

ADD TO HEART: THE INFLUENCE OF THE COVID-19 PANDEMIC TOWARDS THE BEHAVIOR OF THE SENIOR HIGH SCHOOL ONLINE CONSUMERS OF LETRAN-BATAAN.

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ABSTRACT

Due to the COVID-19 pandemic, national governments introduced new strategies to lessen the number of people getting infected by the virus by implementing lockdowns and social distancing. Therefore, online shopping was normalized and became the new way on how people shop. However, along with the rise of online shopping platforms, issues concerning the consumers purchasing behavior towards online shopping also started to surface. Thus, the researchers created this study with the aim of identifying the amount of Senior High School students of the Colegio de San Juan de Letran-Bataan who experienced changes in their purchasing behavior in the time of the pandemic. According to the findings, exposure to online shopping platforms increased the sample's participation in online shopping. The researchers concluded that these students have already participated in online shopping before but engaged in this activity more often during this pandemic. These students also consider online shopping as a way to entertain themselves and relieve stress. In addition, the study shows that online shopping became more prevalent when the pandemic started, which caused a change in the behavior of online consumers.

Keywords: *consumer purchasing behavior, online Shopping, covid-19 pandemic, lockdown, senior high school students*

INTRODUCTION

Background of the Study

The Coronavirus Disease 2019 (COVID-19) outbreak has greatly posed a threat to the entire population of the world. The COVID-19 had only been increasing the number of affected people each day, leading to a pandemic. As a countermeasure, national governments introduced new strategies to lessen the number of people getting infected by implementing lockdowns and practicing social distancing. Due to this situation, the way people work, communicate, and shop has been changed (Di Crosta, 2021).

In this time of the COVID-19 pandemic, it is evident that people spend most of their time in front of their phone and laptop screens as everything is now done online due to the need for social distancing from studying to working, hangouts and meetings, and even shopping. These things that people normally do before the pandemic are now done with the help of technology. Thus, online shopping was normalized and became the new way on how people shop instead of going to actual stores. Online shopping has been a thing long way before the pandemic even happened, but it is

not as widely used before. Its entire concept was made for busy and unavailable people as it saves them time to shop online instead of buying directly from the store.

According to Vázquez-Martínez et al. (2021), consumer purchasing behavior (CPB) is motivated by various factors, mostly resulted from the interaction of the consumer and their environment. It implies that the behavior of the consumer is related to their environment and current state. Due to the pandemic, online shopping became more popular and in-demand, and there was a sudden splurge of online sellers and consumers. People ages 13-40 years old engage in this activity for different purposes; however, the main concern of this research is the excessive online shopping of consumers, mainly teenagers. Issues involving excessive online shopping and impulsive buying became common among teenagers, and this study seeks to know the reason behind it. Sure enough, this pandemic outbreak changed people's consumption patterns, but alongside it, issues relating to consumer behavior are also rising.

Objectives

In this study, the researchers aim to identify the amount of Senior High School students who experienced changes in their purchasing behavior in this time of pandemic. The researchers hope to find out the reasons behind the changes on the behaviors of the chosen respondents while shopping online — tackling their

shopping behavior before and during the pandemic. Hence, the intent of this study is to examine different consumer purchasing behavior of the Senior High School students of the Colegio de San Juan de Letran-Bataan. Given that the first objective is achieved, the researchers also ought to use this study to further raise awareness on why such issues happen and how to prevent them from happening.

Scope, Limitations, and Delimitations

For this study, the researchers chose the Senior Highschool Students of the Colegio de San Juan de Letran-Bataan as their respondents — Grade 11 and Grade 12 specifically. However, this does not guarantee that the researchers will gather enough data for the said study. According to the website Research-Methodology (2021), the significant relationships within data sets would not be identified by the statistical tests if the sample size is too small. It will not also guarantee accuracy as the sample size might be small, considering that there are only two grade levels in the Senior Highschool department.

Contribution of the paper

The goal of this study, which addresses the impact of the COVID-19 pandemic on online consumer behavior, is to raise awareness among Senior High School (SHS) students regarding their opinions toward online shopping. During the pandemic, the study also aims to reduce some SHS students' impulsive purchases. That is to say, it would serve as a motivation for SHS students to overcome the pandemic threat of purchasing something online. Furthermore, the researchers see self-efficacy as a personal process that can be studied by looking at how well consumers adjust to changing situations.

The research study will be of interest to teenagers who shop online as well as future researchers as it examines the various influences of COVID-19 on how they shop online and the different psychological behaviors of online consumers. The research will also contribute to the field of behaviorism in psychology as well as the goal orientation literature.

The findings of the study will aid online consumers, particularly teens, in assessing their shopping habits. Teenagers would also consider if a purchase were necessary or impulsive before purchasing one. This study will provide them with a better knowledge of the impact of COVID-19 on their online shopping behaviors, which will aid in their decision-making.

Future researchers will find the study beneficial in their research, and it may serve as a guide for them. This could serve as a foundation for them to strengthen their studies and educate more people about the problem that most teenagers in their generation

experience. This research adds to the body of knowledge about the impact of COVID-19 on online consumer behavior that has been published on the internet.

Theories

Theory	Explanation of the Theory	Connection to the study
Pavlovian Theory of the Classical Conditioning Theory (1897)	<ul style="list-style-type: none"> The theory states that a stimulus will result in a conditioned response (Apara Bhattacharya and Avishek Majumder, 2019) and will cause changes in the behavior based on it. Has five components: Unconditioned stimulus (UCS), Unconditioned response (UCR), Neutral stimulus (NS), Conditioned 	For this study, the researchers related the said theory by using the online shopping platforms and lockdowns caused by the pandemic as the two stimuli. The researchers believed that these two are the stimulus which result to the changes in the online shopping behavior of the consumers, which is the conditioned response elicited from the stimuli. Online shopping already exists before the pandemic but the lockdowns and restrictions caused

	stimulus (CS), and Conditioned response (CR).	by it further exposed the consumers in this platform and made them engage in this activity more. The table below further explains how the researchers use the Classical Conditioning Theory
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Fig. 1.1

	Stimulus	Response
Before Conditioning	Online Shopping Platform (UCS)	Engaging in online shopping (UCR)
	Lockdown caused by the Pandemic (NS)	None
During Conditioning	Lockdown (NS) + Online Shops (UCS)	Engaging in online shopping (UCR)
After Conditioning	Lockdown (CS)	Engaging in online shopping (CR)

Fig. 1.2

Review of related literature

As the world is in a state of emergency and countries have been placed on lockdown, restrictions have been imposed on leaving homes, organizing crowded events, and going to markets. Almost every business has been closed down. People are under pressure to stay at home in the wake of COVID-19. As a result, people cannot go to markets to buy products, which is likely pushing people to do online shopping. People can fulfill their needs while staying at home and without leaving their homes by shopping online (Ur-Rehman et al., 2020).

According to Hashem (2020), for some time, paying in cash when shopping in stores is a common method of commerce; however, with the start of the pandemic, shopping through the internet and paying through electronic cards has become the new normal for most. With the lockdown being implemented for a long time in most places, people opt for purchasing their goods online. The pandemic has affected the lifestyles and motivations of many people, such that their purchasing behaviors also changed (Gu et al., 2021).

The COVID-19 crisis had an impact on people's inclinations to shop online by having restricted possibilities to engage in leisure activities during the lockdown, according to Koch et al. (2020). Consumers appear to buy online for fun and consider it as a diversion or leisure activity. Fiore et al. (2005) discovered a favorable connection between internet shopping and motivational factors such as arousal and enjoyment in their study. Generation Z consumers had limited opportunities to spend their spare time because all schools, universities, and recreational facilities are closed during the shutdown.

The COVID-19 pandemic is far more than a health crisis: to better understand these changes, the present study focused on consumer behavior and its psychological antecedents. Consumer behavior toward necessities was predicted by anxiety and COVID-19-related fear, whereas consumer behavior toward non-necessities was predicted by depression. Furthermore, consumer behavior toward necessities and non-necessities was predicted by personality traits, perceived economic stability, and self-justifications for purchasing. The present study extends the researchers' understanding of consumer behavior changes during the COVID-19 pandemic, according to Di Crosta et al. (2021).

Conceptual Framework

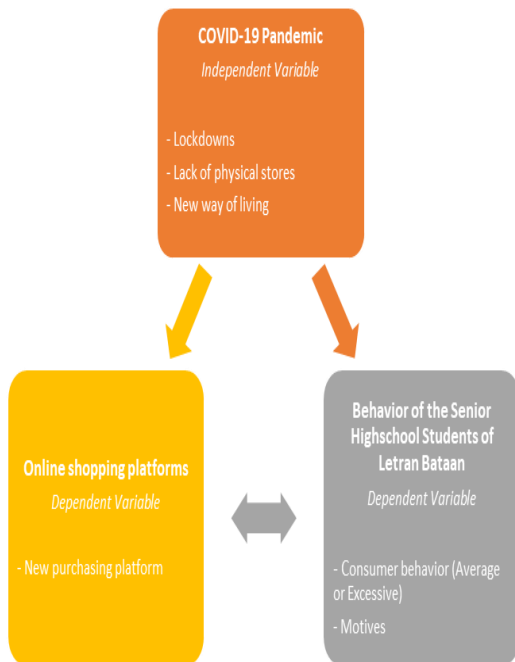


Fig. 2.1

The figure shown above serves as the conceptual framework for this study about the impact of the COVID-19 pandemic on the online purchasing behavior of the Senior High school students of the Colegio de San Juan de Letran-Bataan. In figure 2.1., the relationship of the study is presented wherein the independent variable is the COVID-19 pandemic and its effects. On the other hand, the behavior of the respondents will serve as the dependent variable. In addition, under the dependent variable are the specific motives behind the said behavior of the respondents. The chosen conceptual framework depicts the relationship between the three variables and how the independent variable affects the dependent variables. With the gathered results, the researchers then aim to classify the identified behaviors the respondents exhibited during this pandemic — with this, people can be aware that such behaviors exist.

Hypothesis

In this time of the pandemic, most of the population are exposed to the internet and online platform all the time. Most people spend hours in front of their cellphone and laptop screens where plenty of advertisements are shown. Furthermore, the Pavlovian Classical Conditioning Theory states that a stimulus will result in a conditioned response (Bhattacharya & Majumder, 2019) and will cause changes in the behavior based on it. With the aid of this theory, the researchers concluded that a consumer’s behavior can change based on the stimuli presented in front of them. Additionally, due to the pandemic, the consumers learned that online purchasing can be a substitute for the lack of physical stores

caused by lockdowns. Thus, consumers proceeded to normalize online purchasing. However, issues such as excessive and impulsive buying arose along with the sudden surge of online shopping platforms.

Ho: The chosen sample does not exhibit changes in their online shopping behavior caused by the pandemic.

Ha: The chosen sample exhibits changes in their online shopping behavior caused by the pandemic.

Research Question

The general aim of this study is to identify the amount of Senior High School students who experienced changes in their purchasing behavior in this time of pandemic. The researchers hope to gather data from their chosen respondents that will greatly help them in this study. Therefore, the following are the specific questions that the researchers seek to be answered: (1) How did the COVID-19 pandemic affected the behavior of the SHS students of the Colegio towards online shopping? (2) What is the amount of SHS students of the Colegio that experienced changes in their purchasing behavior caused by pandemic? (3) What are the reasons behind the current consumption attitudes of SHS students of the Colegio towards online shopping?

METHODOLOGY

Research Design

The study regarding the consumer behaviors of the Senior High School students of the Colegio de San Juan de Letran-Bataan in online consumption in this time of the pandemic used a non-experimental descriptive research design. According to Price et al. (2015), a non-experimental design does not require the manipulation of an independent variable and random assignment of respondents. A descriptive design aims to describe a phenomenon accurately and uses various methods to gather data (McCombes, 2019). Therefore, the researchers opted to using a non-experimental descriptive design as it is more appropriate for the said study.

Subject

The researchers selected Senior High School students from the Colegio de San Juan de Letran-Bataan as the study’s subject because this generation is more afflicted with using cellphones and shopping from online stores. Additionally, this generation commonly experiences mental health challenges. The researchers also selected Senior High School students as their respondents as it will help them analyze the data easily. The researchers used Simple Random Sampling, a probability sampling method, which requires a sampling frame or list of all members of a population and has an equal chance of being selected. The researchers chose this sampling method as every member of the population can be a part of the chosen sample. The population has ages range from 16-18 years old and includes all of the grade levels and strands of the Senior High School Department of the Colegio.

Study Site

The study was conducted at the Colegio de San Juan de Letran-Bataan as decided by the researchers. The nature, context, environment, and logistics of the study setting may influence how the research study is carried out (Majid, 2018). It is the location chosen as it is the most efficient for the study's subjects as well as the researchers. As the participants are selected Grade 11 and Grade 12 students of the Colegio, it is deemed easier if the research is evaluated in the institution of those included in the study.

Research Instrument

The researchers chose survey questionnaires as the instrument for this study. To obtain relevant data, the researchers conducted a survey among the chosen sample. The survey questionnaire was divided into two main parts: the first one is the section where the demographics were asked, wherein on the second part, it focused on questions pertaining to the motives and behavior the respondents practice when purchasing online. The questionnaire is researcher-made wherein it was formulated by the researchers basing it on the statement of the problem and by taking the objective into consideration. The survey questionnaire used a 5-point Likert Scale (1932) wherein the respondents can rate it from "strongly disagree" to "strongly agree" based on the accuracy of the questions to their own experiences. The purpose of the Likert scale is rooted in the aim of understanding the perceptions of the respondents related to a phenomenon (Joshi, Ankur & Kale et al., 2015); thus, the researchers incorporated this scale in their study. The 5-point Likert scale will be marked as 1 = Strongly Agree, 2 = Agree, 3 = Neutral, 4 = Disagree, 5 = Strongly Disagree.

Data Gathering & Ethical Considerations

The researchers selected survey research to investigate the consumer behavior influenced by COVID-19 toward online shopping. Before gathering data, the survey questionnaire was up for validation first. Afterwards, the researchers requested permission from the office to conduct a survey. The researchers invited the Colegio's Grade 11 and 12 students to respond to the survey sent through email. The survey was active for 2 weeks, and data collection took place during that time. The researchers made certain that the respondents' privacy and confidentiality were respected and protected. A letter of ethical consideration was sent to them to ensure each participant's anonymity.

Data Analysis

With the gathered data from the conducted survey, the researchers analyzed the responses with the aid of the 5-point Likert Scale. The goal to identify the various consumer behavior the respondents practice towards online shopping was achieved easily by interpreting the gathered responses. According to Neuman (2000), the simplicity of the Likert scale is what makes it easy to use; thus, the reason why it is commonly used in many kinds of research. After receiving the raw data, the statistician utilized basic statistical tool with the aid of the SPSS software. This process helped the researchers to conclude the results; thus, obtaining the desired objective of identifying the amount of Senior High School students of the Colegio de San Juan de Letran-Bataan who experienced changes in their purchasing behavior in this time of pandemic.

RESULTS

The purpose of this research study is to identify the number of Senior High School students of the Colegio de San Juan de Letran-Bataan who had changes in their online shopping behavior since the pandemic happened. Therefore, the researchers conducted a survey to gather the data needed for the study. This section of the paper presents the analysis and interpretation of the data gathered through a survey that aimed to determine the amount of Senior High School students who experienced changes in their purchasing behavior in this time of the pandemic.

a. Demographics

		Frequency	Percent
Strand	<i>STEM</i>	34	68
	<i>ABM</i>	9	18
	<i>ICT</i>	2	4
	<i>HUMSS</i>	5	10
Gender	<i>Male</i>	20	40
	<i>Female</i>	30	60
Age	15	3	6
	16	10	20
	17	18	36
	18	19	38
Total		50	100

Fig. 3.1

Shown in the table is the summary of the demographics of the respondents. The sample of the study consists of 50 Senior High Schools students from the Colegio de San Juan de Letran-Bataan. All strands of Senior High School students are included in the study and the majority of the respondents are from Science Technology Engineering and Mathematics (STEM) strand. Fig. 3.1 also shows that 60% of the respondents are Female. The ages of the respondents range from 15 to 18 years old, 18 being the majority.

b. Engagement in Online Shopping

		Frequency	Percent
Q11	<i>Strongly Agree</i>	7	14
	<i>Agree</i>	15	30
	<i>Neutral</i>	14	28
	<i>Disagree</i>	9	18
	<i>Strongly Disagree</i>	5	10
Q12	<i>Strongly Agree</i>	18	36
	<i>Agree</i>	21	42
	<i>Neutral</i>	7	14
	<i>Disagree</i>	3	6
	<i>Strongly Disagree</i>	1	2
Q13	<i>Strongly Agree</i>	7	14
	<i>Agree</i>	8	16
	<i>Neutral</i>	15	30
	<i>Disagree</i>	11	22
	<i>Strongly Disagree</i>	9	18
Total		50	100

Fig. 3.2

This table shows the engagement of the respondents with online shopping before and during the pandemic. Q11 states that the respondents engaged in online shopping before the pandemic, and the results show that the majority (30%) of the respondents agree. Furthermore, Q12 states that the respondents purchase online more often during this pandemic. The gathered results show that most of the respondents purchase on online shopping platforms more often during the pandemic with having 78% of them agreeing. On the other hand, Q13 states that the sample engage in online shopping the same amount as they do before the pandemic which resulted in 30% of the respondents being neutral and 22% of them disagree.

c. Amount of Expenses Spent

		Frequency	Percent
Q21	<i>Strongly Agree</i>	9	18
	<i>Agree</i>	20	40
	<i>Neutral</i>	15	30
	<i>Disagree</i>	4	8
	<i>Strongly Disagree</i>	2	4
Q22	<i>Strongly Agree</i>	8	16
	<i>Agree</i>	19	38
	<i>Neutral</i>	15	30
	<i>Disagree</i>	4	8
	<i>Strongly Disagree</i>	4	8
Q23	<i>Strongly Agree</i>	9	18
	<i>Agree</i>	15	30
	<i>Neutral</i>	9	18
	<i>Disagree</i>	8	16
	<i>Strongly Disagree</i>	9	18
Total		50	100

Fig. 3.3

The survey also included questions regarding the number of expenses the respondents spent when engaging in online shopping. Fig. 3.3 shows the results gathered, wherein Q21 states that the respondents spend P500 and below on online shopping. Q22 states that the respondents spend P501 - P1000, while Q23 states that P1000 and above are spent on online shopping. The table shows that 40% of the sample spent P500 and below on online shopping. However, Q22 and Q23 state that 38% and another 30% of the respondents spend P500 and above on online shopping respectively.

d. Behaviors Established

To obtain the objective of the study, questions pertaining to the behaviors of the chosen sample are included in the survey questionnaire. The following tables present the results of the survey per question.

		Frequency	Percent
Q31	<i>Strongly Agree</i>	13	26
	<i>Agree</i>	21	42
	<i>Neutral</i>	9	18
	<i>Disagree</i>	5	10
	<i>Strongly Disagree</i>	2	4
Q32	<i>Strongly Agree</i>	9	18
	<i>Agree</i>	18	36
	<i>Neutral</i>	15	30
	<i>Disagree</i>	4	8
	<i>Strongly Disagree</i>	4	8
Total		50	100

Fig. 3.4

		Frequency	Percent
Q33	<i>Strongly Agree</i>	9	18
	<i>Agree</i>	30	60
	<i>Neutral</i>	7	14
	<i>Disagree</i>	1	2
	<i>Strongly Disagree</i>	3	6
Q36	<i>Strongly Agree</i>	14	28
	<i>Agree</i>	15	30
	<i>Neutral</i>	12	24
	<i>Disagree</i>	6	12
	<i>Strongly Disagree</i>	3	6
Total		50	100

Fig. 3.5

Fig. 3.4 and Fig. 3.5 include questions that pertain to the reason why the sample engage in online shopping. Q31 states that the respondents only buy products they need and use, wherein the majority (68%) of them agrees. Q32 stated that the respondents buy things that make them happy even if they do not need it, which also majority (54%) of the them agrees in. In Fig. 3.5, Q33 also states that 60% of the respondents buy a product they are fairly knowledgeable about. Another reason is stated in Q36, wherein 58% of the respondents agree that they felt the need to purchase the item right away because it was offered on sale for a limited time.

		Frequency	Percent
Q310	<i>Strongly Agree</i>	11	22
	<i>Agree</i>	19	38
	<i>Neutral</i>	11	22
	<i>Disagree</i>	7	14
	<i>Strongly Disagree</i>	2	4
Q311	<i>Strongly Agree</i>	8	16
	<i>Agree</i>	15	30
	<i>Neutral</i>	13	26
	<i>Disagree</i>	7	14
	<i>Strongly Disagree</i>	7	14
Total		50	100

Fig. 3.6

	Frequency	Percent
Q312		
Strongly Agree	26	52
Agree	9	18
Neutral	12	24
Disagree	0	0
Strongly Disagree	3	6
Q313		
Strongly Agree	11	22
Agree	15	30
Neutral	17	34
Disagree	4	8
Strongly Disagree	3	6
Q314		
Strongly Agree	10	20
Agree	13	26
Neutral	21	42
Disagree	3	6
Strongly Disagree	3	6
Total	50	100

Fig. 3.7

The tables shown above pertain to the behaviors and emotions the respondents experience during and after engaging in online shopping. In Fig. 3.6, Q310 states that the respondents feel satisfied by just adding items in their online cart, where 38% of the responses agree and 22% strongly agree. In addition, Q311 implies that the respondents engage in online shopping when they are bored, resulting in the majority (30%) of them agreeing. To further investigate the behaviors of the respondents, Fig. 3.7 shows the result of how online shopping affects their emotions. Q312 states that receiving and opening parcels make the respondents happy, which 52% of them strongly agrees on. In addition, Q313 and Q314 state that the respondents (1) find online shopping therapeutic; and (2) relieves their stress respectively. Both of the questions resulted in the majority of the respondents feeling neutral. However, the percentage of those who agreed is still higher than those who disagree.

e. Reliability Statistics

Cronbach's Alpha	N of Items
0.86	15

Fig. 3.8 Cronbach's alpha

The table shown above is the Cronbach's alpha (Cronbach, 1951), which is the Reliability Test used for Q31-Q315. Cronbach's alpha is used in multiple-question surveys like the Likert scale to ensure if the results are reliable (Glen, Statistics How To, n.d.). The result displays a reliability coefficient value of .86, which displays internal consistency for responses.

DISCUSSION

The study aimed to identify and examine the changes in the purchasing behavior of the Senior High School students of the Colegio de San Juan de Letran-Bataan towards online shopping in this time of the pandemic. The researchers conducted a survey among the chosen sample to gather the needed data. To further investigate the changes in the sample's purchasing behavior, the statistician based on the gathered data by the researchers and used Pearson's Correlation.

Pearson's Correlation

Correlations			
		AveA	AveB
AveA	Pearson Correlation	1	.499**
	Sig. (2-tailed)		.000
	N	50	50
AveB	Pearson Correlation	.499**	1
	Sig. (2-tailed)	.000	
	N	50	50

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

Fig. 4.1

Due to the lack of data regarding the behavior of the sample towards online shopping before the COVID-19 pandemic, the study cannot fully differentiate the sample's purchasing behavior before and during the pandemic. However, the researchers opted to correlate the gathered data; hence, the usage of Pearson's Correlation. The Pearson's Correlation has proven that the COVID-19 pandemic indeed affected the purchasing behavior of the sample.

The table (fig. 4.1) shows how the engagement with online shopping in this time of the pandemic has a significant relation with the current purchasing behavior of the sample, which has an R-value of 0.499. The R-value of 0.499 implies that there is a moderate relation between the variables, which are the AveA and AveB. AveA implies that the respondents have been engaging in online shopping before and during the pandemic, while AveB is the behavior of the respondents towards online shopping. The results of the correlation analysis indicate that there was a significant association between engaging in online shopping platforms and the purchasing behavior of the sample

Furthermore, the tables that are shown before evidently provide more support to the researchers' claim regarding the behavior of the sample in online shopping in this time of the pandemic. According to Fig. 3.2, the COVID-19 pandemic made the respondents engage in online shopping more. Due to the COVID-19 pandemic, online shopping platforms became more known, and the respondents are more exposed to it. According to the results, the frequent exposure of the respondents to online shopping platforms became their reason why they purchase. For instance, 58% of the sample agree that they felt the need to purchase the item right away because it was offered on sale for a limited time. In addition, 54% of the sample also buy things that make them happy even if they do not need them. Fig. 3.6 and Fig. 3.7 also show the results of the survey which implies that online shopping makes the sample happy and entertains them in this time of the pandemic.

Conclusion

In this study, the researchers identified the number of Senior High School students from Colegio de San Juan de Letran-Bataan who experienced changes in their purchasing behavior as a result of the pandemic. The researchers managed to reach out to 50 respondents by conducting a questionnaire survey. The survey

consisted of several questions concerning engagement in online shopping, the number of expenses spent, and the behavior established by the chosen sample. However, the researchers acknowledge some of the limitations of the current study such as the lack of review of related literature available locally, psychological assistance, as well as the data for the behaviors of online shoppers before the pandemic started. Furthermore, the researchers acquired the needed data for the study through the survey.

According to the results of the survey, exposure to online shopping platforms increased the sample's participation in online shopping. The researchers concluded that these students have already participated in online shopping before the pandemic but have been engaging in this activity more often since the crisis has started. The findings state that these students consider shopping online as a way to entertain themselves as well as to relieve the stress and challenges that they are experiencing due to the widespread virus. The study shows that online shopping became more prevalent when the pandemic started, which caused a change in the behavior of online consumers. In conclusion, the study presents how the pandemic and its effects on the respondents' environment affected their online purchasing behavior.

Recommendation

Some of the patterns and behaviors that arose during crises, according to Arens & Hamilton (2018), remain throughout time. As a result, it would be interesting to look for and analyze this effect in the context of the COVID-19 crisis. If such research were conducted, the results might be compared to those of this study, and the reliability of consumers' perceptions of their actual behavior during the COVID-19 crisis could be evaluated. It is also recommended to collect additional data on online consumer behavior prior to the COVID-19 pandemic and compare it to the behavior of online customers during the pandemic to see how much it changed.

The conclusions of this study are limited since they are dependent on the opinions of questioned internet users throughout time. Consumer behavior and objectives tend to shift in a fast-changing environment. The more people take part, the more accurate the results will be. The survey data, on the other hand, is tough to process. To overcome this limitation, it is advised that data should be collected from a large number of individuals and that more time should be allocated in performing the study since this will result in an excellent survey accuracy under most assumptions and parameters of a survey project. Furthermore, it is advised that the survey be conducted on a 4-point Likert scale rather than a 5-point Likert scale, as the Neutral choice has no bearing on the survey's results.

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