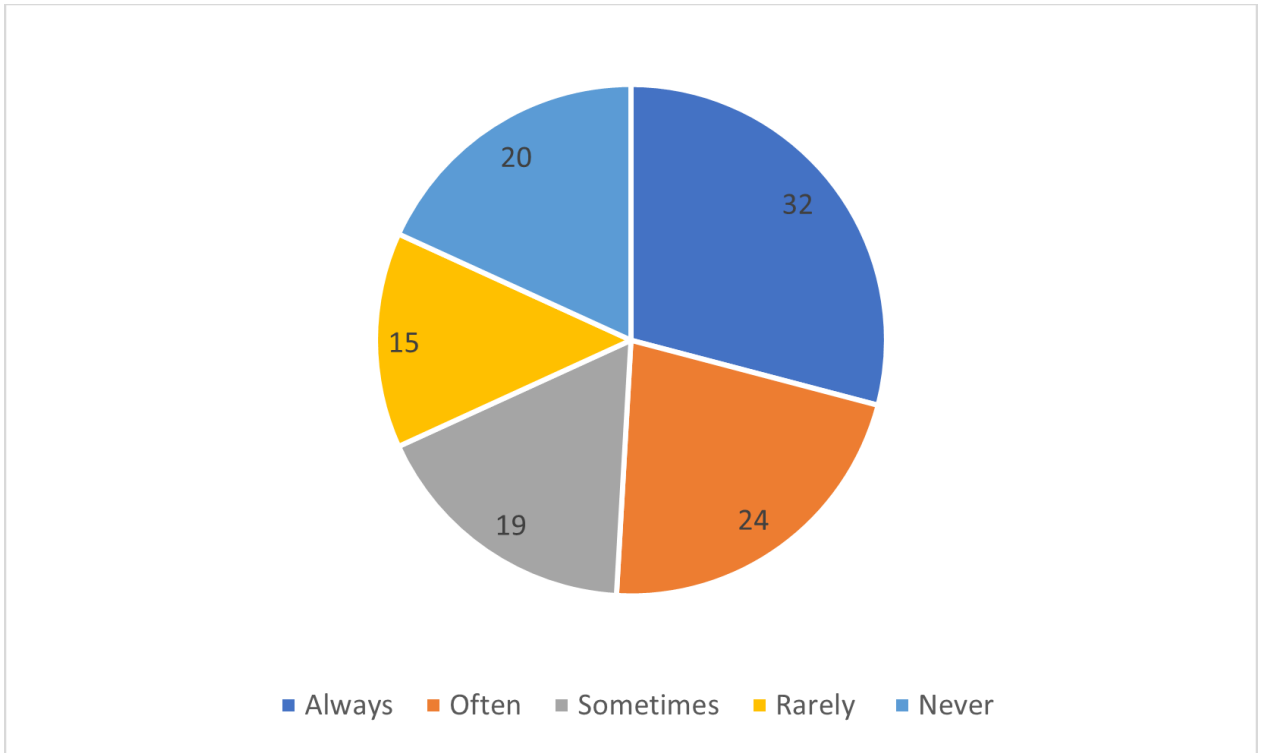


Figure 6. “How often do you get "budol", persuaded, or enticed by the products when you see that it's endorsed by a famous influencer or celebrity or when you see a discounted item that you want but don't necessarily need? “n = 110

Source: Malabanan (2023) author 'survey

In the fifth question, the respondents were asked how often they get “budol” or persuaded to buy a certain product when they see that it is being endorsed by a well-known influencer or celebrity, or it is on a sale at a discounted price even though they know that they do not necessarily need it.

The figure above reveals that there are 32 (29.09%) total number of respondents who have answered that they do always get persuaded, 24 (21.82%) have answered that they often do get persuaded, 20 (18.18%) have responded that they have never been persuaded, 19 (17.27%) have answered that they do sometimes get persuaded and there are 15 (13.64%) out of total number of respondents who answered that they rarely get persuaded to buy a certain product that has been endorsed by a famous influencer or that has been on sale at a discounted price. Figure 6 shows that a large number of respondents do get enticed by the influencers and endorsers from the TikTok

videos who promotes products. This shows that these influencers and endorsers are significant factors that contributes to the positive attitude of respondents towards shopping on TikTok platform shops.

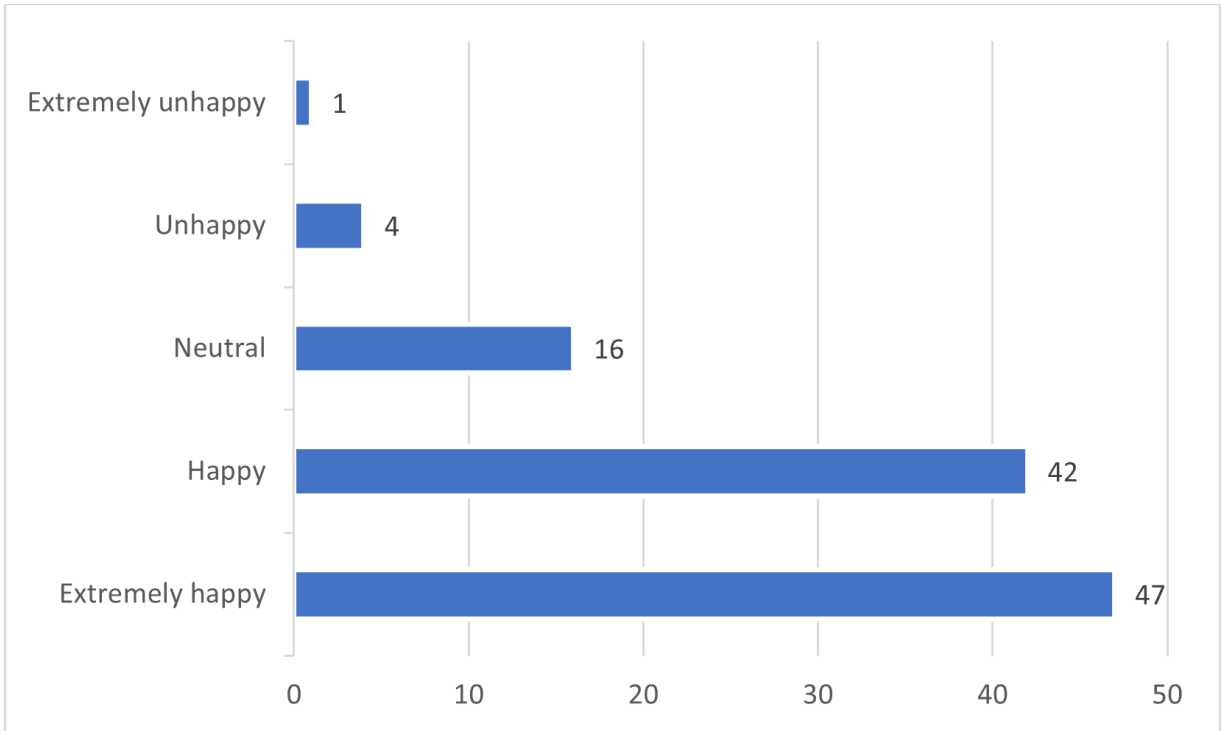


Figure 7. “How do you describe your feelings when you receive vouchers or discount codes with 3 weeks validity?” n=110

Source: Malabanan (2023) author ‘survey

In question six, the respondents were asked to describe their feelings in a situation where they receive vouchers or discount coded with 3 weeks validity. This question was asked to know how the respondents feel when they get these promotional vouchers and discounts when they are shopping online. Among the total number of respondents, 47 (42.73%) have answered they feel extremely happy, 42 (38.18%) have answered that they feel happy, 16 (14.55%) have answered that they only feel neutral, 4 (3.64%) have responded that they feel unhappy and out of the total number of respondents only 1 (0.91%) have responded that they feel extremely unhappy. Figure 7 shows that the vouchers and discounts from the online shopping platform results to a positive feeling for the respondents. Majority of the respondents shows that they have “Extremely happy feeling” when they receive these which shows that this factor is important for the respondents to have a positive attitude towards shopping on TikTok shops.

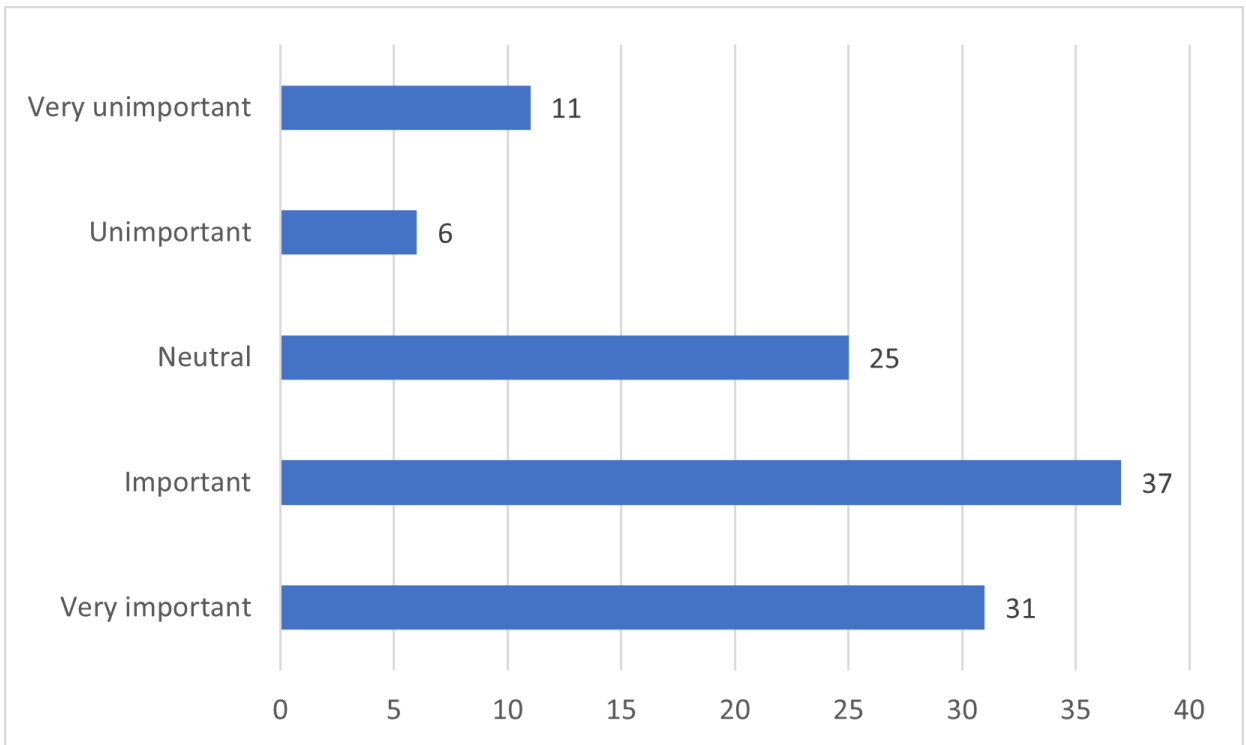


Figure 8. “When you see an item on your wish list which is on 50-70% discount, do you feel that the product should have high quality?” n=110

Source: Malabanan (2023) author ‘survey

In the seventh question, the respondents were asked how important it is for them that a product should have high quality when that product on their wish list is on 50-70% discount price. The majority of the respondents 37 (33.64%) answered they feel that it is important, second to that, there are 31 (28.18%) number of respondents have answered that they feel that it is very important, 25 (22.73%) of the respondents have answered that they feel neutral and 11 (10%) of the total number of respondents have responded that they feel that it is very unimportant and lastly, only 6 (5.45%) out of the total number of respondents have revealed that they feel that it is unimportant. The figure 8 shows that consumers think that it is important for the items that are discounted on their wishlists have to have a good quality. This shows that giving discounts on items is not the only important factor for the respondent to have a positive attitude towards shopping online on TikTok shop. These products should also have a good quality.

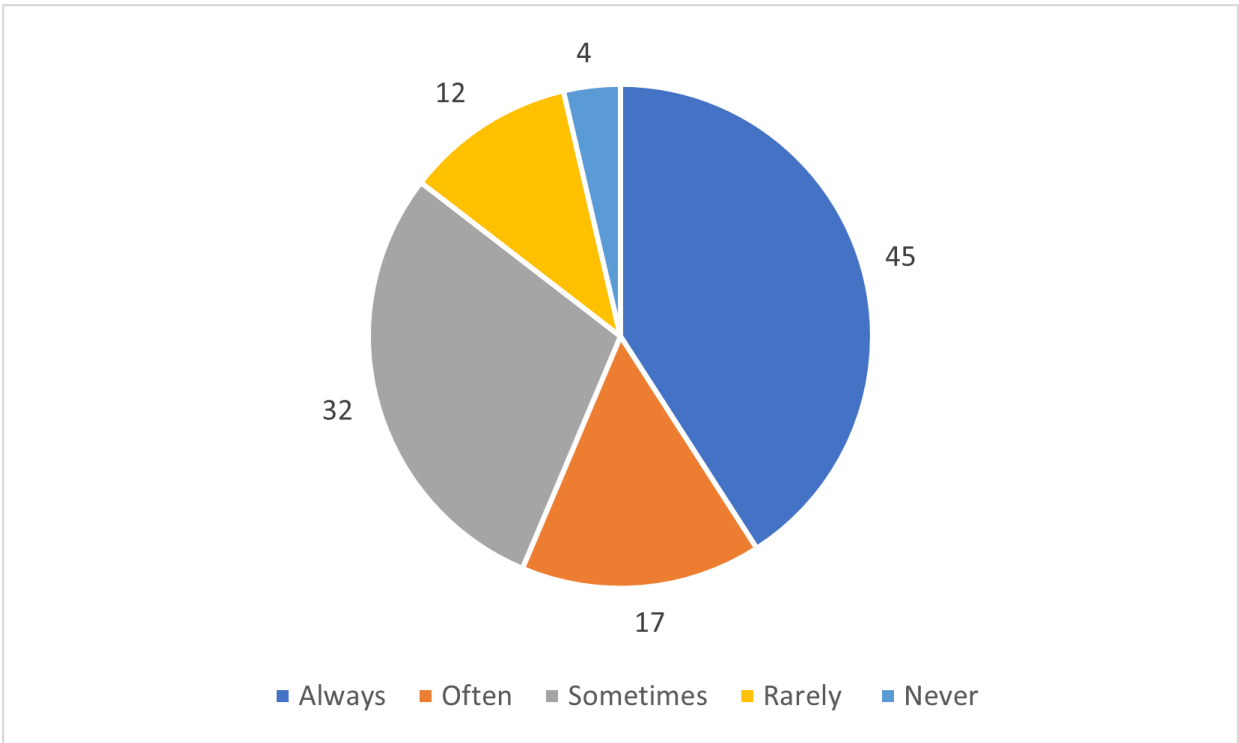


Figure 9. “How often do you check and compare the prices of an item to other online shops (e.g. Shopee, Lazada) before buying the product?” n= 110
 Source: Malabanan (2023) author ‘survey

The question eight asked the respondents, how often do they compare the prices of items or products that they see on TikTok shops compared to other online shops in the Philippines like for e.g Shopee and Lazada. Figure 8 reveals that majority of the total number of respondents always check and compare the prices of items and products on other online shopping platforms in the Philippines. As shown in the chart, 45 (40.91%) respondents have answered they always do, following that there were 37 (29.09%) respondents who answered they sometimes do, 17 (15.45%) respondents answered that they often do, 12 (10.91%) respondents have answered they rarely do and lastly, there were only 4 (3.64%) out of total number of respondents who answered that they never check or compare the prices of the items. Figure 9 shows that prices from other platforms do affects the attitude of the respondents towards shopping on TikTok shop.

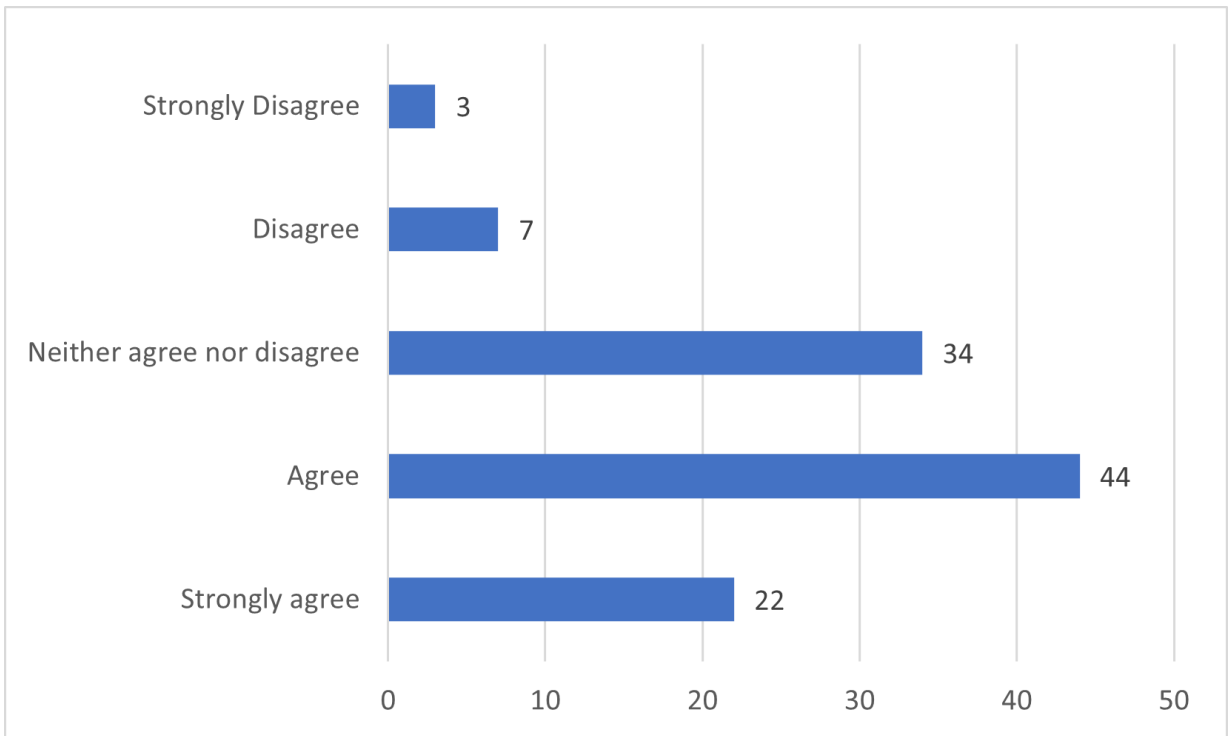


Figure 10. “Do you agree with the TikTok influencer or celebrity endorsers when they promote a product and/or do a TikTok Live?” n=110
 Source: Malabanan (2023) author ‘survey

The respondents were asked if they agree with the TikTok influencer or celebrity endorsers when they promote a product and/or do a TikTok Live. Figure 9 reveals that the majority of total number of respondents, 44 (40%) have answered that they do agree, 34 (30.91%) of the respondents answered that they neither agree nor disagree, 22 (20%) of the respondents have answered that they do strongly agree, 7 (6.36%) of the respondents have answered that they disagree and leaving just 3 (2.73%) of the total number of respondents have answered that they strongly agree. Figure 10 shows that majority of the respondents do agree with the TikTok influencers and celebrity endorsers. This reveals that this factor clearly affects the attitude of the respondents positively towards the TikTok platform shops.

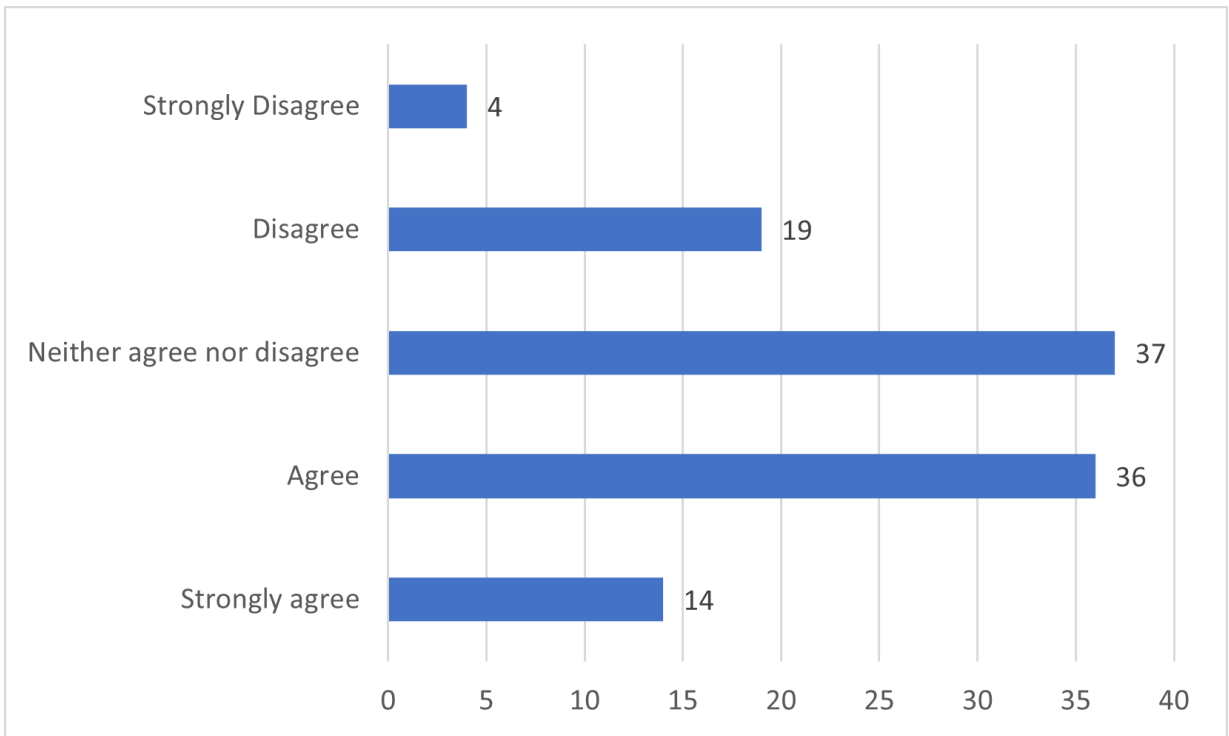


Figure 11. “Do you think TikTok platform shops sell items that are not available in other online shops?” n=110

Source: Malabanan (2023) author ‘survey

The tenth question asked the respondents if they think TikTok platform shops sells items or products that are exclusively only on their platform and that are not available in other online shopping platform shops. There are 37 (33.64%) number of respondents who have answered that they neither agree nor disagree, 36 (32.73%) respondents have answered that they agree, 19 (17.27%) respondents have answered they disagree, 14 (12.73%) respondents have answered that they strongly disagree and lastly, there are only 4 (3.64%) out of all the total number of respondents have answered they strongly disagree. The results shows that respondents don’t believe that there are products being sold exclusively in the TikTok shops. This shows that the attitude of the respondents to shop on TikTok shops could be affected negatively.

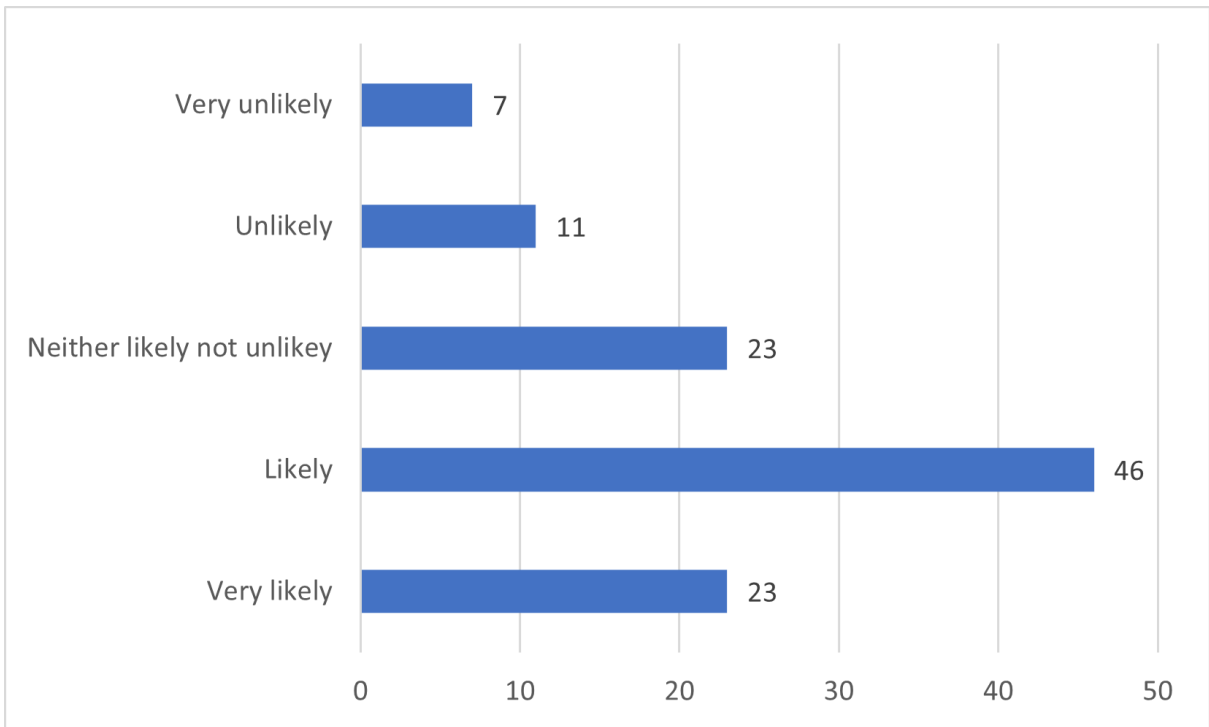


Figure 12. “How likely are you going to buy a product after you see it promoted on TikTok videos?” n=110

Source: Malabanan (2023) author ‘survey

The question eleventh, asked the respondents how likely they are going to buy a product after they see it promoted on TikTok videos. The figure 11 reveals that the majority, 46 (41.82%) of respondents answered that they are very likely going to buy, an equal amounts of respondents, 23 (20.91%) have respectively answered that they are very likely going to buy, and the other are neither likely nor unlikely. There are also 11 (10%) of the respondents who answered that they are unlikely going to buy and lastly, the remaining 7 (6.36%) number of respondents have answered that they are very unlikely going to buy a product after they see it promoted on Tiktok videos. Figure 12 revels that majority of the respondents are likely to buy products on TikTok shops when they see that it is promoted on TikTok videos. This reveals that TikTok video is an important factor that promotes a positive attitude for the respondents to buy products on TikTok shops.

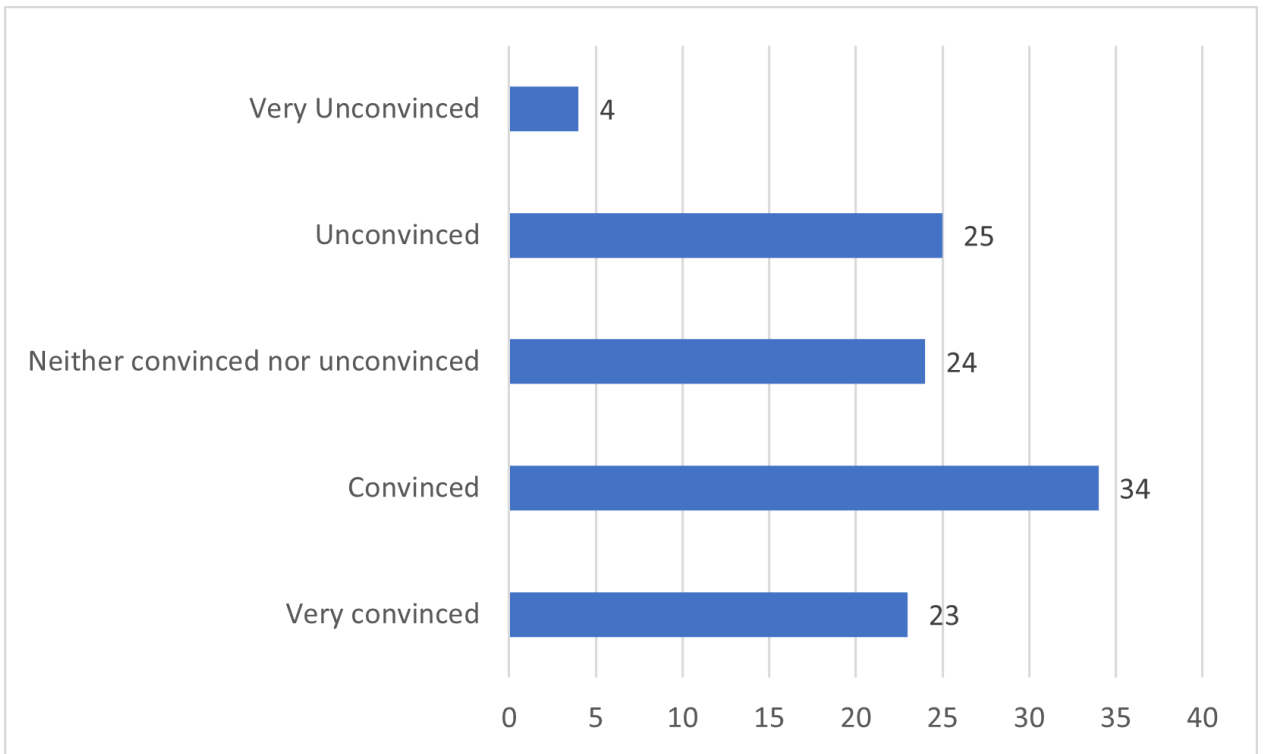


Figure 13: “Are you convinced to buy the products at the TikTok shop after watching a promotional trend on TikTok like for example the ‘Lucky scoop’? (It is a trending promotion strategy of sellers where you can get a bag full of mystery items scooped from a pool of products)” n=110

Source: Malabanan (2023) author ‘survey

The question twelfth, asked the respondent if they feel convinced to purchase a product after watching a promotional trend on TikTok for example “Lucky Scoop” The results reveals that the majority of the respondents , 34 (31%) answered that they feel convinced, 23 (21%) have respectively answered that they feel very convinced, 24 (22%) of the total number of respondents answered that they feel neither convinced nor unconvinced and 25 (23%) respondents have answered that they don’t feel convinced . Out of all the total number of respondents, only 4 (4%) have answered that they feel very unconvinced. Figure 13 shows that majority of the respondents are convinced to buy products on TikTok shops after being exposed to promotion strategies such as “Lucky Scoop”. This clearly shows that promotional trends such as this promotes a positive effect on the attitude of the respondents towards shopping on TikTok platform shops.

Table 1. The result of Pearson's correlation coefficient

| | | Buying_Product | Effect_of_Influencers |
|-----------------------|---------------------|----------------|-----------------------|
| Buying_Product | Pearson Correlation | 1 | .609** |
| | Sig. (2-tailed) | | <.001 |
| | N | 110 | 110 |
| Effect_of_Influencers | Pearson Correlation | .609** | 1 |
| | Sig. (2-tailed) | <.001 | |
| | N | 110 | 110 |

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

Source: Malabanan (2023), authors' calculations

In order to further understand the strength of the relationship between variables presented, the author used a correlation tool to further analyze and present a stronger proof of findings. Pearson's correlation coefficient is a statistical analysis tool that measures the relationships between variables of interests.

When the correlation coefficient is near 1, then the correlation is considered positive. The correlation is said to be negative if the correlation coefficient is close to -1. It is not true that there is no correlation between the variables if the correlation coefficient is close to 0, but instead, there corresponds to a linear correlation. In order for there to be a correlation between two variables, both the correlation strength (at least 0.1 in absolute value) and the p-value (correlation extent), which determines statistical significance levels, must be adequate which means that it should not be greater than 0.05.

This correlation table above will show how significant the effect of celebrities or influencers who promotes products on Tiktok lives or videos affect the consumer's attitude on buying decisions towards products being sold online on Tiktok platform shops.

Correlation analysis have been made between the survey questions number nine and eleven: "Do you agree with the Tiktok influencer or celebrity endorsers when they promote a product and/or do on a TikTok live?" and "How likely are you going to buy a product after you see it promoted on TikTok videos?"

The analysis shows that the P-value is 0.609 which lies between 0.3 to 0.7 value. The researcher concludes that the relationship between Tiktok Influencers or celebrities that promotes products on Tiktok lives/videos and the likeliness of consumers to purchase products after seeing products being marketed on Tiktok videos is moderate. Moreover, with the help of Pearson correlation analysis, the research concludes that both the variables are positive. Lastly, the sig value shows a result of $<.001$ which means that the relationship of two variables is significant.

The results shows that the association between Tiktok Influencers or celebrities that promotes products on Tiktok lives/videos and the likeliness of consumers to purchase products after seeing products being marketed on Tiktok videos is positive, moderate, and significant at the 0.005 level. This shows that influencers/celebrities that endorse products on Tiktok lives and videos have positive effect on consumer's attitude regarding their likeliness of buying products that was promoted on TikTok videos.

3.2 Discussion and Suggestions

The research was done to find out the consumers' attitude towards online shopping specifically on TikTok platform shops in the Philippines and also to find out the factors that affect and influence their buying behavior. The emergence and growth of online shopping platforms in the Philippines served as the impetus for choosing this topic. The business industry has been substantially impacted by the growing market of e-commerce or online shopping, and this has also had a significant impact on consumer's buying behavior. Learning more about the consumers' attitude and the factors that affect and influence their buying behavior is crucial for companies, business, and consumers themselves.

The research aim was accomplished with the use of an online survey questionnaire. There were 15 questions asked in the questionnaire. The questionnaire consists of three parts: first, the beginning of the questionnaire consists of questions that are related to Consumers' personal understanding on the given topic and previous shopping experience, followed by the Consumer Attitude towards Online shopping, and the last part is about the respondents' demographics.

Online shopping has taken the shopping experience into a different level as it provides convenience to the customers. Once you order a product online, it then is shipped to your home (Cunningham, 2019) and will have the hassle-free experience of not physically going to the shops and the mall, and waste long time in the queue. This reflects on how the respondents' results, where majority of them enjoys online shopping, of which, 37% has recently bought an item within 1-3 days ago. This question is important to establish the respondents' online shopping habits, knowledge, and frequency. Jusoh, & Ling (2012) has stressed that customers only require an internet connection to shop anywhere they want at the comfort of their home. Having said that, it is noteworthy to mention that all the respondents, has one way or another shopped online, which only prove to show that there is a huge market for online shoppers in Philippines.

Licsi (2022) mentions that TikTok Shop has lofty goals of providing a fresh new shopping experience for users and opportunities for local content creators. In this research, the respondents were asked "TikTok has recently launched TikTok Shop. What's your thoughts about this?", to evaluate the respondent's feelings towards the recently launched feature of TikTok, the researcher then gave five different feeling that are, Happiness, Excitement, Neutrality, Overwhelmingness and Annoyance. Majority of respondents evaluated the feeling of Happiness, Excitement, and

Neutrality, positively showing that these feelings were at least somewhat presented to very well presented. Based on the answers given by the respondents, the author concluded that the positive thoughts associated to the consumers' feelings shows a positive attitude towards the TikTok platform shops. Additionally, it was also revealed on the results that when consumers' purchase products online, many of them purchase mainly clothes and shoes, second to that are the health and beauty products, electronics and appliances, books and school materials. While some respondents also answered kitchen and home items and only two respondents who added that they do also purchase KPOP merchandise, and one respondent answered food products.

The result of this study also confirms to the statement that Filipinos are very appreciative of celebrities, find fondness and look up to these influencers with high regards (Libunao., et al, 2022). This became evident as majority of the respondents have answered positively and showed support to the TikTok influencers and celebrities when they promote a product or do a TikTok live. Also, the results shows that this form of advertisement is an effective way to attract necessary attention from the consumers and potentially make them purchase an item or product on TikTok platform shops. Additionally, it is particularly important for the respondents to have the freedom to use promotional codes and vouchers whenever they are doing online shopping. On the one hand, this reflect the respondents' attitude towards buying items online as they get affected by the temptation to impulsively purchase a product, especially when they see the said product is on sale or at a discounted price, even if they do not necessarily need them. On the other hand, majority of the respondents have answered positively and are either happy or extremely happy when they receive vouchers and discount codes. For them, receiving and being able to freely use the vouchers, promotional codes, and discounts when they want positively affects consumers' attitude towards shopping online, as this provides an intrinsic happiness knowing that they will get something more than what they intended to buy.

Majority of the respondents feel that they will be more likely to purchase a product after seeing it promoted on TikTok videos. As such, this factor affects the buying behavior of the consumers in a positive way as the TikTok videos effectively entices the consumers to purchase a product form TikTok platform shops. In the same way, the fear of missing out on the trendy gimmicks left the respondents convinced to buy the products at the TikTok shop after watching a promotional trend on TikTok like for example the 'Lucky scoop', a promotion strategy of sellers where you can get a bag full of mystery items scooped from a pool of products.

With the advent of social media and the unstoppable popularity of TikTok, this provides an interesting take on how consumers' attitude towards online shopping shifted during the recent years. Interestingly, after enumerating the results of the study, it safe to say that we are now seeing a new way of promoting an item apart from the traditional form advertisements and the consumers are engaging well to these changes.

Moreover, since consumers tend to spend more time browsing through social media, companies should invest and start capitalizing on this more cost-efficient way of promotion. From the business perspective, although TikTok platform shops is still relatively new, it is an opportunity that should be considered since most of the influencers has loyal followers, they can easily attract audience and convert them into prospective customers. Though it's not always a guarantee, products could provide a greater reach to the consumers with the help of followers from these influencers. The feedback from the respondents showing "Happiness" and "Excitement" on the launch of the TikTok Shop in the Philippines, garnering 28.83% and 25.45% respectively, and the likelihood that they will buy the product after they see the video being promoted by a celebrity endorser or influencer they look up to, could be a good indicator of a positive reception to any business ventures linked to TikTok platform shops.

Although the results indicate a great support for TikTok Shop in the Philippines from the respondents of this study, the sample size of this amount is not close to the general population of the users of the platform. Hence, it cannot be concluded that the same sentiment is conclusively and unanimously shared. However, the results and figures from the study has provided a glimpse of a small margin of consumers and their shared attitude towards online shopping. Lastly, since the data associated with the attitude of the consumers in the Philippines towards the TikTok platforms shops are very limited, the result of this study could be added to the current pool of studies related to the same field.

CONCLUSION

This research study aimed to find out consumers' attitude towards online shopping specifically on the TikTok platform shops in the Philippines and factors that affect and influence the buying their shopping behavior. Consumers' attitude towards online shopping has a great importance for the rapid development and growth of e-commerce or online shopping platforms in the business industry.

The aim of this research study was fulfilled through the use of online survey questionnaires. In total, the questions were 15 questions that was included in the questionnaires. These questionnaires were distributed through the use of several social media platforms aiming to target all demographic groups. The questionnaires were the primary instrument that was used to collect the data for this study. After the data was collected, descriptive statistics was used to analyze it.

The findings regarding demographics shows that majority of the consumers who has some knowledge about TikTok platform shops were from age group: less than 18, 18-24 and age between 25-34. Based on the answers given by the respondents which was 42.73% of the total results, the positive thoughts associated to the consumers' feelings shows a positive attitude towards the TikTok platform shops. Subsequently, it was also discovered that the majority of the respondents who had a positive attitude in buying products online usually purchase products in the clothing and footwear categories. Additionally, the results also shows that the respondents' attitude towards buying online gets affected by seeing an influencer/celebrities promote those product. Lastly, Online shopping vouchers, TikTok lives, TikTok influencers and TikTok promotional strategy such as "Lucky Scops" are several factors that affects the buying behavior of consumers when they are making a purchase online.

Several limitations from this research have arisen. The first limitation was the method used for collecting the data. Online survey made the opportunity limited for those people who had no access to internet connection to be able to participate and contribute answers to the questionnaire. Second, the lack of filtering questions or requirements for the potential respondents could've been added to increase the quality of the responses for the data gathering.

Finally, the researcher suggests that further understanding of consumers' attitude towards online shopping in the Philippine setting, where future researchers should also take a look and compare the study to other existing and available online shopping platforms in the market. Moreover, the author suggests that the future researcher should select a bigger sample size so that the study can gather more data and will have more value and more accurate results. Lastly, there's also a possibility to explore the other Asian countries and understand the difference between the consumers' attitude towards online shopping there and in the Philippines.

The researcher also suggests that marketers and business companies should incorporate new trends that are available right now to their promotions and advertisements instead of using only the conventional way of reaching out to their consumers.

The author of this research hopes that this study will be able to provide useful information for the future researchers, marketers, companies, and businesses.

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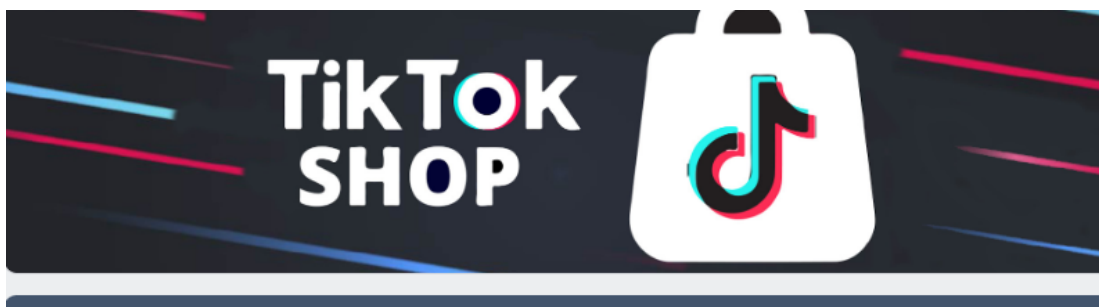
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APPENDICES

Appendix 1. Online Questionnaire



Consumers' Attitude towards Online shopping: TikTok platform shops in the Philippines

Hello, I'm Anniecel Malabanan, an International Business Administration student, majoring in marketing. I'm currently looking for participants to answer my survey in fulfillment of my undergraduate thesis, on **Consumers' Attitude Towards Online Shopping: Tiktok platform shops in the Philippines.**

This study aims to find out the consumers' attitude towards the new online shopping platform in the Philippines, TikTok platform shops. This study also aims to understand what are the factors that affect the consumers' buying behavior.

I kindly ask if you could spare me a few minutes of your time to answer the questionnaire below. Please bear in mind that the sole purpose of this is for academic research and the outcome shall be strictly for academic purposes only.

I assure you that your data is confidential and will only be used for the sole purpose of this project. Your honesty and effort in answering this questionnaire would be greatly appreciated. If you have any questions or concerns or clarifications, you may contact me through my email address at anniecelmae@gmail.com or message me via Facebook Messenger.

Thank you for your cooperation!

Appendix 1 continued

Name: (Optional)

Your answer _____

When was the last time you purchased online? *

1-3 days ago

3-7 days ago

2-4 weeks ago

1-3 months ago

More than 3 months ago

NEVER

Other: _____

Appendix 1 continued

Tiktok has recently launched Tiktok Shop. What's your thoughts about this? *

| | Not at all presented | Not Presented | Somewhat Presented | Presented | Very well Presented |
|------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Happiness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Excitement | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Neutrality | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Overwhelmingness | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Annoyance | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

What types of products do you usually buy online? *

- Clothes and shoes
- Electronics and appliances
- Health and Beauty products
- Books and School materials
- Kitchen and home items
- Other: _____

Appendix 1 continued

Consumer Attitude towards Online shopping

Do you feel it's important to use any promotional code, voucher, discounts, and free shipping on your online purchases? *

- Very important
- Important
- Neutral
- Unimportant
- Very unimportant

How often do you get "budol", persuaded, or enticed by the products when you see that it's endorsed by a famous influencer or celebrity or when you see a discounted item that you want but don't necessarily need? *

- Always
- Often
- Sometimes
- Rarely
- Never

Appendix 1 continued

How do you describe your feelings when you receive vouchers or discount codes with 3 weeks validity? *

- Extremely happy
- Happy
- Neutral
- Unhappy
- Extremely unhappy

When you see an item on your wishlist which is on 50-70% discount, do you feel that the product should have high quality? *

- Very unimportant
- Unimportant
- Neutral
- Important
- Very important

Appendix 1 continued

How often do you check and compare the prices of an item to other online shops *
(e.g Shopee, Lazada) before buying the product?

- Always
- Often
- Sometimes
- Rarely
- Never

Do you agree with the TikTok influencer or celebrity endorsers when they promote *
a product and/or do a TikTok Live?

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

Appendix 1 continued

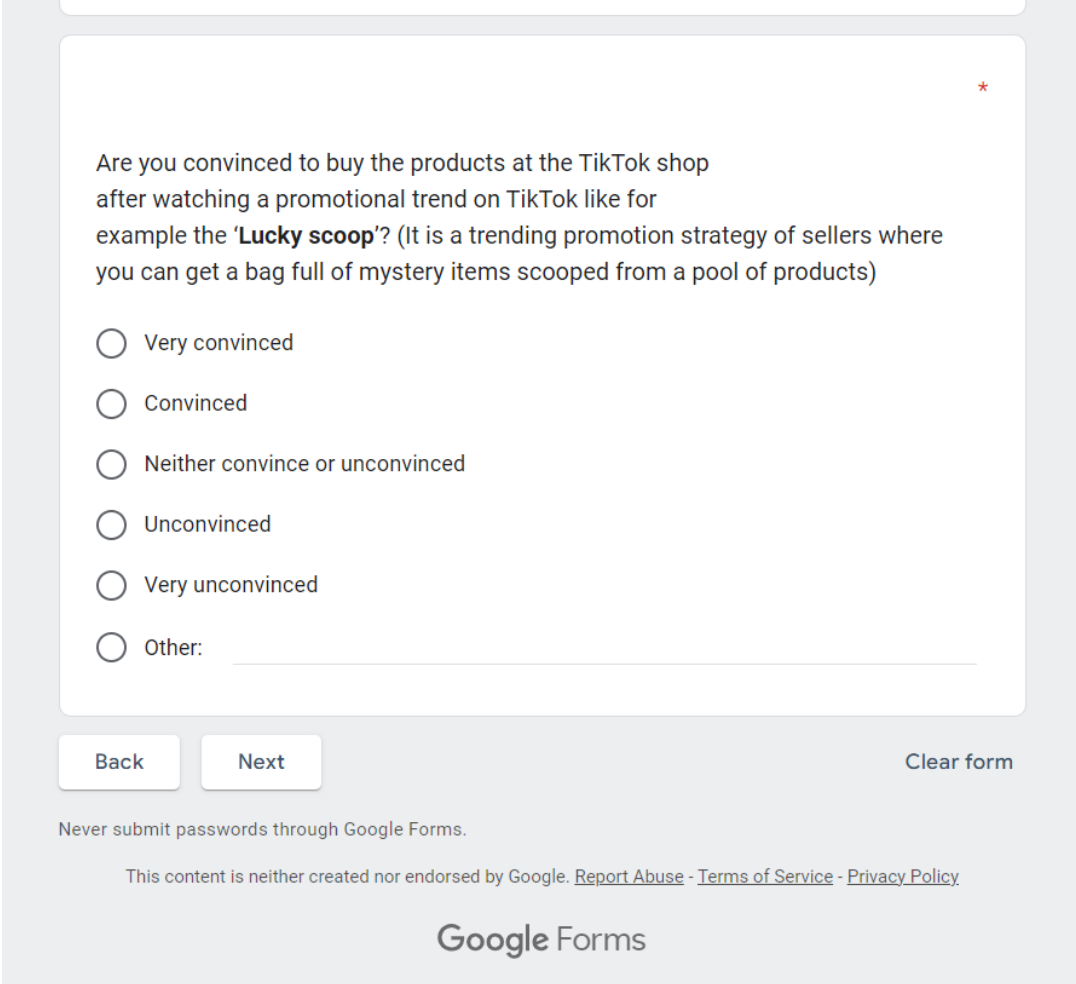
Do you think TikTok platform shops sell items that are not available in other online shops? *

- Strongly agree
- Agree
- Neither agree or disagree
- Disagree
- Strongly disagree

How likely are you going to buy a product after you see it promoted on TikTok videos? *

- Very likely
- Likely
- Neither likely or unlikely
- Unlikely
- Very unlikely

Appendix 1 continued



Are you convinced to buy the products at the TikTok shop after watching a promotional trend on TikTok like for example the '**Lucky scoop**'? (It is a trending promotion strategy of sellers where you can get a bag full of mystery items scooped from a pool of products)

Very convinced

Convinced

Neither convince or unconvinced

Unconvinced

Very unconvinced

Other: _____

[Back](#) [Next](#) [Clear form](#)

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Google Forms

Source: Malabanan (2023), online questionnaire

Appendix 2. Online Survey Results

Hello, I'm Anniecel Malabanan, an International Business Administration student, majoring in marketing. I'm currently looking for participants to answer my survey in fulfillment of my undergraduate thesis, on **Consumers' Attitude Towards Online Shopping: Tiktok platform shops in the Philippines.**

This study aims to find out the consumers' attitude towards the new online shopping platform in the Philippines, TikTok platform shops. This study also aims to understand what are the factors that affect the consumers' buying behaviour. I kindly ask if you could spare me a few minutes of your time to answer the questionnaire below. Please bear in mind that the sole purpose of this is for academic research and the outcome shall be strictly for academic purposes only.

I assure you that your data is confidential and will only be used for the sole purpose of this project. Your honesty and effort in answering this questionnaire would be greatly appreciated. If you have any questions or concerns or clarifications, you may contact me through my email address at annielmae@gmail.com or message me via Facebook Messenger.

Thank you for your cooperation!

3.1.1 When was the last time you purchased online?

| | |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> • 1-3 days ago • 3-7 days ago • 2-4 weeks ago • 1-3 months ago • More than 3 months ago • Never | <ul style="list-style-type: none"> A. 37.3% B. 14.5% C. 18.2% D. 11.8% E. 18.2% F. 0 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|

3.1.2 Tiktok has recently launched Tiktok Shop. What's your thoughts about this?

| | Not at all presented | Not presented | Somewhat presented | Presented | Very well Presented |
|------------------|----------------------|---------------|--------------------|-----------|---------------------|
| Happiness | 22 | 13 | 18 | 26 | 31 |
| Excitement | 19 | 17 | 18 | 28 | 28 |
| Neutrality | 12 | 14 | 36 | 25 | 25 |
| Overwhelmingness | 33 | 22 | 16 | 16 | 25 |
| Annoyance | 53 | 25 | 11 | 12 | 13 |

Appendix 2 continued

4 What types of products do you usually buy online?

| | | |
|----------------------------|----|-----|
| Clothes and shoes | 82 | 75% |
| Health and Beauty products | 39 | 35% |
| Electronics and appliances | 37 | 34% |
| Books and School materials | 33 | 30% |
| Kitchen and home items | 19 | 17% |
| Kpop Merch | 2 | 2% |
| Food | 1 | 1% |
| Other | 1 | 1% |

5 Do you feel it's important to use any promotional code, voucher, discounts, and free shipping on your online purchases?

| | | |
|------------------|----|--------|
| Very important | 69 | 62.73% |
| Important | 30 | 27.27% |
| Neutral | 8 | 7.27% |
| Unimportant | 4 | 3.64% |
| Very unimportant | 1 | 0.91% |

6 How often do you get "budol", persuaded, or enticed by the products when you see that it's endorsed by a famous influencer or celebrity or when you see a discounted item that you want but don't necessarily need?

| | | |
|-----------|----|--------|
| Always | 32 | 29.09% |
| Often | 24 | 21.82% |
| Sometimes | 19 | 17.27% |
| Rarely | 15 | 13.64% |
| Never | 20 | 18.18% |

Appendix 2 continued

7 How do you describe your feelings when you receive vouchers or discount codes with 3 weeks validity?

| | | |
|-----------|----|--------|
| Always | 32 | 29.09% |
| Often | 24 | 21.82% |
| Sometimes | 19 | 17.27% |
| Rarely | 15 | 13.64% |
| Never | 20 | 18.18% |

8 When you see an item on your wishlist which is on 50-70% discount, do you feel that the product should have high quality?

| | | |
|------------------|----|--------|
| Very important | 31 | 28.18% |
| Important | 37 | 33.64% |
| Neutral | 25 | 22.73% |
| Unimportant | 6 | 5.45% |
| Very unimportant | 11 | 10.00% |

9 How often do you check and compare the prices of an item to other online shops (e.g Shoppe, Lazada) before buying the product?

| | | |
|-----------|----|--------|
| Always | 45 | 40.91% |
| Often | 17 | 15.45% |
| Sometimes | 32 | 29.09% |
| Rarely | 12 | 10.91% |
| Never | 4 | 3.64% |

10 Do you agree with the TikTok influencer or celebrity endorsers when they promote a product and/or do a TikTok Live?

| | | |
|----------------------------|----|--------|
| Strongly agree | 22 | 20.00% |
| Agree | 44 | 40.00% |
| Neither agree nor disagree | 34 | 30.91% |
| Disagree | 7 | 6.36% |
| Strongly Disagree | 3 | 2.73% |

Appendix 2 continued

11 Do you think TikTok platform shops sell items that are not available in other online shops?

| | | |
|----------------------------|----|--------|
| Strongly agree | 14 | 12.73% |
| Agree | 36 | 32.73% |
| Neither agree nor disagree | 37 | 33.64% |
| Disagree | 19 | 17.27% |
| Strongly Disagree | 4 | 3.64% |

12 How likely are you going to buy a product after you see it promoted on TikTok videos?

| | | |
|----------------------------|----|--------|
| Very likely | 23 | 20.91% |
| Likely | 46 | 41.82% |
| Neither likely not unlikey | 23 | 20.91% |
| Unlikely | 11 | 10.00% |
| Very unlikely | 7 | 6.36% |

13 Are you convinced to buy the products at the TikTok shop after watching a promotional trend on TikTok like for example the 'Lucky scoop'? (It is a trending promotion strategy of sellers where you can get a bag full of mystery items scooped from a pool of products)

| | | |
|-----------------------------------|----|-----|
| Very convinced | 23 | 21% |
| Convinced | 34 | 31% |
| Neither convinced nor unconvinced | 24 | 22% |
| Unconvinced | 25 | 23% |
| Very Unconvinced | 4 | 4% |

Demographics

Gender

| | | |
|-------|----|-------|
| Man | 50 | 45.45 |
| Woman | 54 | 49.09 |

Age Group

| | | |
|--------------|----|-------|
| Less than 18 | 0 | 0.00 |
| 18 - 24 | 53 | 46.49 |
| 25 - 34 | 25 | 21.93 |
| 35 - 44 | 13 | 11.40 |
| 45 - 54 | 12 | 10.53 |
| 55 and above | 11 | 9.65 |

Education Level

| | | |
|-----------------------|----|-------|
| University education | 60 | 54.55 |
| High school degree | 41 | 37.27 |
| Less than high school | 8 | 7.27 |
| No education | 1 | 0.91 |

Source: Malabanan (2023), online questionnaire

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