| RESEARCH ARTICLE

Passionate Online Shoppers

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| ABSTRACT

This study provided a thorough analysis of the factors that influence online shoppers, the challenges they face in being passionate about online shopping, and the coping mechanisms for dealing with the challenges met. The phenomenological approach was used in this study as a qualitative research technique. The participants were selected using purposive sampling. The open-ended, semi-structured questions developed by the researchers were used to collect data during interviews. The qualitative data were analyzed using Brikci and Green's (2007) thematic approach. From the transcription of the in-depth interview, codes, significant statements, formed meanings, cluster themes, and emergent themes were found and retrieved. The participants' responses revealed eleven (11) emergent themes, which were divided into three (3) overarching themes that offered solutions to the sub-problems of the study. For the factors that influence the passionate online shoppers, the overarching theme *Factors that Influence the Participants Passionate Online Shoppers* has four (4) emergent themes classified as *Psychological Factors, Marketing Factors, Social Factors,* and *Convenience.* The challenges brought about by being a passionate online shopper with the overarching theme *Challenges Met by the Participants Brought by being a Passionate Online Shopper* have three (3) emergent themes classified as *Overspending, Financial Problems,* and *Distraction.* For the coping mechanism, the overarching theme was *the Coping Mechanism of the Participants on the Challenges Met*, which has three (3) emergent themes classified as *Self-Assessment, Budgeting, and Uninstalling and Deleting Apps.*

1. Introduction

Shopping is an integral part of an individual's day-to-day life, so it can conveniently take on the characteristics and symptoms of behavioral addiction, such as loss of control and compulsion (Neidermoser et al., 2021). Shopping addiction, which in this study shall be termed passionate shopping, has become a prominent topic in research. Long ago, a German psychiatrist coined buying mania to describe the problem, which now affects about 5% of the world's population (Correa, 2020). Nearly two billion people have purchased products or services online in the past two years, and e-commerce sales exceeded 4.2 trillion dollars worldwide (Coppola, 2022).

A single click is all that it takes. A new era of trade and commerce was ushered in by the introduction of information technology, which transformed users into consumers. Sitting comfortably in their room allows people to acquire what they need without going through the inconvenience of traffic, large crowds, and long queues (Dasgupta, 2015). With the rapid rise of e-commerce and the emergence of "Payday Sales," "Discounts," "Cashbacks," and "Free Shipping Coupons," the public, most especially the youth, are

overwhelmed by the number of affordable items popping up online; thus, making them more prone to be enticed in performing that one simple click.

According to Big Commerce (2022), driven by the developments in technology and the state of the world, eCommerce is expanding and is showing no signs of stopping. By 2023, internet sales are projected to account for 22% of all retail sales worldwide, increasing from 14% in 2019. By 2024, digital wallets will account for over half of total eCommerce payment volumes.

Filipino consumers also resorted to e-commerce platforms to shop for products and services. Two notable e-commerce platforms, Shopee, garnered 73.65 million monthly site visits, while Lazada has roughly 39.43 million monthly web visitors. According to the report published by DataReportal, in the third quarter of 2021, 62.5% of Filipino respondents said they shopped online (SRD, 2022). Locally, 6% of transactions in e-commerce occur in Cebu (Masigan, 2020).

2. Theoretical Background

This section of the research paper presents the theoretical background of the study. This section explains the theory anchored in the study, the supporting theories, the concepts and variables relevant to the study, and the reviews of related literature and related studies. Thus, in the following, we describe the consumer behavior theory, present psychological, social, and marketing influences on consumer behavior, introduce the supporting theories, namely the impulse theory, escape theory, and theory of planned action, and present pertinent literature on the variables of the study.

Consumer Behavior Theory, otherwise known as the Theory of Buyer Behavior, put forward by John Howard and Jagadish Sheth, provided the theoretical foundation of this study. The central premise of buyer behavior theory is that buying behavior is generally repetitive. Thus, developing a familiar purchase routine can simplify decision-making and save time (Sheth, 1969). In the addiction process, compulsion is a symptom of shopping addiction (Rose, 2014). Compulsions are defined as repetitive behavioral or mental acts that an individual feels compelled to engage in according to specific rules that must be applied (APA, 1985). Such a pattern of behavior is frequently excessive and ritualistic (Rose, 2014). Like a routine or ritual, passionate shoppers devote their time to shopping and the actual act of spending. These passionate shoppers undergo the four stages of compulsive buying: 1) anticipation, 2) preparation, 3) shopping, and 4) spending (Black, 2007). The Howard and Sheth model also examines the diverse psychological, social, and marketing factors influencing consumer buying behavior (Howard, 1977).

Maslow (1943) posited that human motivation is influenced by physiological, safety and security, social, esteem, and self-actualization needs, which are inherent in every individual. Consumers make purchasing decisions to address a particular need; thus, when a person is motivated to fulfill the need, it influences buying behavior (Gudagaddi, 2022). Motivation is the first and most significant component to examine when evaluating psychological influences on consumer needs, as it pushes a customer to buy certain things (Richardson, 2017).

Perception is another factor that influences consumer behavior. It is the process by which a customer gathers and analyzes information about a product to construct a realistic impression of that thing. A customer's impression of a product is formed when they see commercials, promotions, customer feedback, social media comments, and others (Gudagaddi, 2022). Consumer evaluations on the internet supply product information and recommendations from another consumer's perspective (Lee, 2007) and thus can aid another consumer in forming his impressions of the product.

In the context of consumer behavior, Schiffman and Kanuk (2004) defined attitude as "a learned predisposition to behave in a consistently positive or negative manner concerning a specific object." According to this concept, attitude is not inherent or instinctive but can be affected by marketing messages (Taghipoorreyneh, 2016).

The Consumer Behavior Theory also examines social factors influencing consumer buying behavior. It is widely known that every individual belongs to a group (Lautiainen, 2015), and the process through which people change their minds, modify their views or change their conduct as a product of group interactions is known as a social influence (Moussaïd, 2013). Every person has someone in their lives who has the power to influence their purchasing decisions because consumer behavior is highly influenced by social factors (Lautiainen, 2015). According to Perreau (2014), some of these social factors are social circles and family.

Their social circle influences consumers' self-image and behavior (Lautiainen, 2015). Consumers are more strongly affected by individuals whom they have strong social links with compared to individuals who have weak social ties, according to a large body of marketing research (Luan J, 2017).

Within consumer behavior, Azjen's Theory of Planned Behavior proposes that an individual's likelihood of engaging in online shopping can be predicted by their intention to partake in this behavior (Brookes, 2021). Per Azjen (1991), intentions indicate the

level of effort an individual is prepared to exert for executing a specific behavior. Consequently, the more substantial the intention, the greater the likelihood of the behavior being carried out. Furthermore, Pavlou (2003) stated that the willingness of a consumer to buy a product from an online business is referred to as online purchase intention.

Under this theory, intentions are shaped by three key variables: personal attitudes, subjective norms, and perceived behavioral control.

There is a positive relationship between attitude and behavior (Allport, 1935), which is why the more positive one's attitude toward action is, the more likely one is to engage in that activity (Amaro & Duarte, 2015).

Marketing factors that can also influence consumer buying behavior include advertising. The process of advertising, selling, and delivering goods to consumers by a company to promote the purchase or sale of a product or service is referred to as marketing (Twin, 2021). Advertising positively impacts product trust and is one of the most effective factors in influencing shopping behavior.

The Impulse Theory proposed by Hawkins Stern is one of the supporting theories of this study. Stern proposed that various external forces can cause impulse purchases. According to this theory, marketers can influence customers to purchase, exceeding their initial intentions (Naeem, 2021). On that note, an online article stated that online shopping can be considered an addiction if consumers purchase more than they need (Norberg & David, 2020). Stern established four impulse buying categories, but in this study, we will look at only three kinds. The three kinds of impulse buying, as suggested by Stern, include (1) Pure Impulse Buying, (2) Reminder Impulse Buying, and (3) Planned Impulse Buying (Agarwal & Chetty, 2019).

The pandemic has hastened the transition to a more digital environment, prompted changes in online purchase behavior (UNCTAD, 2020), and has contributed to the continued rapid expansion of the e-commerce business, which now offers safer shopping than traditional commerce (Adamczyk, 2021). With the privilege of shopping online as quickly as possible, consumers' compulsive and impulsive urges to shop could rise. According to Benson (2008), addiction is characterized by impulsivity and compulsivity. First, there is the inability to fight an urge, drive, or temptation, even if it damages oneself. Second, there is a moment of tension or arousal before the act, a period of release during the act, and a period of regret or guilt following the act. (Rose, 2014).

According to Dutta and Mandal (2018), Pure Impulse Buying refers to purchasing products out of pure impulse, which means that the consumers had not originally intended to purchase the item or product. However, they were driven to purchase it because of its appealing visuals. In online shopping, consumers cannot directly touch and keenly inspect the item they intend to purchase, which is why photography and multimedia have a massive influence on consumer buying behavior, as they allow consumers to form a visual connection with a product before purchasing it (Tuckman, 2012). According to Rundh (2005), packaging entices consumers to pay attention to a particular brand, enhances its image, and promotes customer perceptions of the goods (Ahmed al., 2014). The second category identified by Stern is Reminder Impulse Buying, which occurs when a consumer has past knowledge or experience with a product but has not purchased it until reminded through a promotional offer (Agarwal & Chetty, 2019). Planned Impulse Buying happens when a consumer needs a product but is still determining its specifications. According to Stern (1962), reduced prices or other types of sales promotion strategies encourage planned impulse purchases.

All three categories of impulse buying suggested by Stern support the main theory of this study, especially in the context of marketing influences on consumer behavior. Stern believed that visuals or the way the products are presented to consumers and promotional offers like discounts or lowered prices are external forces that can influence consumers purchasing behavior.

Another theory that will support this study is the Escape Theory. The Escape Theory refers to an individual's tendency to perform certain behaviors to avoid unpleasant psychological reactions (Baumeister & Vohs, 2007). In a paper authored by Adamczyk (2021), O'Guinn and Faber defined compulsive buying as a "chronic, recurrent purchasing behavior that occurs as a response to unfavorable events or sentiments." Compulsive purchasers engage in this type of purchasing to compensate for the difficulties in other aspects of their lives (Adamczyk, 2021). Consumers try to escape these unpleasant events, so they engage in online shopping activities. This theory builds up the claim of the main theory and appends to the psychological factors that can influence consumer behavior.

People are shifting from traditional brick-and-mortar to digital means (Delelis, 2019). Furthermore, because the public is confined to their homes and, thus, has more time to access online shopping platforms, it has increased the perceived risk of passionate online shopping (Neidermoser et al., 2021). Passionate shopping is a behavior that is closely related to compulsive buying disorder (Yacob, 2014). Although the American Psychiatric Association does not recognize compulsive buying, attending to such behavior is necessary. The preliminary operational diagnostic criteria define compulsive buying as a problematic buying behavior that is: (1) uncontrollable; (2) distressing, time-consuming, and causing family, social, vocational, and financial challenges; and (3) not limited

to hypomanic or manic symptoms (McElroy, 1994). Online passionate shoppers also undergo four stages of compulsive buying, according to Black (2007). These stages are anticipation, preparation, shopping, and spending.

Statistics have shown that e-commerce is not a passing trend, as it is expected to grow. Before the pandemic, e-commerce was already growing year-over-year, but with the implementation of lockdowns throughout the globe, eCommerce put online efforts into overdrive (Big Commerce, 2022). With the current global state where businesses are opening their doors and schools unbolting their gates, the researchers want to see if people will still resort to online shopping despite having the means to shop at physical stores. Furthermore, the researchers' exploration shall revolve around the experiences of the passionate online shoppers themselves to gather firsthand information from consumers who are passionate (addicted) to online shopping post-pandemic. Hence, the researchers will probe into the influencing factors that drive passionate online shoppers, the challenges they meet for being overly passionate about shopping, and the coping mechanisms these shoppers use to cope with the challenges. Therefore, this study will explore passionate online shoppers among college students at the University of Cebu main campus.

This appends the main theory of this study, as attitude is considered one of the psychological influences that can affect consumer behavior. On the other hand, subjective norms consider how consumers perceive other people's perspectives on a particular activity. This could include the consumers' perception of the positive attitude of these reference groups towards online shopping, the more likely a consumer will perform such behavior. Perceived behavioral control pertains to the extent of control a consumer believes they have over their behavior. Consequently, the stronger our belief in our ability to control our actions, the more robust our intentions become to engage in that behavior (Brookes, 2021).

Online shopping is defined as directly purchasing goods, services, and various items from sellers through the Internet, as stated by Sunitha and Gnanadhas (2014).

English inventor Michael Aldrich was the first to pioneer electronic shopping. He established the first type of e-commerce in 1979, which allowed for online transaction processing between businesses and their clients. Then, in 1990, the World Wide Web was created, paving the door for an interconnected Internet that now houses a variety of e-commerce platforms (Donszem, 2020). As technology continues to innovate, consumers now have diverse mobile applications and websites that can direct them to their favorite shops in just a snap. Consumers can access online shops from the comfort of their homes and conveniently shop while sitting in front of their gadgets (Sunitha & Gnanadhas, 2014).

With a turnover of US$ 120,968 million in 2020, Amazon.com leads the worldwide e-commerce market, followed by Jd.com with US$ 83,058 million. (Peters, 2021). In the Philippines, according to the Statista Research Department, with about 73.65 million monthly web visitors as of the third quarter of 2021, Shopee was the most popular e-commerce site, while Lazada came in second with around 39.43 million monthly visitors. Statistics show that clothing was the most popular online shopping category in 2018, with 57 percent of global internet users purchasing fashion-related products online. With a 47 percent internet buying reach, footwear came in second (Chevalier, 2021). According to a poll of social commerce users in the Philippines, an article published by the Statista Research Department stated that clothing was the most popular product category in the first quarter of 2020, accounting for around 76.61 percent of sales.

Online shopping has made purchasing goods and services more convenient and faster. Customers can immediately visit and purchase products or services through the Internet using a browser or a mobile application rather than visiting the merchant's physical location (Acerit, 2022). Online shopping is getting more popular among busy individuals, particularly among the youth and those who know how to shop and buy online (Pinca, 2015). About two billion people have bought products or services online in the last two years, with global e-commerce sales exceeding 4.2 trillion dollars (Coppola, 2022). According to the report published by DataReportal, in the third quarter of 2021, 62.5% of Filipino respondents said they shopped online (SRD, 2022). Locally, 6% of transactions in e-commerce occur in Cebu (Masigan, 2020).

Previous research defined excessive shopping behavior as addictive (Krych, 1989), compulsive (Faber & O'Guinn, 1992), and impulsive (Rook & Fisher, 1995). The repeated, excessive, impulsive, and uncontrollable purchasing of things that can give significant psychological, social, vocational, and financial consequences is known as compulsive buying behavior (Granero, 2016). It has been found that product information found online has greater credibility and relatability (Bickart, 2001), which is why online customer reviews are becoming more and more important in consumers' purchasing decisions (Duan, 2008).

According to a study, consumers' online shopping tends to increase when advertisements benefit them. For example, individuals will be more inclined to pay attention to advertising if websites advertise special discounts on their goods and services (Abayi & Khoshtinat, 2015). In addition, price is one factor influencing a consumer's buying behavior (Isabella et al., 2012).

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A previous study has found that online buyers are more susceptible to compulsive buying than those who shop through traditional means. Susceptibility to compulsive buying also rises along with increased online shopping frequency, increased online shopping expenditures, and more positive opinions regarding online shopping (Adamczyk, 2021). Passionate Shopping is a consumer behavior characterized by an uncontrollable purchasing urge that can affect other aspects of the consumer's life (Andreassen et al., 2015).

This research is bound to the study of Lim et al. (2016) entitled Factors Influencing Online Shopping Behavior: The Meditating Role of Purchase Intention wherein they stated that internet shopping is a rapidly growing phenomenon due to its convenience, making it a growing trend, particularly in the Generation Y. This study believed that shopping behavior is driven by a consumers' intention to purchase. This research supports the anchored Theory of Planned Behavior that states intentions play a significant role in purchasing decisions. This study has found a strong relationship between purchase intention and online shopping (Lim et al., 2016).

A study conducted in India entitled Factors Affecting Consumer's Online Shopping Buying Behavior by Pandey and Parmar (2019) is another study ground for this research. The study investigated the diverse factors affecting a consumer's online shopping behavior. This research supports our statement of the problem, which states that influencing factors drive passionate online shoppers to shop. This research found that seven factors influence a consumer's online shopping behavior. These factors are perceived ease of use, perceived risk, perceived usefulness, the effect of website design, economic factors, availability of products, and customer satisfaction (Pandey & Parmar, 2019).

A similar study was conducted in Turkey entitled Online Shopping Addiction: Symptoms, Causes, and Effects by Gunuc and Keskin (2016). The said study revealed in its findings that as a result of online shopping, a number of its participants experienced changes in their emotional states. Few participants experienced negative feelings such as regret, worry, and stress during or after purchasing online. The study claimed that these feelings may cause excitement, pleasure, and impulse. In addition, a web article has claimed that the short-term effects of passionate shopping include feelings of positivity; however, long-term effects vary in intensity and scope. Passionate shoppers may face financial problems and debt in the long run (PsychGuides, 2022).

A study from the Journal of Consumer Psychology entitled Coping with Negative Emotions in Purchase-Related Situations is another study ground in this research. The current research will seek answers to the statement of the problem regarding coping mechanisms that passionate online shoppers use to cope with the different challenges they encounter in being passionate about internet shopping. A previous study has found that some of the challenges met by passionate shoppers are feelings of regret, worry, and stress (Gunuc & Keskin, 2016). The study investigated how consumers manage stressful, emotional experiences in purchasing situations. Hence, the study revealed eight coping strategies that consumers may use. Each strategy is linked to four diverse negative emotions: anger, disappointment, regret, and worry. The study indicated that consumers could use distinct strategies to cope with emotions (Yi & Baumgartner, 2004).

The emerging trend of internet shopping has made shopping more convenient to consumers; thus, problematic shopping tendencies or being overly passionate about shopping online is a phenomenon that must be noticed.

Hence, this research will explore the factors that influence passionate online shoppers, the challenges met by passionate shoppers caused by being a passionate online shopper, and the coping mechanisms of passionate online shoppers on the challenges met—using the Consumer Behavior theory that is anchored to the study and the Theory of Planned Behavior, Escape Theory, and Impulse Theory that is grounded in the study as supporting theory and utilize the related literature and studies to support and answer research problems.

3. Objective of the Study

This research sought to delve into the experiences of dedicated online shoppers within the college student community at the University of Cebu Main Campus during the academic year 2022-2023. The primary objectives were to examine the determinants

that drive individuals to become fervent online shoppers, identify the obstacles these passionate shoppers encounter, and explore the strategies they employ to address these challenges.

4. Research Methodology
This part discussed the methods undertaken to achieve the goals of the study. It describes the research design, locale, sample, instrumentation, method of data collection, analysis, and interpretation of the data.

4.1 Research Design
This study used a qualitative research design, precisely a phenomenological research approach. The researchers utilized this research method because phenomenology is a study method that aims to describe the essence of a phenomenon by looking at it through the eyes of individuals who have experienced it (Teherani et al., 2015). This is a qualitative research study because it focuses on the experiences of passionate online shoppers and explores the influencing factors, the challenges, and the diverse coping mechanisms of being passionate about online shopping.

4.2 Research Environment
This research study was conducted at the University of Cebu – Main Campus. It is a non-sectarian private institution located at Sanciangko Street, Cebu City, Philippines. The institution was founded in 1964 by Attorney Augusto W. Go and used to be an undersized college but has now successfully evolved into a world-class university in the Asia Pacific. The Commission on Higher Education (CHED) awarded the university a Deregulated status. It was recognized by the Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA) as a learning institution with the most accredited programs.

It offers programs in preschool, grade school, junior, and senior high school, as well as undergraduate and postgraduate courses in the fields of Business and Accountancy, Computer Studies, Hotel & Restaurant Management, Office Administration, Criminal Justice, Engineering, Education, Law, and Arts and Sciences. The College of Arts and Sciences comprises five undergraduate programs: AB Social Work, AB English, AB Political Science, AB Psychology, and its newly established program, AB Performing Arts.

Its vision is to "democratize quality education; be the visionary and industry leader and give hope and transform lives. "Its mission is to offer affordable and quality education responsive to the demands of local and international communities. It promotes the core values of "ICARE," which stands for Innovation, Camaraderie, Alignment, Respect, and Excellence.

4.3 Research Participants
The study included University of Cebu – Main students enrolled during the Academic Year 2022-2023 who could be classified as enthusiastic online shoppers. These individuals were chosen through purposive sampling and subjected to a preliminary assessment. Eligibility for participation in the study was determined by administering the Bergen Shopping Addiction Scale (BSAS), an online screening tool, to assess their status as passionate online shoppers.

4.4 Research Instruments
This qualitative study used two instruments, one for the screening of participants and the other for the interview guide for data collection. The researchers used the Bergen Shopping Addiction Scale (BSAS) to qualify potential participants. The test comprises 28-item questions based on the seven addiction criteria: salience, mood modification, conflict, tolerance, withdrawal, relapse, and problems. The response options are entirely disagree (0), disagree (1), neither disagree nor agree (2), agree (3), and completely agree (4). The higher the score, the more likely the participants will be addicted to shopping (Andreassen, 2015).

The researchers developed semi-structured with open-ended questions for the interview guide to acquire the essential data to visualize the study in its entire student composed of a specific set of questions that is in line with our research aim, which is to explore the experiences of passionate online shoppers and that will answer our statement of the problem. 10-item open-ended questions will make up the research instrument. This interview guide was validated and evaluated by three (3) experts.

4.5 Research Procedure
This section presents the study's data collection, analysis, ethical considerations, and trustworthiness.

4.5.1 Data Collection
The study was conducted after the researcher asked permission or approval by sending a letter to the humble office of the Vice-Chancellor for Academic Affairs. The letter was addressed to Dr. Yolanda S. Sayson. It contained our request for approval to conduct our study and gather research participants from the different colleges of the University of Cebu Main. Upon receiving permission from the Vice-Chancellor, the researchers selected students willing to participate. A letter was sent to every student to request approval of the administration of a brief screening test. To the best of their ability, the researchers introduced what the test is all

about, explained the nature of the test, and explained thoroughly why the participants are explicitly answering the Bergen Shopping Addiction Scale (BSAS) to see if they are passionate online shoppers. The students undergo an online pretest and will be requested to answer the Bergen Shopping Addiction Scale (BSAS) as honestly as possible. The link to the online test was given to them after they signed the letter of approval. If the test gave high scores and thus identified them as passionate online shoppers, those students would make up the 16 research participants of the study, comprising eight (8) males and eight (8) females.

After the brief screening test, the researchers invited the participants individually to a face-to-face interview. The interview was conducted at the participants ' most favorable time if it did not conflict with the class schedules for both researchers and participants. Before the interview, the researchers handed out the informed consent forms and the confidentiality agreement to the participants to obtain the participants ' approval and agreement to participate in the study. The researchers began the interview process after receiving the research participants' signed consent forms and confidentiality agreements. The data was collected through a face-to-face interview. The interview is being recorded to ensure all participants' responses are considered. During the interview, the researchers explained the nature and objectives of the study to the research informant who was with them. The research informant was briefed on the interview process and asked 16 semi-structured open-ended questions. To avoid complications with data collection, the researchers assured the research informant that their information would be kept confidential. They were encouraged to be honest in their responses and can provide other inputs for additional information. After going through all the questions, the researcher will thank the informant for participating to the best of his/her ability.

4.5.2 Data Analysis

The researchers utilized Thematic Analysis for the analysis of data. Thematic Analysis, as described by Braun and Clarke (2006), is a technique to find, analyze, organize, summarize, and report themes in a data set. It allows for the systematic viewing and processing of qualitative data through "coding."The researchers familiarized themselves with the recordings of the online interview by transcribing the data, reading the text, and noting the initial ideas. The researchers coded the data by highlighting sections, such as phrases or sentences, of the transcribed text or interview data and generating shorthand labels or codes to describe the content. The researchers looked over the codes and then identified patterns to generate themes that relate and answer to the statement of the problem. After generating themes, the researchers made sure that the themes accurately represented the data by reviewing the generated themes. The researchers review the transcript to confirm that the data is accurate and that the themes are comprehensive. The researchers created a thematic diagram to illustrate the data, the themes, and the definition. Finally, the researchers created a write-up of the data analysis, discussed how often the theme comes up and what it means, and included examples from the data as evidence. The researchers explained the main points and showed how the analysis answered the statement of the problem.

5. Results and Discussion

This part of the paper summarizes the findings gathered through participant interviews, questionnaires, and data analysis utilizing thematic analysis by Creswell (2013) to gain an in-depth understanding of the study.

This qualitative study required a thorough understanding of the participant responses collected for every transcribed response to comprehend the scope of this paper's content fully. The process of obtaining, recording, and encoding the significant statements was done using Microsoft Word. It was efficiently traced and properly encoded with its allocated codes. Significant statements represented the passionate online shoppers' responses to the factors that influence their behavior, the challenges they have met, and the coping mechanisms they use to cope.

The researcher formulated meanings for the 160 significant statements taken from the transcripts. A comprehensive description of the participants' responses was presented correctly through the 160 coded formulated meanings.

The formulated core meanings were grouped according to everyday thought and structural patterns. These frequently occurring groups of constructed meanings were known as cluster themes. There were nineteen (19) cluster themes generated. Then, the cluster themes were enhanced and reorganized into sub-themes, which led to the merging of two or more cluster themes. There were seventeen (17) sub-themes created. Finally, the seventeen (17) sub-themes were grouped to create the emergent themes. Ten (10) emergent themes were identified, representing the significant topics that offer solutions to the three sub-problems of the study.

Nineteen (19) cluster themes were generated using a thorough and prolonged process of core meaning formation using Creswell's (2013) thematic analysis. These themes were then regrouped into seventeen (17) sub-themes, further divided into ten (10) major themes known as emergent themes. The three emergent themes were classified under three (3) overarching themes that give meaning to the sub-problems of this study. The major themes and accompanying emergent topics are as follows:

I.   **Factors that Influence the Participants as Passionate Online Shoppers**
1. Psychological Factors
2. Marketing Factors
3. Social Factors
4. Convenience

II.   **Challenges Met by the Participants Brought by Being a Passionate Online Shopper**
1. Overspending
2. Financial Problems
3. Distraction

III.   **Coping Mechanism of the Participants on the Challenges Met**
1. Self-Control
2. Budgeting
3. Uninstalling and Deleting Apps

The major themes that were generated to answer the sub-problems of the study with different emergent themes are discussed here:

5.1 Factors that Influence the Participants as Passionate Online Shoppers
The generated emergent themes explained the factors influencing the participants as Passionate Online Shoppers. The following are the four (4) themes developed to describe the responses of the participants that provide an answer to the sub-problem number 1:

5.1.1 Psychological Factors
The theme explains how motivation, attitude, positive emotions, perception, and escape mechanisms play a role in influencing the participants to shop online.

5.1.1.1 Motivation
The subtheme explains how motivation influences passionate online shoppers in their purchasing decisions.

Participant 1 asked about her reasons for shopping online, and she answered:

> Kuan, my reasons for shopping online kay kuan kanang sometimes to feel good and but most of the time kay to satisfy ba nga kanang masuya jud ko haha, masuya ko sa gamit sa akong kauban so mopalit, paliton nako or kanang depende sad sa need like I, usually, I buy stuff because need jud nako siya. Kung ako lang mas mo go ko online kay naa naman koy mga sinaligan nga shops niya ahh kahebaw nako sa ilang quality. Kung ako lang kay prefer nako ang, prefer ko both but mas mo go ko online kay naa naman koy sinaligan na shops niya ahmm kahebaw nako sa ilang quality niya kanang if kuan sad siya if face to face okay ra siya but time consuming lang siya ba and then aside sa time consuming kay ahh naay tendency nga imong ganahan di available so ahhm pwede ka mag balik2 so mas preffered jud nako online. *(My reason for shopping online is, sometimes to feel good but most of the time, to satisfy myself because I am envious of other people's things. I buy stuff because I need it. I prefer online because I already have trusted shops that offer good quality products and because it is not time consuming compared to brick-and-mortar shopping. I can also directly see if items are available for purchase therefore I do not have to go through the inconvenience if going back and fourth to the mall.)*

Participant 4 added:
> First, kay kuan necessity, like mga gamit nako daily basis or kanang products nga necessary which is kanang para sa daily para sa daily life ba. Second kay kuan kay ganahan rako hahahah kay maattract ka sa gamit ba, niya unya imuha na paliton. Niya ang 3rd kay kanang if ever kay murag kanang stress reliever nako, niya basta kanang compulsive buyer kay ko kay kanang ma stress ko kay murag wala koy kwarta physical money mag sige kog add to card niya editso nakog order ba. *(First, necessity, like things I use on a daily basis or products that are necessary for my daily life. Second, I just like it because I got attracted to the item which is why I buy it. And then third, if ever I am too stressed it will be my stress reliever. I am very impulsive because when I am a very stressed even though I don't have money I keep on adding items to my online cart and then check out the order instantly.)*

Participant 16 also stated:

Ahhhmmm… there's a lot to mention but 1st kay mga needs nako ang akong g pangpalit, 2nd is wants such as mga bags, shoes, and too many to mentions, 3rd is masuya ko. I feel envy sa akong mga kaila nga naa sila ana then ako wala, silbi magpakanaa ko pero naa jud koy ikabayad. 4th is madala ko sa advertisement kay samok kaayo kay sigeg balik balik sa akong news feed hangtud sa sigeg pakita mapalit nalang nako. 5th is renovation sa amoang house and mga butang sa balay nga kabutangan then… hahahahah 6th is hahahha wa koy reason like malipay lang ko maka checkout ko. Hahahah. *(There's a lot to mention but 1st is for my needs, 2nd is for my wants such as bags, shoes, and too many to mention, 3rd is I feel envious towards my friends and someone I know, if they have that item then I don't have it. 4th is due to advertisement, where it will always appear in my news feed, then after several encounters to that ad I will order it right away. 5th is due to the renovations in our house and things for storage. 6th is I just feel happy while shopping.)*

The shoppers need to fulfill what motivates these shoppers to purchase their necessities through online shopping.

5.1.1.2 Attitude
The sub-theme explains how attitude influences shoppers in their online purchasing decisions.

Participant 11 was asked about her attitude toward online shopping, and she answered:

> For me, it's um positive because, for my opinion and my end wala raman kaayo ko na apektohan and naka benefits rasad ko kay um mostly kanang tanan nakong gipang purchase is koan rana satisfied rako then koan sha makapalipay ra jud siya nako which is good for my soul. *(For me, it is positive because, on my end, I was not affected by it negatively; instead, I benefit from it. So far, I am satisfied with all my purchases, and it just makes me happy, which is good for my soul.)*

Participant 12 added:

> Hmm, for me, is that positive because it's really rewarding for me for myself if ever kanang murag feel nako na needed jud rewardan akong self because sa akong mga na buhat for the hard work, I really deserve some new things to purchase for me. *(It is positive because it can reward me, especially when I do much work. I needed to be rewarded for all the hard work, so I deserved to purchase new things.)*

Participant 14 also stated:

> Pwedi ba positive or negative or usa rajd? Akoa kay para nako is positive because mawto kay less hassle dayon ahmm makapili ka og more ahmm designs sa clothes nimo onsa jd imong ganahan unlike sa kuan personal ka mo adto sa shop jd kay kuan murag maglibog ka. *(Is it okay, positive or negative? Or just one only? I think it is positive because it is less hassle and you can choose more designs for your clothes that you like, unlike in person, you have to go to the shop then you will get confused.)*

These shoppers have a positive attitude towards online shopping because of the number of benefits they receive.

Participant 2 was also asked about his attitude toward online shopping, and he answered:

> Sa akoa is positive pero mu negative pud siya. Kanang for example kanang nindot na kay ga sale gasale so daghan jud akong mapalit nga sandal. Mupalit ko pero mu abot nako kay lahh di man diay ni nako magamit tanan nga hala uy madismaya sad ka ba kay at the same time ang quality niya ba kay dali ra ma kuan malaksi ahmmm. Ing.ana na siya mao na siya. Positive to negative pero mao raman gihapon mo shop gihapon ko kay maka benefit man kos online shopping jud. *(For my case, it's positive to negative. For example, there are promotional offers meaning I will be able to purchase a lot like sandals. I purchase a lot but when the items arrive I will realize that I will not be able to use everything. I will also be dismayed because the quality of the product is poor. Positive to negative but then again, I still shop online because I can benefit from it.)*

Participant 5 added:

> Sometimes positive kay ang mga mga products nga akong madawat kay mu kuan jud ba kay kanang what you see is what you believe jud ba. Kanang true to picture jud ba kung unsay nakit.an. Unsa imuhang nakit.an sa picture ba. Then kanang ang seller kay accomodating kaayo… ohh kay demanding kaayo ko nga pagkabuyer kanang palihog tarunga og kuan kanang pack and then kuan sad and the same time negative sad kay kananggg ahmmm though nindot ang review niya nipalit ko unya kanang pagabot sa product kay bati diay siya so murag kuan na kuan ko na ooh na dismaya ko niya na expectation vs reality ko hahahhaha mao to kanang mga products nga wala nako na ganahan kay ako ra nabutang sa kilid. Usahay kay gamiton siya pero mostly natambak ra. *(Sometimes positive especially when I receive items that have met my expectations and that it is true to picture. And then when the seller is accommodating even if I am a very demanding buyer. At the same time it's negative when I purchased items with good reviews but when it arrived it is of poor quality. I will be dismayed because of my expectations versus reality. That is why, the products that I don't like, I usually set them aside. Sometimes I use them but mostly they are left piled up.)*

Participant 15 also stated:

> Kuan pwedi siya negative pwedi pd siya positive. Kay sa positive kay maka feel man kog happy kung makapalit kos product pero naa siyay negative side kay akoang kwarta is mahurot.kay naa man guy mahal ka nga shipping ba nya mahal pd nag product mawnang mahurot akong kwarta. Pero mao lage bisag naay negative mo palit gihapon hahaha. *(It can be negative, or it can also be positive. Because on the positive side, I feel happy when I can buy the product that I loved, but it has a negative side too because my money will run out due to the pricey shipping fee and products.)*

The shoppers have both positive and negative attitudes towards online shopping. However, they still shop online because the advantages outweigh the disadvantages.

5.1.1.3 Positive Emotions
The sub-theme explains how positive emotions influence passionate online shoppers' purchasing decisions.

Participant 1 asked about her feelings when she purchases products or items online, and she answered:

> Base sa akoa kay when I purchase items online they really make me feel good since I have or I have kanang mga gipamili nag id na mga shops ba. If ever di available ang item sa ilaha kay di jud ko mopalit, but rather mo huwat lang ko kung kanus.a sila in stock kay kanang even if like kanang gastador kaayo ko hahaha even if gastador kaayo ko kay atleast man lang ba kabaw ko nga dira jud ko nipalit gani nga kanang kabaw jud ko nga kanang ang akong quality or ang items nga makuha nako kay di gani siya scam, di siya fake in.ana. *(When I purchase items online they really make me feel good since I already have trusted shops online. If the items are not available in my trusted shops, I don't purchase anywhere else. Instead, I wait when they'll be in-stock. Even if I'm an overspender, at least I know I will receive good quality products that are not fake or scam.)*

Participant 8 added:

> Feel jud nako fulfillment jud. Mas mafeel nako nga mahappy ko niya ig abot sa product mas mu happy ko, kay ang akong kalipay diri ra sa 1 ra niya ig abot sa order mo 10 na hahahah. *(I feel fulfillment. Furthermore, I will feel happy and even happier when the product is delivered. I would rate my happiness at one, but if the product arrives, it will become 10.)*

Participant 11 also stated:

> It is both satisfying and fulfilling um ang product naimong gi expect kay na meet like that and ang mga product kay barato it makes me koan its makes me happy jud. *It is both satisfying and fulfilling when the products meet my expectations and if they are affordable because it makes me happy.)*

5.1.1.4 Perceptions
The subtheme explains how perception influences passionate online shoppers in their purchasing decisions.

Participant 4 was asked about how feedback or positive ratings affect her purchasing decisions, and she answered:

> Maka affect jud siya ate, kay dili man ko mu palit kung dili siya taas og rating gani. Kay para maka para naa ko assurance ba nga nindot ang qualities sa product and dili siya dali maguba ba ing.ana. So, tan.awon jud nako ang ratings niya if taas like 4.9 to 5.0 ing.ana. *(It can really affect me because I don't buy if it doesn't have high ratings. In order for me to have an assurance that the product is of good quality I will look if it has high ratings like 4.9 to 5.0.)*

Participant 5 added:

> Kuan…. big time jud kay dako kay siya nga influence jud pagpurchase kay diha man gud ko magbased ohh sa reviews kay mostly ang tanan kay for example kani nga product (grab something sa table) kani bracelet kay kani nindot ni siya naka appeal ni siya nako niya ganahan ko and then if ganahan ko mu palit mu tan.aw ko sa review and then ang reviews mga 5 stars and nindot ang mga feedbacks and walay kanang miski usa nga negative so ako jud na paliton ing.ana. *(It can influence me big time because I base my purchases to the reviews. Like this bracelet, it is nice because it is appealing to me, I like it. If like to purchase it I will look at the reviews. If the item is rated with five stars, has nice feedbacks, and has no negative comments I will really purchase the item.)*

Participant 10 also stated:

> If example ang uban kay ang ilang feedback kay di mao murag ma kuan sad ko ma encourage sad ko nga dili nalng mo purchase. Maka pugong siya, maka prevent sa akong pagpalit. Kung naay good reviews mo palit add to cart ditso. *(If others give bad feedbacks I will be encouraged not to purchase. It can prevent me from buying. If there are good reviews, I will purchase and add to cart immediately.)*

The shoppers' perception of the items or products is formed through feedback and favorable customer ratings. Positive feedback, reviews, and high ratings influence shoppers to do online shopping.

5.1.1.5 Escape Mechanism
The theme explains how passionate online shoppers use online shopping to escape unwanted feelings and emotions.

Participant 12 is asked her reasons for shopping online, she answered:

> Ahm, if ever ahh koan if I'm doing a lot of tasks kanang overload ko for me uhmm purchasing something is really satisfying for me because uhmm as a reward lang for myself mura syag escape sa mga problema. *(If ever I have many tasks to do like, it is overloading me. I purchase something because it satisfies me, and I also buy things as a reward for myself. It is like a way to escape my problems.)*

Participant 4 added:
> Makawala sa akong stress ate. Marelieved akoang stress kay ang online shopping kay is my way of relieving of stress sad. *(It can erase my stress because online shopping is my way of relieving my stress.)*

Participant 4 also stated:
> First, kay kuan necessity, like mga gamit nako daily basis or kanang products nga necessary which is kanang para sa daily para sa daily life ba. Second kay kuan kay ganahan rako hahahah kay maattract ka sa gamit ba, niya unya imuha na paliton. Niya ang 3ʳᵈ kay kanang if ever kay murag kanang stress reliever nako, niya basta kanang compulsive buyer kay ko kay kanang ma stress ko kay murag wala koy kwarta physical money mag sige kog add to card niya editso nakog order ba. *(First, necessity, like things I use on a daily basis or products that are necessary for my daily life. Second, I just like it because I got attracted to the item which is why I buy it. And then third, if ever I am too stressed it will be my stress reliever. I am very impulsive because when I am very stressed even though I don't have money I keep on adding items to my online cart and then check out the order instantly.*

Shoppers are driven to do online shopping because it is their way to relieve their stress and boredom and escape from problems they face at home.

5.1.2 Marketing Factors
The theme describes the marketing factors that influence the participants to perform online shopping.

5.1.2.1 Appearance
The subtheme explains how appearance or product visuals influence passionate online shoppers' purchasing decisions.

Participant 10 was asked about her reasons for shopping online, and she answered:

> Less hassle, and buy things that I want most, especially the things that became the apple of my eyes hahahah kay kuan nindot niya ga imagine ko ga suot anah nga product basta nindot og design og patterns hahahha. *(Less hassle, and buy things that I want most, especially the things that take my eyes. I imagine myself wearing them as long as they have lovely patterns and designs.)*

Participant 8 added:

> Kay need nako niya mga wants nako nga maganahan ko sa akong gi pang shopeefinds nga nindot kayg color, mga designs, then, para nako sa akong needs og deserved jud nako nga magshopping labaw na nga nindot kay nga product sa pangdagway hahahah. *(For my needs and wants especially the things that I find like the design, color, and because I deserve to shop especially the things that have a good appearance.).*

Participant 7 also stated:
> Moadto ko sa online shop para makapalit kos akong mga gusto like mga sanina and other goods para ma relief akoang stress kay hilabi na makakita kog nindot ako jud na paliton, dali raman gud ko ma attract sa visuals. *(I go to online shops so that I can buy the things I like, like clothes and other goods, and also to relieve my stress especially a product that have a good visuals I'll definitely gonna buy it.)*

5.1.2.2 Promotional Offers
The sub-theme explains how discounts, coupons, and other promotional offers influence passionate online shoppers' purchasing decisions.

Participant 1 is being asked what comes into her mind when she sees on-sale items, free shipping coupons, and discounts in online shops. She answered:

> Kuan, magka magka anxiety ko hahhaha kay akong pitaka wa namay sud niya ma timing nga sale ana ba kay syempre kanang imong mga backlogs nga gipang palit kay murag nahurot na imohang financial didto wa nakay money adto niya mag timing nga mag on sale magka kuan ko maka feel kog anxiety, ma pressure ko grabe kay nga pressure kay kanang sa akong mindset ba kay dapat makapalit ko kay sale siya, dapat makapalit k okay ngano, kuan ang akong ganahan nga color kay dapat makuha na nako siya hahaha niya in.ana kanang grabe kaayo ka tense nga feeling. (I feel anxious when there are promotional offers online especially when I know my wallet is already empty from my previous purchases. I feel anxious and pressured because my mind is set to purchase because of the promotions. I feel like I really have to purchase and that I should be able to get the color I like. There is a very tense feeling.) Moadto ko sa online shop para makapalit kos akong mga gusto like mga sanina and other goods para ma relief akoang stress kay hilabi na makakita kog nindot ako jud na paliton, dali raman gud ko ma attract sa visuals. *(I go to online shops so that I can buy the things I like, like clothes and other goods, and also to relieve my stress especially a product that have a good visuals I'll definitely gonna buy it.)*

Participant 2 added:

> Of course mo kuan dayon ko mo mo palit kay sale na gud na. Ma tempted jud ko nga kuan mo palit kay uhm barato nalang ba niya kuan pud usahay ang shipping fee kay free nalang so uhm kuan di nako ma stress sa shipping hahahah mao na ma happy jud ko basta mag sale kay kuan man gud daghan kog ma palit ba in.ana. *(I purchased it because it is on sale. I will be tempted to purchase because of the low prices*

and the free shipping. The shipping fee will no longer stress me. I will be happy if there are promotional offers because I can buy a lot.)

Participant 3 also stated:

> Basta in.ana kay kanang kung unsa ko mo shop kanang on a daily basis kay murag ma triple times pana siya. Masobraan kay hala, I think naa ni mga discounts. E check nako akong money kung makaya pa sa akong kwarta and then bisag di na makaya kay mangayo ko sa akong mama. Pero syempre ma guilty k okay mangayo man ko niya. Mao na kung usahay e held back sad nako akong kaugalingon kay para di ko mag sigeg gastos ba. *(How I shop on a daily basis gets tripled if like that. It will become excessive because I think this has discounts. I check my money if it is enough, but sometimes when it's not enough I ask money from my mother. But of course, I feel guilty when I ask from her. That is why I hold back sometimes so that I don't always spend.)*

The shoppers feel a strong urge or drive to shop online when they see promotional offers being advertised online.

5.1.2.3 Social Factors
The theme explains how the family and one's social circle play a role in influencing online shopping purchases.

Participant 16 asked how his friends and family affect his purchasing decisions, and he answered:

> Kuan maka influence sila nakog palit og butang sama sa akong friend nga naa sila new bag nga shoulder bag gud then nasuya ko kay nindot kay sila tan.awon. Niya mao to nagdali dali kog pangutana nila nga send link asa g palit og unsay ikasulti nila, ukay kos online shops uy og mao to ni order kog same product. Then panagsa ayy dili panagsa kuan jud permi akong ate mabudol siya sa akong mga gamit pamaliton masuya siya kombaga og mao to ni order siya iyaha same shades and items HAHAHAHAH. *(They can influence me to buy, the same with my friends, if they have a new shoulder bag, I will feel envious, so I will ask them to send me the link and what are their thoughts about that product, then I'll visit the link they have sent and order my own item the same with them. Then always I can make my sister purchase the item I recommended to her and she will buy it with the same shades and item.)*

Participant 10 added:

> Akong ate ug papa. Oo ang friends pud. Kuan example mag facebook akong papa then naay mga ads ads, iya sad kung e encourage nga mo order mi. *(My sister and father. And yes, sometimes friends. For example, when my papa is on Facebook, and then he sees online ads, he will encourage me that we will order.)*

Participant 16 also stated:

> Kasagaran kay friends, oo okay like mag sabot mi mag online shopping mi ana like para usa ra ang shipping fee. Then, if naa usa namo makakita sa ge add to cart nako kay grabe kaayo kuan kanang reaction nga palita na kay nindot kay na, so mas ma ingganyo ko mu palit anah. *(Mostly friends because we shop together so that the shipping fee will only be charged once for all of us. Then, if there is one of them who sees my cart, she will encourage me to buy it because the item is nice which encourages me to to really purchase the item.)*

According to the responses, the shoppers were influenced by their family members or friends to shop online.

5.1.2.4 Convenience
The theme explains how convenience influences these shoppers to do online shopping compared to brick-and-mortar shopping.

Participant 5 is asked about her reasons for shopping online:

> Kuan kanang kuan somehow maka kuan kanang makafeel kog relief kay kanang ka maka kanang makalimot man gud ko kuan sa kanang mga gi pang gipang hunahuna baah nakapastress nako and then kuan pud kanang murag nakauan sad ko nga murag unsay tawag anah ah ayyy sa hhahahahah kuan murag fulfilling sad kay sauna kay mu adto ko sa mall dili gud ko makaafford on the spot mu palit and

then sa online shopping kay kanang kanang matimingan ba nga hala! Naa koy kwarta so mu palit jud diritso, niya kuan kuan pud convenient sad siya somehow kay dili naka kinahanglan mo adto sa mall to buy ohh mu adto simply mo adto nalang ka sa app. *(Somehow I feel relieved because I can forget about the things that gives me stress. It is fulfilling because when I go to the mall I can not afford to buy on the spot and then in online shopping I can buy anytime if I ever have the money. It is also convenient because you don't need to go to the physical stores anymore as you can access it through the app.)*

Participant 8 added:

Para nako noh, kay positive siya kay kuan man gud siya convenient niya mas barato didto sa online kaysa sa physical store kay if mangutana ka sa physical store diri noh sa colon diha nga part noh kay mangutana ka pila ni miss tag 400 niya nakit.an nimu sa shopee tag 100 ra, so mas kuan siya convenient. *(For me it is positive because it is convenient and it is lesser than buying in a physical store. Because if you buy from a physical store it will cost you 400 pesos but online it's just 100 pesos only. So, it is more convenient.)*

Participant 12 also stated:

For me is that uhmm, satisfying sha at the same time, fulfilling for me kay kanang nakuha nako akong want, so yeah and in a way of convenient for me not go around sa mall. *(For me, it is satisfying, and at the same time, it is fulfilling because I did get what I wanted, and it is convenient that I don't need to go to the mall.)*

According to the responses, these shoppers prefer online shopping over traditional shopping due to the convenience they experience.

5.2 Challenges Met by the Participants Brought by Being a Passionate Online Shopper
The generated emergent themes explained the challenges the participants met for being Passionate Online Shoppers. The following are the three (3) themes developed to describe the responses of the participants that provide an answer to the sub-problem number 2:

5.2.1 Overspending
This theme explains how overspending is a challenge for online shoppers.

Participant 1 was asked about the challenges she has met in keeping on shopping online, and she answered:

Ahhm for me sa in terms sa akong family kay ahmm mosabot raman sad sila if ganahan ko mag palit2 like og mga butang kay open up ko but not so much nga kanang mag rant ko but if sa akaong partner kay og mo storya ko usahay kay kannag murag syag masuko ba kay kabaw, kabaw siya nga kabalo ko nga dapat wala nako ga gasto2 pero ako raman gihapon gebuhat. Oo kay mura ba syag naka naka system na sya sa akong huna2 nga dapat mopalit jud ko ana kay what if syay makauna so dapat akoy makauna hahaha in.ana jud akong mindset so kanang usahay kanang maaspaot sya nako or its either kanag sya nalang jud ang mo initiate nga sige ako nalay palit pero pahuwtaon pa ko niyag dugay kay siguro para ma discipline ba ang like akong pagka impulsive ba. *(In my case, my family understands if I like to purchase stuffs. But when it comes to my partner, he sometimes gets mat at me for my purchasing habits and decisions. It is because he knows that I know that I should not be spending anymore but I still do it anyway. It's like it's already inculcated in my mind to purchase because I think of it as a competition wherein I should always be the first to have the item. This is why he gets mad or he initiates to buy it for me but he lets me wait so that my impulsivity will be disciplined.)*

Participant 12 added:

There are times jud na nanobra na and then naa toy one time na murag naay money but dili pa jud diha makuha so yes nakuhawam ko and there's a reason behind ngano naing.ato sha but after all nabayaran raman gihapon to. *(There are times that it is already too much. There was this instance when I borrowed money from someone else because I could not get a hold of my money yet. I have my reasons, and I have already paid that debt.)*

Participant 11 also stated:

> Para nako koan man gud masobraan ang wants ba like that pero koan jud prioritize jud na nako ang needs like that pero naay instances na ma sobraan ang wants kaysas sa needs. *(There are times that the wants are too much than the needs. I try to prioritize my needs but sometimes the wants are too much.)*

The participants tend to overspend on online shopping, leading them to have financial problems.

5.2.2 Financial Problems
The theme describes how the participants face financial crises due to their online shopping habits that are excessive and consistent.

The experience of participant 3 about the challenges of being a passionate online shopper indicates that he faces financial problems. During the interview, he answered:

> Kuan pareho karon wala nakoy bawn ehe kanang kuan wala na pud koy extra money para pang laag ana kay sa sigeg palit shoppee pareha karon nana sad koy shoppee maabot. Usahay akong mama makabayad pero ako sad sya bayaran og kuan niya kanang usahay ma down ko kay maka realize ko nga di kayko kahebaw mo dala sa akong kwarta, di pako kahebaw mo organize kung unsa akong mga kinahanglan paluton. Dapat nga need nako kaysa sa akong mga wants so murag ma disappointed kos akong kaugalingon. *(Like now, I don't have money anymore. I also don't have extra money for travels because I keep on purchasing from shoppee, like today, another parcel will arrive. Sometimes my mom will be the one who will pay but I make sure to repay her. Sometimes I feel down when I realize that I really don't know how to handle my money and I don't know how to organize what are my needs first instead of my wants. It's like I feel disappointed with myself.)*

Participant 9 responded the same as she added:

> Finances. Financial jud kay kuan like maka ana ka nga akong allowance kay kuwang na kay na shoppee nako tanan hehehe. Kuan if kanang time nga bored ko mao nana siya akong kuan mag rag scroll2 sa shoppee in ana. *(Finances. It's financial. After all, my allowance is not enough anymore because I used all of it for shoppee. If I am bored, I will scroll through shoppee.)*

Participant 1 also stated:

> Ahmm for me ang usa ka challenge nako sa sigeg purchase online kay ang kanang financial nag gyud nako kay ahh since sige kog purchase online dili na stable ang akong budget plan, sige na syag kauyog, mo collapse na gyud siya so problema na jud kaayo ana ba niya kanang ma problema ko kanang usahay kanang sa akong ka impulsive kay di nako makahunahuna og kanang mag sige nalang kog huna2 og unsa akong paliton usahay niya kanang, kanang unsay tawg ani, kanang dili naba ko maka buhat sa unsa akong angay buhaton unta ana nga day kay kanang maka huna2 nalang ko nga unsa kahay nindot nga tan.awn sa online or kinsa kaha ang ga live selling kay mag mine2 bisag busy kaayo. Kanang kuan lang gyud like for example sad sa kanang books kanang maganahan lang ko sa iyang cover ehehe maganahan lang ko sa iyang smell, kanang I dunno kannag unnecessary lang jud kaayo siya nga di siya angay paliton. Ang visual niya, niya kana sang feel nako kanang ayy kanang naa koy nakit.an babay nya nibasa siya ani, paliton sad ni nako oy kay nibasa man siya, so kung depende kung kinsa akong ge suyaan. *(For me, one of the challenges of purchasing online is my finances. Because of my constant spending, my budget plan is not stable. Due to my impulsiveness, my mind constantly thinks about shopping, and I worry if I am still going to be able to perform my daily obligations because all I think about is shopping. I also tend to purchase items for unnecessary reasons. For example, books, I purchase it because I like the cover or I like its smell. Basically, the visuals. There are also instances that I purchase items because I envied someone who owns that particular item.)*

Due to their poor financial budgeting, the participants need financial help financially. They have run out of money to the extent that they have borrowed from someone else to pay for their online purchase.

Participant 15 stated:

> Kuan katong naabot ge order onya, ang para bayad onta ato niya kay nagasto man nako mawto nakautang ko para makuha to nako nga order kay maikog tas ga deliver. Na save nako kaso lang nagasto nako kay dugay kay siya naabot gud. *(My order arrived but it so happened that I used my money for something else that is why I experienced borrowing money from someone to pay for the order. I have saved money but the order was delayed that's why I used it for something else instead.)*

Participant 6 added:

> Kana financial status kay kuan kanang wala baya koy akong income ato so magsalig ko sa akong mama kay sa naa koy ganahan paliton niya wala allowance, niya sa financially kay kuan malain koooo kay mangluod ko or something ing.ana oooohhhh. Usahay kay nakatry kog pamaylo sa akong amega HAHAHAH niya ulian lang nako nextweek or ing.ana and then daghan amotan sa school manghuwam ko sa akong amega. Then nakatry ko nga hahahah nanghulam pero wa dayon nako nga ahmm nabayran pero okay raman me pero nakafeel kog guilty kay HAHHAHAH ahmmm nagpromise ko niya wa na buhat ba hahaha. Niya parents nako mangasaba na ig abot na sa parcels hahahahah pero wala ra jud na hahahhaha. *(Financial status, because I don't have income and I only rely to my mother. If I want to buy something and I don't have any allowance, I will feel bad or something. Sometimes, I have tried to borrow money from my friend. My parents will scold me if my parcels will arrive but it's nothing.)*

Participant 2 also stated:

> Usually kay kanang naka experience ko ana nga wa jud koy kwarta ani pero ganahan man jud ko nanghulam ko sa akong maguwang niya. So, since akong mga favourites kay nagsale man ako jud siya paliton. Mao na siya. Mu palit ko anah kay sale na biya samtang gamay pa siyang presyo paliton jud siya. Mawala man gud ang gana kung mu taas na ang presyo. *(I have experienced that I really don't have money but I really want something so I borrowed money from my sister. Since my favourites are on sale, I will really purchase it. I will buy it because it's on sale and while the price is cheaper I should purchase it. I tend to lose interest when the price is high.)*

The participants have experienced being in debt to someone else due to online shopping. They borrow money from their siblings or friends to pay for online orders.

5.2.3 Distraction
The theme describes how shoppers get distracted by online shopping and need to remember to perform their daily duties and responsibilities.

Participant 1 explained that she usually gets distracted by online shopping. In the interview, she stated:

> Ahh for me kay kanang oo kanang usually mahitabo jud na sa ako especially if akong tan.awn kay live selling, online niya kanang ma distract ko kay kanang syempre kay isa ra ka phone ako gamiton so dili ko maka multitask kay since ang sa iphone kay wala man syay chat heads so hmhm maglibog ko if mag padayon ba ko og kanang tuon or mag sige lang sa ba ko og tan.aw sa kuan sa live selling. So syempre pillion nako ang live selling hahaha kay kanang malingaw naman ko sa kanang mga sanina nga e sigeg suot ana ba so ang makuan sa akoa kay mag sige rakog huwat sa kuan hangtod saw ala na jud koy matuon, wa na jud koy mabuhat. *(It usually happens to me especially when I watch live selling online. I easily get distracted because I cannot multitask through my iphone. I am torn between studying and watching live selling because I really find it fun to watch these things online until I realize I didn't study and I cannot do anything about it anymore.)*

Participant 6 added:

> Ahhhmmm there's one time nga naay daghan husagon sa balay niya busy kay ba niya gasale sige rakag scroll scroll hahahha ing.ana oo makasab.an ko. Nahugasan na nako anha na nga nangasaba hahahahah. *(There was one time that there were many dishes to clean at home, then it was a busy time. At the same*

time, a sale was online, so I was scrolling through my phone instead of washing. I was scolded because of it.)

Participant 9 explained how online shopping takes away her time. During the interview, she stated:

> Usahay kay like wala nakoy time nga, ay gamay nalay time sa pag tuon kay mas online shopping. *(Sometimes, I do not have enough time to study due to online shopping.)*

The shoppers described that they experienced neglecting and forgetting about their tasks at home and losing time to do their schoolwork due to online shopping.

5.3 Coping Mechanism of the Participants on the Challenges Met
The generated emergent themes explained the coping mechanism of the participants on the challenges met for being Passionate Online Shoppers. The following are the three (3) themes developed to describe the responses of the participants that provide an answer to the sub-problem number 3:

5.3.1 Self-Control
The theme describes how self-control is an effective strategy to cope with the challenges of online shopping, particularly overspending.

Participant 1 is being asked about her coping strategies on the challenges met for keeping on shopping online. She answered:

> Ahhh so far sa akoa gyud kay well its really working kay uhhh ahhh kay I can really say nga I'm a very big spender gyud kay murag katunga sa akong sweldo, or actually murag mo three fourths sa sweldo kay padong gid na sa shopping noh. So dili man jud siya shopping nga literal nga magsige kog dada og daghang bag but ang deliveries nga mag sigeg padong kay daghan kaayo. Ang akong ge buhat is ako na siyang balik balikan og tutok like kanang I forgot unsa na nga basta naa na siyay way nga sigehan nimo sya og balik balik og tan.aw sigehan nimo siyag example if shoppee balik balikan nimog tan.aw ang item balk balikon nimo og unsa sya kanice nga item, hangtod sa mapul.an naka nga maka realize ka nga ayy dili man diay ko ganahan, di man diay ni nako siya kinahanglan gyud diay. Pwede raman diay ko wala ani or then aside sad ana kay akong buhaton is kanang dili usa ko mo kanang palit dayon but instead ako sa huwaton og if kinsa ang makauna or like if mahalin nani siya dili nani nako siya paliton ang uban. Og kanang tagaan sa nakog time akong self ba, kay ako sa e assess akongs elf if impulsive raba ko nga nitan.aw ko ani niya ron, nya if mo decide ba ko ron is it like more on emotional raba gyud nako kay if ig assess nako sa akong self kay more on emotional di jud ko mo go but if makaana gani ko nga kanang okay rako today di ko stressed, wala ko nasapot, kanang okay ra kanang stable ra akong feeling so mo purchase ko but if feel nako og due to stresss akong pag palit na or due to pressure na akong reasons sa pagpalit dili na gyud ko kay mosamot man hmph mo samot man akong behavior. *(For me, I can really say that this is working because I am a really big spender. It's like half or three fourths of my salary goes to shopping and delieveries happen constantly so what I do is I will stare at the item for a long period of time until I get tired of it and realize that I really don't like the item that much. Another thing is I look for signs if I am really meant to purchase the items online. There is a particular waiting time before placing an order and if no one buys the item in that waiting time, I will take it as a sign to purchase it. I won't buy anymore if someone purchases the item before me. I will also give time for myself to assess my emotions and feelings. If I feel emotional or stressed during the time of purchase I will not push through with it because it will only worsen my behavior.)*

Participant 8 explained that she would only buy items if she deserved them. During the interview, she said:

> Awww kana sgurong kanang if makaingon ko nga kanang strategies nako kay if deserved ni nako mu palit ko if dili nako deserved kay dili nako paliton. Niya kung naa lang sad juy kwarta ikapalit. Dili nako maundangan kay anha man nako macelebrate ang akong mga accomplishments. Naa koy gusto paliton niya nagpaabot jud kos birthday nako mads ako na dayon g order hahahahah oo naa nga nagkadugay wa na nako palita kay naa nas ubos hahahahhahahaha. *(My strategies is I'll buy an item if I deserve it but if not, I'm not gonna buy it. Until all the products that I intentionally add to cart will be in the bottom of the cart.)*

Participant 5 further added:

> Gi unsa nako pag cope up ahmmmm... kuan kanang... ayy pwde nimu e translate og bisaya? Ahhahah kuan ahhhhh ako rana siya hunahunaon nga kanang if mu palit ka kinahanglan naa kay kwarta, kay mao jud na akong mindset hahahah. So kung way enough nag kwarta dili mo palit hahhaahaha. *(I'll just think that if I buy this, I should have money. That is my mindset. So if I don't have enough money, I will not purchase.)*

The participants saw the importance of self-assessment in regulating their online shopping tendencies. To avoid overspending like they usually do, these participants re-check their emotions to see if they are only acting out of impulse, re-check themselves if they deserve it, and re-check their finances to see if they have enough money to make a purchase.

5.3.2 Budgeting
The theme describes how budgeting is an effective coping strategy for the challenges of online shopping, mainly for financial problems.

Participant 4 was asked about her coping strategies on the challenges met for keeping on shopping online. She answered:

> Kanang kuan mao to akong g sulti ganina nga lahi lahi akong mga wallet og alkansiya. Ako ipang lahi lahi akong mga kwarta kay para dili rasad siya mahurot sa kuan ba sa shopee. Niya lahi akong pangshopping lahi akoang pangfuture purposes. Naa pud koy daily basis niya needed niya naa koy mga paliton. *(Like what I said earlier, I separate my wallet and my savings bank. I separate my money so that it will not be maxed out for shoppee only. I separate my shopping money from my money for future purposes. I also have money for daily basis for my needs.)*

Participant 11 added:

> Um for me the stra, strategy that I am using before and even now a days is, I usually budget if um unsa akong paliton ana specific na week or by another week but um of course dili man gud malikayan na naay mga umaabot na mga event koan like naay mga impromptu na mgalakaw like kana koan ko usahay kanang ma short pero koan ra ma bawi raman gihapon sha kay kanang lage kanang you know budgeting is the best. *(The strategy that I always use is I budget. Of course there are instances that I fall short in money when there are impromptu getaways but then again I get throught it because budgeting is the best.)*

Participant 2 also stated:

> Unsa gani to Strategies sa? Sa pag? Usually sa akoa is mag matter ko sa kuan man unsa na siya uy sa price. Kay ing.ana man gud kay kani siya dali rani nako ma kuha ang kani nga ing.ani na butang. Dali rani nako ma. Makuan ra jud nako ba ma estimate. Sa price ko magbase ba. Like i said ako siya e manage so murag unsa gani na oyy e kuan e buget, e budget nako ba. Kay kanang naa man koy business. Sari sari store. Ang akoang halin mao akong gamiton sa pagpalit niya ang puhonan kay magpabilin sa tindahan. *(For me, the price matters. I base it using the price. I estimate, manage, and budget my money because I own a store. I use my sales in shopping but I make sure that the capital remains for the store.)*

The participants know that to avoid facing financial problems, they must budget their finances well and establish a well-crafted budget plan. The participants make sure to allot money for shopping and saving so that they will stay within their finances.

5.3.3 Uninstalling and Deleting Apps Temporarily
The theme describes how temporarily uninstalling and deleting apps is an effective coping strategy for online shopping, particularly for distraction.

Participant 10, when asked about her coping strategies for the challenges met, answered:

> Kuan e uninstall. Mao ra jud na ako if feel nako masobraan. E prioritize nako ang mas kailangan. *(Uninstall it if I feel that it's already excessive. I also prioritize what is more needed.)*

Participant 14 added a similar thought:

> Ahhhm for me kay akong mga strategies is unsinstall the HAHAHAHHAA ge uninstall nako ang app ang shopee and shein kay distracting kayo sa akong mata hahahaha so kung nakoy need ako ra e install . Kayanon. Pugngan ang kuan hahahaha waman koy choice. *(For me, the strategies I use are to uninstall online shopping apps like shopee and shein because they are distracting in my eyes. I minimize online shopping, and sometimes I only shop when needed. I install the app again when needed.)*

Participant 15 also stated:

> Kuan sa pag kakaron sge naman kog kasab.an sakong parents gd kay sgeg order mawto naka realize pd ko nga dili diay mayo. Ako nalang ge anam2 og uninstall ang mga app. Para diko ma tintal. *(Now, my parents keep scolding me because I keep shopping online, and then I realize it is unsuitable for me. I gradually uninstalled the online shopping apps so I would not be tempted.)*

The participants uninstalled and deleted their online shopping applications to avoid getting distracted by online shopping. It is an effective way for them to avoid getting tempted to scroll through online shops and purchase items again.

The data was collected, coded, segregated, sorted, categorized, and summarized to determine the data set's main theme. One hundred sixty significant statements and formulated meanings were taken from the participant responses that were transcribed and translated. These meanings are grouped into 19 cluster themes and subdivided into 17 sub-themes. Grouping the 17 sub-themes resulted in 10 common or emergent themes. These themes were developed to convey the factors influencing shoppers to keep purchasing online clearly, their challenges, and their coping strategies.

This phenomenological research study explored passionate online shoppers, focusing on the factors influencing their online shopping habits anchored on Consumer Behavior Theory, Impulse Theory, Escape Theory, and the Theory of Planned Action. Furthermore, this study explored the challenges these shoppers met and the coping strategies they employed to cope with the challenges, anchored on the findings of the pertinent literature supporting this study.

The main theory, Consumer Behavior Theory, or the Theory of Buyer Behavior, is the primary tenet of buyer behavior theory. Since buying behavior is typically repetitive, it is susceptible to building a familiar purchase routine (Sheth, 1969). Compulsion is a symptom of the addiction process, and it is defined as repetitive behavioral or mental acts that a person feels obliged to engage in. This pattern of behavior is frequently excessive and ritualistic by nature. Furthermore, this theory believes that psychological, social, and marketing factors play a huge role in influencing shoppers' buying behavior.

Hawkins Stern's Impulse Theory also supports the results of this study. Stern proposed that a variety of external forces cause impulse purchases. This theory believes that marketers can persuade customers to purchase more than they had initially intended. Stern established impulse buying categories, which are (1) Pure Impulse Buying, (2) Reminder Impulse Buying, and (3) Planned Impulse Buying. Pure Impulse Buying explains that shoppers had not planned to purchase an item but were driven to make a purchase because of its appealing visuals. Reminder Impulse Buying explains that the shoppers make purchasing decisions not because they have planned to do so but because they were reminded through a promotional offer.

On the other hand, Planned Impulse Buying is encouraged through various promotional strategies that marketers offer their customers. As proposed by Stern, all three categories support the main theory of this study, specifically under marketing factors; Stern believed that visuals or the way the products are presented to consumers and promotional offers like discounts or lowered prices are external forces that can influence consumers purchasing behavior.

Baumeister's Escape Theory is another theory that supports the results of this study. This theory describes an individual's tendency to behave so that any unpleasant psychological reaction is avoided. The theory believes that consumers try to avoid or escape unpleasant feelings or situations, which is why they resort to online shopping to find relief.

In addition, Azjen's Theory of Planned Behavior further supports the findings of this study. The theory describes that an individual's desire to engage in online shopping can be predicted by their intentions to engage in it. The stronger the intention, the more likely behavior to be performed; according to this theory, attitude and behavior have a positive relationship. A consumer is more inclined to participate in an activity when their attitude towards it is more positive.

In this study, the participants play a vital role in thoroughly investigating the factors that drive online shoppers to continue making purchases, the obstacles they encounter in their passion for online shopping, and the strategies they employ to overcome these challenges. In terms of the ramifications for current and future researchers, this also serves as a foundation for the researchers.

References to further theories and pertinent research were used to back up the findings of this study. The study's sub-problems elicited themes from the participants' responses, and these themes are now presented in conjunction with their placement and relevance within the underlying theories.

5.3.4 Factors that Influence the Participants as Passionate Online Shoppers

Four (4) emergent themes under this overarching theme describe the participants' responses about the influencing factors that drive shoppers to keep purchasing online.

5.3.4.1   Psychological Factors

This theme explains how motivation, attitude, positive emotions, perception, and escape mechanisms play a role in influencing shoppers to shop online.

Upon careful analysis of the participant's responses, motivation, attitude, positive emotions, perception, and escape mechanism were the derived sub-themes that emerged as influences categorically placed under Psychological Factors. The main theory of this study, which is the Theory of Buyer Behavior, lends weight to the idea that there are underlying psychological factors that influence shoppers' purchasing decisions.

The passionate shoppers who served as participants in this study explained that they continually shop online because they have needs they want to fulfill. These shoppers make purchasing decisions to address their needs, thus paving the way for motivation to play a part. According to Maslow (1943), every individual has needs that are pivotal in motivating behavior. The shoppers are motivated to fulfill their needs, which is why it pushes these shoppers to purchase online.

Also, most participants indicated a positive attitude towards online shopping. Although some of these participants have expressed negative feelings towards the disadvantages of shopping online, these shoppers tend to still do it for the various benefits they enjoy. As one of the shoppers mentioned, despite feeling hostile towards online shopping for receiving poor quality items, he still shops online for its benefits. Azjen's Theory of Planned Behavior supports this as these shoppers already have strong intentions to purchase online, manifested in their positive attitude towards online shopping. The positive attitude that the shoppers have towards online shopping indicates the likeliness that they will engage in the activity. As the theory goes, the more positive one's attitude toward action is, the more likely one is to perform that activity (Amaro & Duarte, 2015).

Further, the participants explained that they engage in online shopping because of the positive emotions they can get from the activity. Every time these shoppers engage online, there is a sense of fulfillment, satisfaction, happiness, and relief. With this knowledge, the shoppers are more drawn to keep doing it to feel that sense of satisfaction, happiness, and fulfillment. This is supported by previous research entitled Factors Affecting Consumer's Online Shopping Buying Behavior by Pandey and Parmar (2019), wherein the research findings found that customer satisfaction is among the seven factors that influence a consumer's online shopping behavior.

Furthermore, the shoppers revealed that past customers' feedback, reviews, ratings, and recommendations hold substantial importance in shaping their purchasing decisions. This feedback helps the shoppers construct a realistic impression of a product they cannot examine, which is why most of the shoppers who took part in this study explained that they look at the reviews and ratings before making any purchases online.

Moreover, the shoppers expressed that online shopping served as an escape route from the stresses and problems they have in life. As one of the shoppers answered, online shopping is like escaping her problems at home. The Escape Theory proposed by Baumeister attests to this idea that shoppers utilize online shopping to escape any unwanted or unpleasant feelings, events, or sentiments. This theory builds up the claim of the Theory of Buyer Behavior and appends to the psychological factors that can influence consumer behavior.

5.3.4.2 Marketing Factors

This theme describes how shoppers are influenced to shop online by various marketing factors such as appearance and promotional offers.

After carefully analyzing the participants' responses, the derived sub-themes that emerged as among the influences falling under Marketing Factors are appearance and promotional offers. The main theory of this study, which is the Theory of Buyer Behavior, lends weight to the idea that there are underlying marketing factors that play a role in influencing the purchasing decisions of shoppers.

As one of the participants mentioned in response to her reasons for shopping online, she explained that she buys items online because she got attracted by what she saw. A similar statement came from two other participants, who stated that they shop when they see something they like or something nice. Hawkin Stern's Impulse Theory lends weight to the idea that the shopper's purchasing behavior falls under the category of Pure Impulse Buying. The shoppers did not initially plan to purchase something online, but because of its appealing visuals, they were driven to do so. In online shopping, the shoppers cannot keenly inspect or examine the product they intend to purchase. This is why multimedia and photography greatly influence shoppers, allowing them to form a visual connection with the product before they click the check-out button.

Additionally, discounts, free shipping, online coupons, and other promotional offers are among the factors why shoppers shop online. According to the responses, shoppers have this strong urge to purchase when they see promotional offers online. They would grab the opportunity to clear out their online baskets by checking out the products they previously added to their carts. As one of the participants mentioned, whenever she sees promotional offers online, she shops daily, which tripled because she sees promotions as an opportunity to purchase in bulk. Pure Impulse Buying, a category under the Impulse Theory, further supports this. Stern (1962) states that reduced prices or other sales promotion strategies encourage planned impulse purchases. The shoppers will grab any opportunity they can purchase items at lower prices. They feel happy whenever there are promotions and feel a sense of pressure to purchase if there are discounts and sales, which is why promotional offers can push shoppers to shop online.

Furthermore, according to a previous study, there is an increase in online shopping tendencies in consumers when the advertisements are beneficial for them. Therefore, these shoppers are more inclined to pay attention to advertising if online shops advertise discounts and other promotional offers on their products.

5.3.4.3 Social Factors
This theme describes how family and friends play a role in influencing their purchasing decisions.

The sub-themes that emerged as among the influences that fall under Social Factors are family and friends. The Theory of Buyer Behavior attests to the idea that social factors play a role in influencing shoppers' purchasing decisions.

The participants explained that most of their purchasing decisions are influenced by their family members or social circle. As one of the participants mentioned, he asks for the opinions of his friends before purchasing items online. The participant also mentioned that he agrees with his sister to purchase similar items online as they influence each other. This shows that shoppers are more strongly affected by individuals they have strong social ties with. This is further supported by a previous study conducted at Beihang University entitled "How Social Ties Influence Consumers: Evidence from Event-Related Potentials," which states that when friends recommend a product, there are more purchase decisions than those recommended by strangers.

In addition, another participant's response mentioned that her father encourages her to purchase whenever her father sees online advertisements. According to Du Plessis et al. (2007), the family is one element that potentially influences a consumer's purchasing behavior. Parents are the experts in the family, and their knowledge is valued and trusted most, especially by their children. This is the reason parents, as role models, have an impact on the consumer behavior of shoppers.

5.3.4.4 Convenience
This theme describes how shoppers are influenced to shop online due to the convenience that online shopping offers.

During the pandemic, there was a surge in online shopping since consumers could not leave their homes for the risk of contamination. Now that the restrictions are loosening up and everything is slowly returning to normal, a follow-up question was inquired if the shoppers prefer online shopping or the traditional mode of shopping at present. The participants explained that most of them would still choose online shopping over brick-and-mortar shopping due to its convenience.

One of the participants mentioned that it is less hassle because she does not have to leave her house to buy something. Another response said it is convenient. After all, she does not have to go to the physical stores because she has access to the things she needs through her gadget. This is attested by the previous study conducted by Lim et al. (2016) entitled "Factors Influencing Online Shopping Behavior: The Meditating Role of Purchase Intention", stating that shopping through the Internet is a rapidly growing

phenomenon due to its convenience. The shoppers are more driven to shop online because they enjoy the luxury of convenience where in they do not have to leave home or go through the inconvenience of long queues.

5.4 Challenges Met by the Participants Brought by Being a Passionate Online Shopper
Three (3) emergent themes under this overarching theme describe the participants' responses about the challenges they met brought by being passionate online shoppers.

5.4.1 Overspending
This theme explains how the shoppers see overspending as a challenge of being a passionate online shopper.

With the rapid growth of online shopping accompanied by the various promotional offers offered to their consumers, more and more people are engaging in the phenomenon, forming passionate online shoppers. As the saying goes, too much of everything is terrible. Undoubtedly, these passionate online shoppers who uncontrollably shop online face challenges such as overspending.

One of the participants who took part in the study explained that she knows she should not be buying anymore because her finances are already affected. However, she still does it because of this seemingly uncontrollable urge to purchase online. Another participant responded that there were times when it was already too much to the extent that she had to borrow money from someone else to pay for her purchases. These shoppers are aware that they tend to overspend in online shopping, which affects them financially. The Impulse Theory by Stern lends weight to this as the theory believes marketers can persuade shoppers to purchase more than they had initially planned.

The shoppers are purchasing more than they need, and some participants have explained in some parts of the interview that they have bought items they never got to use or were left idle at their homes. Shoppers find overspending as one of the challenges of being passionate about online shopping, resulting in another challenge: financial problems.

5.4.2 Financial Problems
This theme describes how the participants face financial crises due to excessive online shopping habits.

After a thorough analysis of the participant responses, it was revealed that due to their excessive purchasing behavior driven by the various influencing factors that push them to purchase online, these shoppers experience financial problems. As mentioned by a participant, she experienced running out of money because she had spent it all on shoppee, an online shopping site/application. These instances led her to ask for money from her mother to pay for her online purchases. In return, she feels disappointed with herself because she cannot manage her finances well. Due to poor financial budgeting and excessive shopping, shoppers face financial crises and thus need help to balance their finances well. Additionally, another participant explained that her budget plan is badly affected due to her constant spending. In some parts of the interview, most of these participants also explained that they regret shopping online due to their financial problems.

The participants experienced being in debt to someone else, and they also felt down after purchasing because they knew that their financial aspect would be gravely affected. These results are further supported by a study conducted in Turkey entitled "Online Shopping Addiction: Symptoms, Causes, and Effects" by Gunuc and Keskin (2016), which revealed that a number of its participants experienced changes in their emotional states that few of the participants experienced negative feelings such as regret, worry, and stress either during or after purchasing online. The same sentiments are mentioned when the participants were asked about their attitude towards online shopping and how they feel when they shop online. Multiple participants expressed that they feel regret after making a purchase, and some expressed worry if the product will meet their satisfaction.

5.4.3 Distraction
This theme explains how shoppers get distracted by online shopping and need to remember to perform their daily duties and responsibilities.

To further assess the shoppers' challenges for being passionate about online shopping, they were asked about instances where they could not perform their daily obligations. The responses revealed that online shopping distracts the participants from doing their responsibilities at home and their tasks for school.

The participant explained that getting distracted by live selling online usually happens to her because she cannot fight the urge to watch and look for something nice to purchase. She finds it fun to watch these, which is why she lost precious time to study. A similar response described that she needed more time to study because she spent most of it online shopping. Another participant

mentioned that she could not perform her household chores because she got distracted by the promotional offer she found online while scrolling through her phone. In return, she got reprimanded for neglecting her duties.

Due to the convenience of having access to these shops through gadgets, online shopping is more likely to interrupt shoppers from performing their daily obligations and tasks. The participants were expected in their responses that online shopping could indeed distract them and thus alter their day-to-day responsibilities.

5.5 Coping Mechanism of the Participants on the Challenges Met
Three (3) emergent themes under this overarching theme describe the participants' responses about the coping mechanisms that shoppers employ to cope with the challenges met.

5.5.1 Self-Assessment
This theme describes how self-assessment is an effective coping strategy for the challenges of online shopping, particularly overspending.

The participants explained that being able to assess oneself is an effective way to cope with the challenges brought by being passionate about online shopping. A participant explained in great detail that to cope with her online shopping tendencies, she takes the time to assess herself, especially her emotions, before purchasing online. She assesses herself to see if she is only acting out of impulse or emotionally unstable when she makes a purchase. If she is, she will not be swayed by it and stop purchasing something because she knows it will only worsen her behavior.

In addition, another participant explained that she will only purchase things if she deserves them, which means she will also assess herself if she needs a reward. Furthermore, another response stated that it is all about mind-setting. She will only purchase it if she has the money, but if not, she will not. The participants saw the importance of self-assessment in regulating their online shopping tendencies. To avoid overspending like they usually do, these participants re-check their emotions to see if they are only acting out of impulse, re-check themselves if they deserve it, and re-check their finances to see if they have enough money to purchase.

5.5.2 Budgeting
The theme describes how budgeting is an effective coping strategy for the challenges of online shopping, mainly for financial problems.

After thoroughly analyzing the participants' responses, one of the coping strategies that the shoppers utilize to address financial problems is budgeting. This strategy was found effective in some participants as they expressed in some parts of the interview that they did not face any financial challenges. As one of the participants mentioned, she separates her money so that she does not max it all out on online shopping alone. There is money intended for shopping, her daily expenses, and future purposes. This way, she will not be financially broke. The same sentiment is mentioned by two other participants wherein they budget to avoid financial problems.

The participants are aware that in order for them to avoid problems financially, they have to budget their finances well and establish a well-crafted budget plan. The participants make sure to allot money for shopping and saving to stay caught up in finances.

5.5.3 Uninstalling and Deleting Apps
The theme describes how uninstalling and deleting apps is an effective coping strategy for online shopping, particularly for distraction.
The participants are aware that online shopping is tempting and thus can distract them from performing their daily obligations and can lead them to purchase excessively, which is why most of the participants expressed that in order to address these challenges, they uninstall or delete the app so that they will not be tempted anymore.

6. Conclusion
The study delved into the passionate online shoppers' experiences who are college students at the University of Cebu Main Campus during the academic year 2022-2023. The study sought to examine the factors that drive individuals to become fervent online shoppers and to uncover the challenges they encounter due to being passionate online shoppers. Additionally, it aimed to explore the strategies and methods employed by these participants to overcome the challenges they face in their pursuit of online shopping enthusiasm.

The participants' responses yielded ten distinct emergent themes, which were then organized into three overarching themes to address the three sub-problems identified in the study. These emergent themes were derived from the participants' significant

statements. Concerning the factors influencing participants as passionate online shoppers, the overarching theme "Factors that Influence the Participants as Passionate Online Shoppers" encompasses four emergent themes: Psychological Factors, Marketing Factors, Social Factors, and Convenience. In the context of challenges participants face due to their passionate online shopping habits, the overarching theme "Challenges Met by the Participants Brought by being a Passionate Online Shopper" encompasses three emergent themes, specifically Overspending, Financial Problems, and Distraction. Finally, when examining how participants cope with these challenges, the overarching theme "Coping Mechanism of the Participants on the Challenges Met" encompasses three emergent themes: Self-Assessment, Budgeting, and Uninstalling and Deleting Apps.

The study underscores the significance of acknowledging and managing the diverse challenges associated with online shopping addiction. By delving deeper into these issues, practical strategies for managing these challenges can be identified, empowering online shoppers to maintain a balanced lifestyle. Additionally, recognizing and utilizing coping mechanisms is crucial for these individuals to successfully navigate the challenges of their online shopping addiction. The "Escape Theory" by Baumeister relates to the tendency to engage in certain behaviors to avoid undesirable psychological reactions. This framework is valuable for empowering dedicated online shoppers with the means to effectively address and navigate their challenges related to online shopping.

The study focused exclusively on female passionate online shoppers within the college student demographic, thereby omitting an examination of passionate online shoppers in the workforce. This limitation is significant as it neglects to account for passionate online shoppers from diverse backgrounds, including both genders and members of the LGBTQ+ community, who may be deeply engaged in online shopping activities. Future research should consider expanding its scope to encompass a broader spectrum of online shoppers to provide a more comprehensive understanding of this phenomenon.

For future research endeavors, the researcher recommends the following topics: First, a comprehensive investigation into "Online Shopping Addiction amongst Male Shoppers" could provide valuable insights into gender-specific online shopping behavior and addiction patterns. This would contribute to a more holistic understanding of online shopping addiction. Secondly, examining strategies and interventions for "Dealing with Financial Problems due to Excessive Shopping" is essential, as it can offer practical solutions for individuals facing financial challenges due to shopping habits. These suggested research topics aim to further our knowledge and facilitate the development of targeted interventions for online shopping addiction.

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