
RESEARCH ARTICLE

The Intention–Behavior Gap in Shopee Purchasing: A Theory of Planned Behavior Study among Business Students

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ABSTRACT

This study examined the factors influencing business students' participation in the Shopee e-commerce platform using the Theory of Planned Behavior (TPB). Specifically, it analyzed the relationship between attitudes, subjective norms, perceived behavioral control, and behavioral intention, as well as the influence of behavioral intention on actual purchasing behavior. A quantitative research design was employed, utilizing a structured questionnaire distributed to 304 business students of Siquijor State College. Data were analyzed using Spearman rank correlation and Chi-square to determine the strength and significance of relationships among variables. Findings revealed that attitudes, subjective norms, and perceived behavioral control all have significant moderate to strong positive relationships with behavioral intention. However, behavioral intention showed a very weak relationship with actual purchase frequency and no significant relationship with purchase expenditure. These results suggest that while students may have strong intentions to engage in e-commerce, such intentions do not always translate into actual purchasing behavior. The study concludes that e-commerce platforms like Shopee should focus not only on influencing user intention but also on addressing barriers that prevent actual transactions. Recommendations include improving accessibility, enhancing user experience, and strengthening trust and payment convenience. The findings contribute to the growing body of knowledge on consumer behavior in digital marketplaces and provide practical insights for marketers and platform developers.

KEYWORDS

E-commerce, Attitude, Subjective Norms, Perceived Behavioral Control, Theory of Planned Behavior, Behavioral Intention, Actual Behavior, Shopee, Consumer Behavior,

ARTICLE INFORMATION

ACCEPTED: 21 September 2026

PUBLISHED: 25 October 2026

DOI: 10.32996/jbms.2026.8.11.2

1. Introduction

The transformation of the consumer purchasing behavior of the electronic modernization, mainly the young students who are highly immersed, are due to the widespread development of e-commerce platform transactions that plays an essential role. According to Islam (2021), platforms such as Shopee have become integral to daily consumption due to their convenience, mobile-first design, and integration of social and promotional features. Recent studies highlight that students represent a dominant user segment in e-commerce because of their familiarity with digital tools, price sensitivity, and openness to online transactions (Islam, 2021). The Theory of Planned Behavior (TPB) has been widely used to explain behavioral intentions in digital contexts, emphasizing how attitude, subjective norms, and perceived behavioral control influence users' engagement in online activities, including e-commerce and online business practices (Suryawirawan, 2020; Valencia-Arias et al., 2023). In the context of Shopee e-commerce platform, as a future professional in the field of business, as entrepreneurs, marketing specialists, a corporate individual, reinforcing their engagement in the platform are becoming highly relevant across both areas in academic and real-world practices.

A recent study highly indicates that although the e-commerce platform is generally utilized by many students, their actual usage on the digital environment does not reflect their favorable attitudes constantly and does not always explain into their participation. Several studies suggest that although students may exhibit strong intentions to engage in online shopping, their actual behavior is shaped by factors such as perceived risk, trust, and platform usability (Bangun & Handra, 2021; Ependi et al., 2024). While TPB explains intention formation, it does not fully address emerging issues in modern e-commerce environments, including aggressive promotions, fear of missing out (FoMO), and platform-driven social influence, which are especially evident on Shopee (Nguyen et

al., 2025). Furthermore, most research literature has substantially focused and primarily examines general consumer behaviors or global setting, generating and leading to inadequate empirical evidence in research-based insights into business students' participation in Shopee when examined through the theory of Planned Behavior. The deficiency and this short-coming of digital platform-focused assessments reveals an opportunity and extended analysis that integrated how behavioral theory operates within the actual dynamic's environments of platform-based e-commerce participation.

Insufficient conceptual clarity of the determinants of what drives business engagement with the Shopee raises several numbers of important issues. If these influencing factors remain unexplored, students may exhibit impulsive buying behaviors driven by external stimuli, such as promotional activities during e-commerce discount events, rather than deliberate decision-making (Rafsanjani et al., 2025). Furthermore, trust and other behavioral factors in live e-commerce environments significantly influence students' online shopping intentions and engagement (Zhang & Chen, 2023). Continued neglect of these issues may lead to business graduates may limit the ability and gradually lack the practical readiness and incompetently participate in or administer the e-commerce platform which progressively widening the relevance between academic training to contemporary digital commerce application.

In order to undertake the response of the issues, the study investigates and analyzes the factors influencing business students' participation in Shopee through the application of the Theory of Planned Behavior as a guiding framework. By examining the roles of attitude, subjective norms, and perceived behavioral control, this research aims to identify which factors most strongly shape students' participation intentions and behaviors (Nguyen et al., 2023; Tang et al., 2021). This study will utilize the quantitative approach in order to obtain substantial data from business students who are frequently active on the Shopee platform to test the applicability of the statistical assessments of the Theory of Planned Behavior in today's digital world. The outcome is predicted to contribute to the scholarly argument and provide real-world supervision for educators and e-commerce providers interested to enhance digital marketplace engagement.

1.1 Theoretical framework

In order to address the objectives covered, the researcher anchored the study in the theory of Planned Behaviour (TPB) which was developed by Icek Ajzen as an attempt to predict human behaviour (Ajzen, 1991). Icek Ajzen (born 1942) is a social psychologist and professor emeritus at the University of Massachusetts Amherst. The theory of planned behavior (TPB), deriving from theory of multi-attribute attitude (TMA) and theory of reasoned action (TRA) (Ajzen&Fishbein, 1973). According to TRA, the behavior intention of individuals is determined by two factors of attitude and subjective norm, in which the subjective norm is influenced by normative beliefs in the society and the attitude can be divided into positive or negative aspects. In order to add the power in prediction and explanation of TRA on human behavior, Ajzen (1985) added the variable of perceived behavioral control besides subjective norm and attitude as shown in Figure 1:

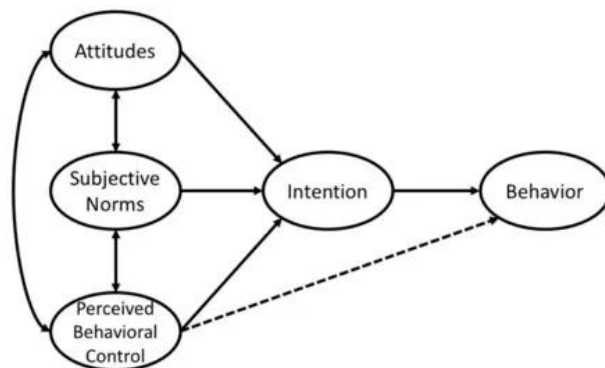
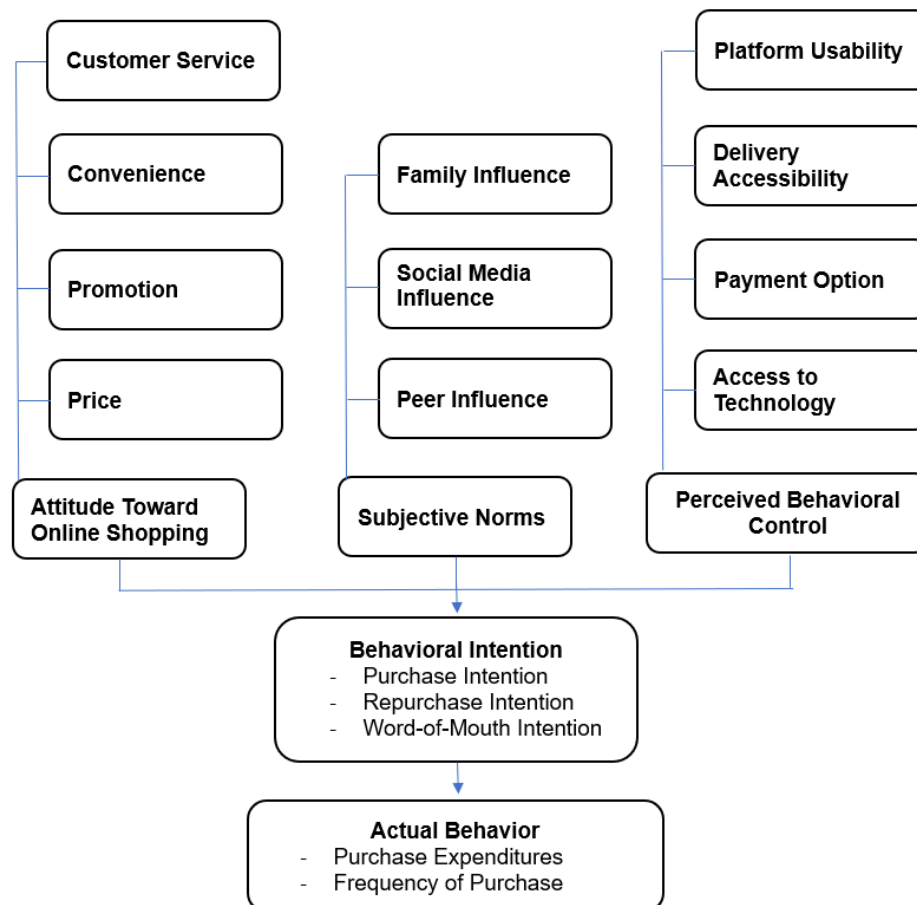


Figure 1, Theory of Planned Behavior

The framework shows three main dimensions that formulate and shape the financial behavior of the business students. First, attitude is the most powerful predictor of the behavioral intention (Ajzen, 1991; Lim & Dubinsky, 2005) in which there are two factors deciding behavioral intention, including the individual nature and the impact of society on individuals, in which the individual nature is defined as the positive or negative evaluation of individuals on the particular acts they engage in, namely the attitude of individuals (Ajzen & Fishbein, 1980). *Next, subjective norm which refers to the social pressures that individuals feel in performing particular acts, namely the pressure from the persons or groups who are important to the individuals in agreeing or disagreeing with the individuals to take particular acts (Dubinsky & Loken, 1989).* Lastly, perceived behavioral control which is generally considered to be derived from the Self-Efficacy Theory of Bandura (1977). Perceived behavioral control refers to the controllable degree that individuals feel when taking particular acts, which depends on three factors of capabilities, resources and

opportunities (Ajzen, 1985). The framework has also mediated dimension, the behavioral intention which define as the tendency of individuals to pursue an act, which can also be called the subjective probability (Fishbein & Ajzen, 1975). According to TRA, behavioral intention is the most appropriate variable to predict behavior. In the decision-making process, the three factors of attitude, subjective norm and perceived behavioral control are likely to codetermine the behavioral intention of individuals, or each of the three factors directly change the behavioral intention. The above-mentioned dimension shapes the actual financial behavior of the business students

1.2 Conceptual framework



The figure above shows the comprehensive framework which was adapted and constructed based on the Theory of Planned Behavior (Ajzen, 1991) and each dimension has an extension with e-commerce specifics factors on what influence the business students to participate in online shopping platforms, especially Shopee E-Commerce. Under (1) attitudes towards shopping, it highlights price, promotion, convenience, and customer service. The second dimension is (2) subjective norms which emphasizes peer, social media and family influence and lastly the (3) perceived behavioral control that focuses on access to technology, payment option, delivery accessibility, and platform usability. On the other hand, (4) behavioral intention, as a mediate dimension, which was predicted by the three dimensions on what the student's enthusiasm, possibility, or impression to use the platform which leads to purchase, repurchase, and word-of-mouth intention, altogether, it directly form to students actual online shopping behavior (purchase expenditure and frequency of purchase).

1.3 Review of related literature

1.3.1 Attitude towards online shopping

Attitude, as conceptualized in Ajzen's Theory of Planned Behavior (TPB), remains a positive evaluation of product features and shopping experiences of online shopping intentions (Zhang & Chen, 2023). In Consistent with prior studies, Pricing and promotional factors positively influence consumers' attitudes toward online shopping, which in turn shape their purchase intentions (Cheah et al., 2015; Vizconde & Mendoza, 2023) . Likewise, Raman (2020) emphasized the importance of convenience and customer service in determining online shopping behavior. The perception of students' online platform is shaped by price fairness and promotion attractiveness which drive the student's willingness to purchase especially on the Shopee platform. (1) Price significantly influences purchase decisions and forms a strong predictor of positive attitudes toward Shopee. Competitive

and affordable pricing increases consumers' perceived value, strengthening their purchase intention (S., Akhtar, Aris, & Hartini, 2024). Thus, Zaky & Putra (2025) highlights that consumers see fair pricing as a reflection of platform credibility and trustworthiness. On the other hand, (2) promotional activities such as discounts, flash sales and free shipping (Hurek & Sitorus, 2023) and creative promotions (e.g., interactive live shopping events and influencer-based campaigns) have been shown to significantly influence purchase decision in Shopee's live shopping format (Darma & Napitupulu, 2024). In the study of Ovalia & Rahmawati (2024) determined that price and promotion directly influence purchase decisions through electronic word of mouth (e-WOM), confirming their emotional and social influence on attitude formation.

Moreover, (3) convenience in online shopping enhances consumers' positive experiences, including satisfaction and enjoyment, by improving ease of use and efficiency (Childers et al., 2001) and users' perceptions of time-saving, ease of access, and simplicity of navigation contribute to higher satisfaction and may encourage positive word-of-mouth behavior (Kinanthi & Roostika, 2023). In addition, studies on e-commerce platforms have shown that factors such as platform reliability and behavioral control significantly influence consumers' purchase intentions (Park & Gang, 2022). Similarly, perceived convenience has been found to directly affect purchase intention through its influence on attitude and perceived usefulness in mobile commerce (El-Ebiary et al., 2021). Furthermore, digital convenience—such as mobile accessibility and efficient payment systems—plays an important role in enhancing customer satisfaction in online shopping environments (Lazirkha et al., 2022).

Lastly, service-related factors, such as platform experience and perceived value, have been identified as important determinants of consumers' attitudes, which in turn influence their online purchase intentions within Theory of Planned Behavior (TPB)-based models (Nguyen et al., 2023). Positive customer experiences—particularly those involving responsive communication and effective support—are associated with more favorable attitudes toward e-commerce platforms, thereby increasing consumers' intention to engage in online transactions. Nguyen et al. (2023) further emphasized that perceived value and user experience are significant predictors of attitude, which subsequently affects purchase intention. Similarly, Tiutiu et al. (2025) found that online customer service features and store-related attributes enhance consumer experience and satisfaction, which can strengthen positive attitudes and encourage continued usage of digital platforms. These findings suggest that positive customer service led to a strong influence of their online purchasing behavior and intention.

1.3.2 Subjective norms

A 2024 study on students at private universities in East Jakarta found that subjective norms significantly influence online shopping intentions through the (1) social environment impact including (1) peer influences (Ependi, Mujanah, & Budiarti, 2024) and engage in online business found that it positive predict intention. Nguyen et al., (2022) and Rengifo et al. (2021) mention in their studies that female students show stronger influence from peers and social networks. Finding aligned with the study shows that it significantly increases online purchase intentions, particularly under strong peer influence during pandemic-driven e-commerce adoption.

A 2024 study of Ependi et al., on students in East Jakarta found that subjective norms significantly affect online shopping intentions, primarily through the influence of (2) social media content, online communities and digital influencers emphasizes that social media act as a channel reinforcing social approval and conformity pressure. Moreover, Ibrahimsyah (2024) concluded that social media marketing generates social pressure and normative beliefs that drive e-commerce participation and demonstrated by Hong (2025) that online social cues and influencer messaging function as social pressure mechanisms, thus it significantly affects purchase behavior through social media channels (Sharma et al., 2022).

In the Philippine small-business context, Pelegrin and Mansueto (2021) examined digital marketing opportunities and challenges among 50 SME owners and managers in Valenzuela City. Their findings highlight the value of online promotion and market reach, alongside perceived risks and practical limitations. Although their respondents were business operators rather than student consumers, the study provides relevant context for understanding how digital marketing environments can shape exposure to online offers and engagement with platforms such as Shopee. Research shows that (3) family influence plays a crucial role in shaping students' online shopping intentions, where parental encouragement, approval, and expectations significantly affect their decision making. A 2024 study among students at private universities in East Jakarta found that subjective norms significantly affect online shopping intentions, driven by the influence of social environment, including family encouragement and approval (Ependi et al., 2024) or disapproval directly affects intention formation in online shopping context (Pobee, 2021). The study of Hidayat & Destiana (2023) demonstrates that social referents like parents' and relatives' expectation guide decision-making and family members; approval or example thus represents a key interpersonal referent under subjective norms (Rahajeng, Baridwan, &R., 2022)

1.3.3 Perceived behavioral control

In the Shopee platform context, business student participation in online shopping is driven by perceived control behavior, this includes (1) access to technology which is supported by Pratama & Baridwan (2023; Rabaai et al. (2024), (2) payment option

emphasizes by Nasution & Surya (2025); Kamal et al. (2023); Firtri et al. 2024, (2) delivery accessibility highlights by Firtri et al., (2024); Istiqomah et al., (2024) and platform usability (Novika et al., 2021; Kim, 2023; Sistim et al., 2023)

A study of Ependi et al., (2024) revealed that ease of (1) access to technology plays a significant role in shaping online shopping intention and behaviors. The findings affirm that students who have better access to technology feel more capable of navigating e-commerce platforms like Shopee. Nguyen et. al (2022) pointed out that ease of technology use and access and driven by access to digital devices, reliable internet, and platform usability—positively predicts shopping intention and behavior that enhances individuals' perceived capability to shop online (Moorthy et al., 2025). Findings aligned the extent of one's access to online systems, devices, and stable internet (Maslim & Andayani, 2023), thus, it shaped by access to secure technology, internet skills, and platform reliability—was one of the strongest predictors of e-commerce intention (Wahab et. al, 2023).

(2) Payment options like ShopeePay Later, PayLater, and Cash-on-Delivery (COD) were found to positively influence consumers perceived behavioral control, allowing them to manage finances flexibly and complete purchases confidently. This supports Ajzen's (1991) concept that PBC reflects perceived ease or difficulty of performing behavior (Kamal et al., 2023), (Fitri et al., 2024). Convenience of payment options (especially PayLater) significantly affects consumer decisions and trust (Oktavia et al., 2024) and emphasizes the importance of payment accessibility and ease-of-use in shaping behavior (Ependi et al., 2024). Studies focusing on Shopee PayLater demonstrate that easy installment payment systems improve users' sense of control and access, particularly among Generation Z students, enhancing their behavioral intention to shop online (Bachtiar et al., 2024), (Ariwati & Aminah, 2023) and alter consumers' perception of control and pain of payment, affecting impulsive buying and self-regulation—linking control theory and PBC (Bakar et al., 2025).

A 2024 study of Tsikada et.al found that (3) delivery accessibility is key determinant of consumer behavior and mention that delivery-related factors (timeliness, reliability, and logistics coverage) directly impact online purchase intention. Consumers felt greater confidence and perceived ability to shop online when delivery systems were accessible and trustworthy (Vo et el., 2022). Additionally, a 2022 study on Vietnamese rural youth emphasized that perceived behavioral control is shaped by access to delivery infrastructure, which affects attitude and intention to shop online. Limited courier services and poor accessibility in rural areas constrained users' sense of control over online purchases (Phuc & Quyet, 2022).

Students' perceived ease in using online platforms—such as intuitive navigation, secure payment systems, and accessible mobile interfaces—was a critical component of perceived control, showing that (4) platform usability enhances confidence and capability in online shopping (Ependi, Mujanah, & Budiarti, 2024), simple interface design and ease of navigation—enhances users' control perceptions (Sufyan & Mas'ud, 2022) and reducing barriers Lin et al., 2024). Results showed that usability—such as screen adaptability, response speed, and layout simplicity—directly affects perceived behavioral control, which in turn impacts purchase intention (Khan et al., 2023).

1.3.4 Online shopping behavioral intention

(1) Purchase intention on Shopee is directly influenced by TPB constructs (attitude, subjective norm, perceived behavioral control) (Hanafiah et al., 2023). Thus, trust and electronic word-of-mouth (e-WOM) strongly predict online purchase intention, which mediates the relationship between trust/e-WOM and actual purchase — confirming purchase intention as a mediating behavioral dimension (Dewa & Aristana, 2023)

(2) Repurchase intention among Shopee users is positively influenced by customer satisfaction and trust, (Artana et al., 2022). According to Pandiangan et al., (2021), they emphasize that e-satisfaction significantly predicts repurchase intention among student Shopee users, reinforcing that repeated behavior (repurchase) results from internalized behavioral intention. In Shopee gamification studies, repurchase intention and e-WOM are jointly influenced by positive emotion — both functioning as behavioral outcomes under TPB (Chrisnathaniel et al., 2021).

Studies show that repurchase intention enhances (3) WOM, supporting the idea that both are sequential components of behavioral intention (Al-Habib & Albari, 2024). Emotional attachment and satisfaction from e-services significantly increase both repurchase and electronic WOM, showing they share common antecedents within the behavioral intention construct (Patel et al., 2023).

1.3.5 Actual behavior towards online shopping

The participation of business students in Shopee e-commerce, the attitudes, subjective norms and perceived behavioral control towards online shopping shapes the behavioral intention which translates into actual consumer action including purchase expenditures and frequency of purchases. The 2023 study of (Haji, Tristiarini, & Waromi, 2023) examined Shopee

consumers in Indonesia and found that attitudes and perceived behavioral control significantly influenced actual purchase behavior (i.e., total expenditure and transaction frequency). Similarly, (Ong et al., 2024) evaluate actual (1) purchase expenditures (monetary value spent) as the behavioral outcome of intention that E-shopping intentions strongly translate into actual online expenditures and (2) frequency of purchases, demonstrating that purchase spending behavior Tang et al. (2021)

A local comparison is provided by Mansueto et al. (2025), who examined retirees' spending habits in Siquijor and found that essential expenses generally took priority over discretionary spending, with financial constraints affecting allocation decisions. While retirees differ substantially from business students, this study offers contextual evidence that spending behavior in Siquijor can reflect resource limitations and competing financial priorities. It does not directly establish the purchasing behavior of student Shopee users.

2. Methodology

In this portion of the paper, the researchers elaborate the specific outlines and discuss the research design being implemented for investigation. Likewise, it also specifies where the location of the study was being conducted and identifies the respondents who took part to compromise the data needed for the study. Furthermore, this chapter summarizes data gathering techniques, data analysis, the methodological process and practices that the researcher used in order to accumulate, evaluate and understand information collected that is crucial and appropriate to the goal of the study.

2.1 Population

The representation of the study consists the different courses of business students who enrolled in the Bachelor of Science in Business Administration (BSBA) program, majors include General Management, Financial Management, Tourism Management, Hospitality Management, Human Resource Management, and Marketing Management who have diverse knowledge and insights in their participation in Shopee platform and who are part of the study. Business students were selected as part of their study based on their academic preparation and area of focus which is closely relevant to the study aims and provide valuable insights on the platform examinations regarding the platform.

2.2 Research design

The descriptive-quantitative research design was utilized in this study because these approaches were systematically appropriate in order to assess business students' attitudes, subjective norms, and perceived behavioral control and behavioral intention in relation to their use of the Shopee e-commerce platform. Thus, the primary focus of the study is on business student's participation in the Shopee e-commerce platform. It seeks to understand and examine their behaviors, attitudes and perception without manipulating any variables.

2.3 Data collection

The data gathering was started by coordinating with the school head for the total number of populations of business students enrolled in the 1st semester. The key information used in this study was gathered with the use of structured survey questionnaires. This method was carefully chosen because it is an effective technique to collect information from a wide number of respondents in order to measure the business students' attitudes, subjective norms, perceived behavioral control, and intention to use the Shopee platform with the use of a mix of checklists and a 5-point Likert scale allowing the students to specify the extent of agreement in every statement. These methods made the respondent understand it easier and be able to answer every statement and question honestly and consistently.

2.4 Data analysis

The researcher systematically arranged, organized and tabulated the responses prior to analysis. Appropriate descriptive statistical tools were applied to ensure accurate interpretation. The researcher utilized Sloven's formula among with frequency, percentage, weighted mean, spearman rank correlation and chi-square tests as statistical tools as these methods were applied to determine the distribution of the participants answers and to examine patterns and relationships between the study variables.

3. Results and discussion

3.1 Demographic profile of the respondents

Table 1. Sex Distribution of the Respondents

	Frequency	Percentage
Male	66	21.7
Female	238	78.3

The data specifies that among the total respondents, 238 business students are females and 66 are males. It shows that female business students responded more commonly and more actively in engaging with the Shopee platform associated to male students' equivalents. Thus, females illustrate a substantial contribution rate-whether through shopping action, platform contact, or questionnaire input. According to Mustakim et al. (2024), female consumers on Shopee demonstrated higher levels of engagement and more complex purchasing behavior than male consumers, highlighting the importance of gender-specific analyses in e-commerce research. A recent study supports this pattern: research on online shopping in Dhaka found that female consumers were significantly more likely to shop online than males, and that female online buyers reduced their frequency of physical shopping to a larger extent than males — evidence that women in that context form a dominant online-shopping segment whose behavior can shape study outcomes (Enam et al., 2024).

Table 2. Age Distribution of the Respondents

	Frequency	Percentage
18-20 years old	194	63.8
21 – 23 years old	95	31.3
24 – 26 years old	13	4.3
27 years old and above	2	.7

The data above shows a distribution of the age of the respondent according to the range. The greater portion of the respondents are aging 18-20 years old with a frequency of 194 or 63.8 % of the total respondents. Likewise, a limited number of the respondents aged 27 years old and above with a number of 2 or .7%. The evidence implies that younger participants are high-usage participants of Shoppe online platform, proficiency and digitally competent, and more frequent interaction to social media that makes them comfortable to use in comparison to older groups of age which are determined by the student's positive attitudes. A study of Ngo et al. (2025) strongly supports that Generation Z are commonly the users of the platform and found that young users (ages 18–25) demonstrated high emotional engagement that led to impulsive buying behavior. Their online shopping decisions were shaped by entertainment, educational, and escapist experiences, which induced feelings of arousal and pleasure—key emotional drivers of purchase intention (Ngo et al., 2025). This supports the implication that younger consumers' emotional and social motivations drive their participation in e-commerce (Ngo et al., 2025)

Table 3. Monthly Allowance Distribution of the Respondents

	Frequency	Percentage
2,000 and below	230	75.7
P2,001-3,000	39	12.8
P3,001-4,000	16	5.3
P4,001-5,000	7	2.3
P5,001 and above	12	3.9

The table shows the monthly allowance of the business students and their corresponding frequency and percentage of each rate. Its analysis demonstrates that among 304 respondents, 230 of the students or 75.7% of the total respondents have a monthly allowance of 2,000 below which is the highest number. The provide evidence indicates that most of the respondents have faced insufficient budgetary support and have restricted monthly funds which play essential importance in shaping their consumption behavior at the same time it impacts their level of engagement in Shopee e-commerce platform. This implies that in terms of online shopping, respondents are more financially sensitive, budget-oriented living lifestyle and motivated on value-based products as compared in procuring nonessential materials and unplanned buying

The analysis and discussion were validated by the recent study of Ibañez et al. (2023) where they examined factors influencing student's intention to shop online, including platform such as Shopee. According to Ibañez et al. (2023), majority of student respondents had low monthly allowances, yet they remained active in online shopping due to discounts, promotions, accessibility, and convenience. Importantly, the study found that income level alone did not prevent participation in e-commerce, but instead shaped students' behavior toward value-conscious and budget-controlled purchasing (Ibañez et al.,2023).

3.1.1 Extent of attitudes of the respondents towards Shopee

Table 4. Extent of Attitudes of Respondents toward Shopee in terms of Price

Statement	Weighted Mean	Description
The prices offered by Shopee E-commerce platform are fair enough compared to other online shopping platforms.	3.88	Agree
I feel that I received the value of money I spent to the price of the product I shop on Shoppe platform	3.74	Agree
The prices of products on the Shopee platform are affordable to shoppers that increases my trust and affects my purchasing decisions.	3.88	Agree
Composite Mean	3.83	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

Among the three stated statements measuring the level of extent of the price, statement no.1 and 3 garnered identical weighted mean of 3.88. This reveals that business students hold a similar level of agreement that the prices offered by the Shopee E-commerce platform are fair enough compared to other online shopping platforms and the prices of products on the Shopee platform are affordable to shoppers, which increases my trust and affects my purchasing decisions and shows that these aspects of price are equally important or influential in shaping their perception. The evidence points out that strategic pricing mechanism plays a significant determinant and students formulated their trust and loyalty because of the pricing strategy that the Shopee implemented, especially those students with budgetary constraints. It determines that online platforms offer fair prices and affordability boost the students positive online spending performances and self-confidence towards Shopee platform.

According to Al-Shameri et al. (2023) in the study titled "Factors Affecting Attitude Towards Online Shopping: A Case Study Among TVET University Students in the Southern Region of Malaysia", it found that students' positive attitudes toward online shopping are significantly influenced by fair prices and trust in the platform, emphasizing that affordability enhances both satisfaction and loyalty in e-commerce participation.

Table 5. Extent of Attitudes of Respondents toward Shopee in terms of Promotion

Statement	Weighted Mean	Description
I am encouraged to shop and buy more on Shopee platform because of its discounts and flash sales	3.93	Agree
Influencers who did live shopping events on Shopee raised my interest and tried new endorsement products and share my experience with other online shoppers	3.73	Agree
My decision was influenced by Shopee free shipping deals because I am able to buy anything I want at the same time I can save money.	3.92	Agree
Composite Mean	3.86	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

In the aspect of promotion, the first statement gained a highest weighted mean of 3.93, which means that business students tended to agree that they are encouraged to shop and buy more on the Shopee platform because of its discounts and flash sales. This means that business students significantly influence, engage and purchase in Shopee platform when discounts and flash sales are offered and it can be a driven motivation for students to participate more often. For the platform, it can be the best deal to offer to business students to gain platform loyalty. This implies that these promotional activities significantly enhance the students' purchasing behavior. According to Fatoni and Rochmah (2022), Shopee's flash sale and discount promotions significantly influence students' purchasing decisions by creating perceptions of affordability and urgency, which positively affect their attitudes toward the platform.

Table 6. Extent of Attitudes of Respondents toward Shopee in terms of Convenience

Statement	Weighted Mean	Description
I find Shopee helpful because it is easy to use and that I can save my time when I'm shopping online without any hassle.	3.91	Agree
I can access Shopee conveniently anytime I want and purchase products easily and fast.	3.98	Agree
My experience on the Shopee platform is enjoyable and satisfying because I can simply navigate and its system is reliable	3.91	Agree
Composite Mean	3.93	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

Among the statements under convenience, the second statement got the highest level of agreement with a weighted mean of 3.98. The results revealed that business students agree that they can access Shopee conveniently anytime they want and purchase products easily and fast. It implies that students find Shopee platform as an accessible t user and trustworthy to purchase anything they want with more operationally efficient and minimized transaction time. This result was substantially supported by the study of Al Fattah et al. (2023). According to the study convenience—manifested through ease of use, speed of purchase, and system reliability- substantial as it develops students' positive attitudes towards the platform at the same time it increases the willingness to participate more in online shopping (Al Fattah et al., 2023).

Table 7. Extent of Attitudes of Respondents toward Shopee in terms of Customer Service

Statement	Weighted Mean	Description
If I encounter problems on the product, I order on Shopee, the customer service immediately responds to my concern effectively.	3.64	Agree
The support team of Shopee platform makes me feel confident because of friendliness and helpfulness	3.74	Agree
It makes my interest, satisfaction and trust in the platform because of its quality of Shopee's customer service	3.83	Agree
Composite Mean	3.74	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The table shows three statements under convenience factors that are assessed by the respondents, it exposes that statement no. 3 got the highest level of extent of agreement with a weighted mean of 3.83. It means that the business students agree that because of the quality of customer service that the Shopee platform offers, it makes them interested, gives satisfaction and trust in the platform. This specifies that perceived service quality elevate and encourage productive shopping experience and a primary determinant of students' trust, satisfaction, and commitment towards the Shopee platform usage. Moreover, students demonstrate the regular utilization of the app because it delivers consistent, trustworthy and response-efficient customer services. According to Rahlin et al. (2024), convenience and customer service quality have a substantial influence on youth consumers' attitudes and purchasing behavior, as reliable and responsive service fosters trust and satisfaction toward e-commerce platforms like Shopee.

Table 8. SUMMARY AS TO THE EXTENT OF ATTITUDE AMONG THE RESPONDENTS

Statement	Weighted Mean	Description
PRICE	3.83	Agree
PROMOTION	3.86	Agree
CONVENIENCE	3.93	Agree
CUSTOMER SERVICE	3.74	Agree
Composite Mean	3.84	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The data above shows the overall findings of factors under attitude dimension that influence business students' participation towards the Shopee platform. The factor that obtained the highest weighted mean is convenience with a corresponding remark of "agree", a level of agreement. This means that business students participate and purchase in the Shopee platform because of its convenience. It points out that because of its convenience to utilize the app, it also has efficient purchasing process, business students significantly influence and stimulate the use of Shopee when procuring their essential necessities and it also promotes

continuous interaction with the platform. The study by Hanafiah et al. (2023) found that attitude, influenced by perceived convenience, significantly affects purchase intention among Shopee users, highlighting the importance of convenience in shaping favorable consumer perceptions and driving purchasing behavior.

3.2 Extent of subjective norms variables toward Shopee among the respondents

Table 9. Peer Influence

Statement	Weighted Mean	Description
I feel encouraged to purchase products on Shopee every time my friend and peers recommend it to me.	3.73	Agree
My decision to shop on Shopee is influence by my friend and peers	3.58	Agree
I am also motivated to make purchases on the Shopee platform because I frequently see my friends order products on the same platform.	3.64	Agree
Composite Mean	3.52	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The data above has three statements that are used to measure and assess business students' perspective on how peer influence affects their buying decision and purchasing behavior. The data reveals that the 1st statement gained the highest weighted mean of 3.73 with a remark of "agree" as the level of extent of agreement. It means that business students feel encouraged to purchase products on Shopee every time their friends and peers recommend it to them. This implies that peers significantly influence and shape the purchasing intention of the students and give students an empirical confirmation that the platform is credible, yet promote involvement rate. According to Gunawan, Rahmania, and Kenang (2023), peer influence significantly affects attitudes and purchase intentions in e-commerce, indicating that students are more motivated to purchase when they see their peers engaging with the same platform, as social validation enhances both trust and interest in the online shopping experience.

Table 10. Social Media Influence

Statement	Weighted Mean	Description
I feel encouraged to shop on Shopee because of the posts I see on social media advertisement	3.74	Agree
My preferences to shop on Shopee to what to buy is influenced by the influencer and content creators I see on social media	3.75	Agree
I got more interested to check out item on Shopee because of its positive reviews and promotion activities	3.97	Agree
Composite Mean	3.82	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

In this table, many business students are more interested in checking out items on Shopee because of its positive review and promotion activities. This statement got 3.97 weighted and many students agree with its statement. Even though the respondents agree on the three statements, the 3rd statement got the highest weighted mean. This signifies that student demonstrate greater intention to purchase because of online positive feedback that heighten its attractiveness which significantly shapes their positive intention towards the platform and serves as a mediator factor in product trust. According to Lakshmita and Dirgiatmo (2025), positive electronic word-of-mouth and social media promotions significantly enhance consumers' trust and purchase intentions on Shopee, suggesting that online reviews and marketing campaigns play a vital role in shaping positive attitudes toward e-commerce engagement.

Table 11. Family Influence

Statement	Weighted Mean	Description
My decision to check out things from Shopee is influenced by my family's opinion	3.56	Agree
I tend to frequently shop on Shopee provided that family are also a user of the platform	3.52	Agree
I am motivated to shop on Shopee because of my family's encouragement	3.41	Agree
Composite Mean	3.49	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The findings of the study shows that students agree that their decision as to what product they are going to purchase in the Shopee platform influences their family's opinion. This statement obtained a weighted mean of 3.56 which is the highest among the three statements This suggests that the opinion from family contribute a substantial impact on how the students think and determine the product choice online. When familial regularizing affirmation of buying from Shopee, students exhibit high level of

confidence and trust perception of the platform, which leads to increase their repeat purchases and intent continue to use the platform. According to Lee, Kowang, Long, Fun, and Fei (2021), subjective norms, including family opinions, significantly influence consumers' online purchase intentions on Shopee, indicating that familial encouragement and approval foster positive attitudes and stronger intentions to shop on e-commerce platforms.

Table 12. SUMMARY AS TO THE EXTENT OF SUBJECTIVE NORMS AMONG THE RESPONDENTS

Statement	Weighted Mean	Description
PEER INFLUENCE	3.65	Agree
SOCIAL MEDIA INFLUENCE	3.82	Agree
FAMILY	3.50	Agree
Composite Mean	3.65	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

To sum up the results of the subjective norms, out of the three factors; peer influence, social media influence, and family influence, the factors got a highest weighted mean of 3.82 which is the social media. This indicates that social media is closely associated with to the subjective norm dimension, it means that social cues, express opinions and the disseminated information through endorsement in the platform that the student view—such as influence-driven reference, online consumer review on the item, and advertising messages—generate perceived normative pressure or reinforce to shop. This suggests that students are more likely to engage from Shopee because social media's perceived attractiveness, trustworthy, and socially accepted. This is strongly supported by Siregar, Hartoyo, and Ali (2024) stating that social media content marketing significantly influences consumers' attitudes and subjective norms, which lead to stronger purchase intentions, confirming that social media serves as a major factor driving online shopping behavior.

3.3 Extent of perceived behavioral control variables toward Shopee among the respondents

Table 13. Access to Technology

Statement	Weighted Mean	Description
Shopee platform is readily available and accessible from my gadgets and other devices	4.02	Agree
It is an advantage and easy to use Shoppe when the internet connection is stable	4.05	Agree
Shoppe is compatible with my gadgets that makes shopping online more convenient.	4.01	Agree
Composite Mean	4.03	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The results showed that students favored statement number 2 which gained a weighted mean of 4.05, which means that students agree that it is an advantage to use Shopee when the internet is stable. This emphasizes that the perceived behavioral control of the students significantly influences the stability of internet connection. The strong reliability and consistent internet connectivity, the more they feel that they have the ability to access, surfing for more products on the platform. Shopee digital and network framework formulated by the developer makes the user strengthen the behavioral intention which influences their behavioral control, which leads to elevated involvement. It is greatly supported by the study of Vo et al. (2022) that found perceived ease of use and technological accessibility, which are closely linked to internet stability, significantly enhance consumers' perceived control and intention to engage in e-commerce platforms. Thus, reported by Ru et al., 2021, who noted that seamless access and perceived ease of use significantly enhance consumers' attitudes and intentions toward Shopee.

Table 14. Payment Option

Statement	Weighted Mean	Description
Shopee provides its users a variety of payment methods that I can efficiently settle my transactions.	3.97	Agree
Shopee makes me feel protected and guaranteed when I'm using its payment options.	3.88	Agree
I feel motivated and persuaded to purchase on Shopee because of its availability of digital and cash-on-delivery payment methods.	3.99	Agree
Composite Mean	3.95	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The evidence reflected that student agree that they feel motivated and persuaded to purchase on Shopee because it provides diverse features and methods on digital payment, in which this statement no. 3 has obtained a weighted mean of 3.99 and the highest among the three statements. This indicates that the platform provides multiple payment arrangement particularly on

digital payments and cash-on-delivery (COD). Moreover, it makes the students feel confident that the transaction process is secure and complete in an accessible manner. Likewise, more capable to purchase online regardless of the financial tools or preferences applied that motivates their strong engagement and continue to utilized the app. A strong support of study by Pamungkasari and Priono (2025) that found the availability of Shopee's payment features significantly supports students' purchasing decisions by making transactions feel easier and more manageable.

Table 15. Delivery Accessibility

Statement	Weighted Mean	Description
Shopee delivered my ordered products on my doorstep promptly without any hassle	4.01	Agree
Shopee provides its user a multiple delivery method that increases purchase flexibility.	3.91	Agree
I have no problem in receiving my item I purchased on Shopee on the address I posted.	3.95	Agree
Composite Mean	3.95	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The statement with the highest weight means of 4.01 indicates that students agree that Shopee delivered the item without hassle and handed it over at the doorstep. These findings simplify students perceived product ordering decision on Shopee because of its process of delivery that provides the user with operational efficient and user-friendly services. This contributed the students' perceived control and satisfaction to shop on the platform as it provides streamline transaction process, promptly delivery, and low -complexity transactional procedures, that reinforce their continuous involvement with the platform. Putri and Albari (2024), found that reliability, and hassle-free delivery processes significantly increase consumers' confidence and intention to continue using online shopping platforms and strengthens students perceived behavioral control by reducing post-purchase barriers and increasing confidence in online transactions (Putri & Albari, 2024).

Table 16. Platform Usability

Statement	Weighted Mean	Description
For me, the Shopee app is user-friendly and accessible.	4.00	Agree
Shopee platforms ensures that the user has an efficient and smooth shopping online experience	4.04	Agree
It's easier for me to find my desired item on Shopee.	4.01	Agree
Composite Mean	4.01	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

Under platform usability, the results show that students agree that the platform ensures the users optimized more efficient and seamless experience and this obtained a weighted mean of 4.04. This emphasizes that because of what they experience, they possess high level performance capacity to shop and purchase online with minimal assistance and efficient performance. It elevates their positive and smooth behavioral engagement allowing to reinforce the user assurance that using this application is more manageable with perceived control. Likewise, remain continued engagement with the platform and engage with e-commerce activities that he Shopee offers. Based on the findings of the study conducted by Guo and Cai (2024), smooth system usability and positive user experience significantly increase users' confidence, perceived control during online transactions and ease in navigating the platform

Table 17. SUMMARY AS TO THE EXTENT OF PERCEIVED BEHAVIORAL CONTROL AMONG THE RESPONDENTS

VARIABLES	Weighted Mean	Description
ACCESS TO TECHNOLOGY	4.03	Agree
PAYMENT OPTION	3.95	Agree
DELIVERY ACCESSIBILITY	3.96	Agree
PLATFORM USABILITY	4.02	Agree
Composite Mean	3.99	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The table shows the summary of the perceived behavioral control and it indicates that the access to technology got the highest weighted mean of 4.03 which implies that students feel capable and confident to use the platform primarily because this platform has technological resources which are accessible to the platform. This emphasizes that students face minimal technological-related issues that motivates and enhance their control perception and sustained consistent involvement towards the application. A finding of the study of Valencia-Arias et al., (2023) shows that the behavioral intention of the students was primarily driven by the

perceived ease of use and technological accessibility, indicating that the students have all access and have a sense of familiarity towards the platform, they are more inclined to participate in online shopping.

3.4 Extent of behavioral intention variables toward Shopee among the respondents

Table 18. SUMMARY AS TO THE EXTENT OF BEHAVIORAL INTENTION

VARIABLES	Weighted Mean	Description
Purchase	3.911	Agree
Repurchase	3.73	Agree
Word of Mouth	3.79	Agree
Composite Mean	3.81	Agree

Legend: **1.00-1.80**, Strongly Disagree; **1.81-2.60**, Disagree; **2.61-3.40**, Neutral; **3.41-4.20**, Agree; **4.21-5.00**, Strongly Agree

The evidence proves that students absolutely agree that students have favorable readiness and surely tend to purchase on Shopee platform, demonstrating their high enthusiasm to contribute in the platform. It strongly supported by prior studies, which report high levels of purchase intention among university students when e-commerce platforms are perceived as convenient, accessible, and reliable, indicating strong motivational readiness to engage in online purchasing (Ho, 2022; Manandhar & Chalise, 2023; Ependi et al., 2024).

3.5 Extent of actual behavior variables toward Shopee among the respondents

Table 19. How often do you purchase products from Shopee in a month?

	Frequency	Percentage
1-2 times	191	62.8
3-4 times a month	73	24.0
4-5 times a month	15	4.9
2-3 times a week	21	6.9
Almost every day	4	1.3

The results found out that many students seldom purchase 1-2 times from a Shopee in a month which evidently proves that they have faced limited financial allowance. Although students are typically a high engaged user of the platform, it implies that students have primary expenditures, which exert a moderate effect the purchase choice to procure more occasionally rather than to acquire non-essential goods. It is strongly supported by the result of the study by Christina and Yasa (2021) which they found that students' actual purchasing behavior tended to occur infrequently and on a monthly basis rather than weekly or daily. Students often shop online only when a clear need arises, reflecting controlled and deliberate purchasing behavior (Christina and Yasa, 2021)

Table 20. On average, how much do you spend per month on Shopee a month?

Purchase Expenditure	Frequency	Percentage
Below ₱500	196	64.5
₱501–₱1,000	77	25.3
₱1,001–₱1,500	14	4.6
₱1,501 - ₱ 2,000	8	2.6
Above ₱2,001	9	3.0

In the aspect of monthly expenditures towards the Shopee platform, the results reflected that many students spend an average amount per month below 500. Practically, students are more vigilant and opt for specific item that are cost effective and essential necessities mainly because of limited allowance. Moreover, have non-priority expenditures rather than premium goods. Likewise, students persisting the Shopee platform because of its low and fair pricing, discount and flash sales promotions, efficient and quick transaction with hassle-free and its good quality customer services. According to Shufiana et al., (2021), students' actual purchasing behavior was characterized by low monetary spending per transaction which is significantly influenced by economic limitation that results in tight financial boundaries.

These findings may also be considered alongside the Siquijor-based research of Mansueto et al. (2025), which documented prioritization of essential expenses and constrained discretionary spending among retirees. The populations are different, so the comparison is contextual rather than direct evidence about students; nevertheless, both studies underscore the importance of available financial resources when interpreting expenditure patterns.

Table 21. Difference in behavioral intention of business students when grouped according to their demographic profile

Demographic Profile	Chi-square	Remarks
Sex	.393	Not significant
Age	.554	Not significant

Monthly Allowance	.017	Significant
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The findings revealed that the two variables, between behavioral intention and monthly allowance of the students, vary significantly. The results ($p = 0.017$) reflected that the behavioral intention of the students to engage on the Shopee platform differ with the student's monthly allowance, influenced by their financial capability. The greater the financial of the students the higher ignition to procure and engage with the platform. In a study by Bangun and Handra (2021) using the Theory of Planned Behavior, the authors found that perceived behavioral control—which includes financial ability—significantly influenced online shopping intention. Their results showed that respondents with greater economic readiness were more inclined to intend and engage in online shopping, while those with limited income exhibited weaker intentions (Bangun and Handra, 2021)

Table 22. Difference in purchase frequency on actual behavior when grouped according to their demographic profile

	Chi-square	Remarks
Sex	.606	Not significant
Age	0.028	Significant
Monthly Allowance	.139	Not significant

The findings revealed that the actual behavior with the purchase frequency of the student is statistically vary on the age level of the student. This indicates that the age-related differences of the student have a meaningful influence on purchasing patterns which contribute to their actual behavior towards the platform. Younger students demonstrate high level of confidence in using the platform with simplicity, and pay online using an e-wallet, in which their familiarity intensified their intention that draws on their actual behavior where they tend to display repeated acquiring activity. On the other hand, older students are less frequent to purchase as they are budget conscious and less impulsive shopping. It matters the lifestyle of the students and at the same time their purchasing pattern. Younger students consistently demonstrate higher purchase frequency due to greater digital engagement and habitual use of e-commerce platforms, while older students exhibit more deliberate and less frequent purchasing behavior (Balaji, 2015; Gunawan et al., 2022; Manandhar & Chalise, 2023; Ependi et al., 2024).

Table 23. Difference in purchase expenditure on actual behavior when grouped according to their demographic profile

	Chi-square	Remarks
Sex	.025	Significant
Age	.334	Not significant
Monthly Allowance	0	Significant

The results reflected that the actual behavior on purchase expenditures of the students have a significant according to demographic profile specifically sex and monthly allowance. The expenditures of the students differ on the students' sexes, especially on their priorities, motivation on how and what to purchase, and product preferences that attributes to the variation in consumption orientation and their responsiveness towards the platform offered even though they are using the same platform. Likewise the monthly allowance of the students affects their expenditures the way they spend towards the platform, the higher the allowance the larger the expenditures, the lower the allowance the lower the allocation on spending shopping in which these intentions translated into actual e-commerce behaviors Research on student consumers indicates that financial capacity (e.g., monthly allowance) enhances perceived behavioral control, enabling higher spending, while sex-based differences influence consumption intensity and spending patterns (Balaji, 2015; Gunawan et al., 2022; Nadhira & Lusiria, 2025).

Table 24. Influence of behavioral intention to the actual online shopping behavior of business students

Variables	Spearman Rho	Interpretation	p-value	Remark
Intention and Frequency of Purchase	0.113	very weak positive relationship	0.0495	Significant
Intention and Expenditure of Purchase	0.049	very weak positive correlation	0.443	Not Significant

Legend: 0.00 - 0.20 no correlation or very weak correlation; 0.21 - 0.40 weak correlation; 0.41 - 0.60 moderate correlation; 0.61 - 0.80 strong correlation; 0.81 - 1.00 very strong correlation

The table indicate the significant influence the intention of the student to the actual behavior as to the frequency of purchase and purchase expenditure as an actual behavior. As to the frequency of purchase, the findings shows that the behavioral intention has positive relationship ($p=0.0495$) to how often purchase on the platform but show a very weak strength of association (Spearman's $\rho=0.113$). The association with the variables revealed a statistically significant, imply that business students who report stronger willingness to purchase more likely, yet this trend is negligible in real behavioral terms.

On the contrary, the association between the behavioral intention and the how much business students spend on the platform is very weak (spearman's $\rho=0.049$) and statistically not significant. This suggest that even if business students intend to purchase

that the intention does not meaningfully explain differences in spending level. Similar findings were reported by Peña-García et al. (2020), who found that actual purchasing behavior is influenced by various situational and personal factors beyond intention. Likewise, Sun and Morwitz (2010) and Morwitz et al. (2007) argued that purchase intentions are imperfect predictors of actual purchasing outcomes because consumers may change their decisions due to financial constraints, changing preferences, or other external influences.

Table 25. Relationship between attitude, subjective norms, and perceived behavioral control and the behavioral intention of business students toward Shopee

Variables	Spearman Rho	Interpretation	p-value	Remark
Attitudes and Behavioral Intention	0.629	Strong Correlation	< .001	Significant
Subjective Norms and Behavioral Intention	0.625	Strong Correlation	< .001	Significant
Perceived Behavioral Intention and Behavioral Intention	0.649	Strong Correlation	< .001	Significant

Legend: 0.00 - 0.20 no correlation or very weak correlation; 0.21 - 0.40 weak correlation; 0.41 – 0.60 moderate correlation; 0.61 – 0.80 strong correlation; 0.81 – 1.00 very strong correlation

It shows that attitude, subjective norms, and perceived behavioral control are significant and has a significant relationship between behavioral control with Spearman's rho is equal to 1.000, and the p-value is less than 0.05." ($p = 1.000$, $p < 0.05$). Attitudes and Behavioral Intention ($p = 0.38$, $p < .001$) indicates a *moderate to strong positive correlation* between attitudes and behavioral intention. In simpler terms, when respondents have more positive attitudes toward the target behavior, they also tend to report stronger intentions to perform that behavior. Since the *p-value* is less than .001, this relationship is statistically significant— indicate that the observed pattern is unlikely to have occurred by chance. Subjective Norms and Behavioral Intention ($p = 0.625$, $p < .001$) The analysis shows a moderate to strong positive correlation between subjective norms and behavioral intention. This means that *as perceived social pressure from important others increases, behavioral intention also tends to strengthen. This significant positive relationship highlights the influence of social norms on intention.* The association is statistically significant (since p is less than 0.001), indicating that this relationship is unlikely to be due to random chance. Practically speaking, this highlights that social influences play an important role in shaping what people *intend* to do, which aligns with the idea that students are social beings are often shaped by the individual that considered important to their lives. Perceived Behavioral Control and Behavioral Intention ($p = 0.649$, $p < .001$). A correlation of 0.649 reflects a *strong positive relationship* between perceived behavioral control and intention. This implies that individual who feel greater perceived control tend to develop stronger intention to engage in it. Again, the p-value < .001 shows this finding demonstrate a strong reliable relationship

4. Conclusion

It is concluded from the results obtained of the study that;

- Behavioral intention is strongly influenced by attitude, subjective norms, and perceived behavioral control, confirming the applicability of the Theory of Planned Behavior in explaining students' engagement in Shopee.
- Convenience and accessibility are underlying factor of positive attitudes toward e-commerce platforms, reinforcing the significance of system usability
- Social media plays a key significant factor in driving purchasing decisions, signifying that e-commerce impact is stronger than traditional social influences like family and peers.
- Access to technology is an important determinant influencing online shopping behavior, emphasizing the reliance on internet connectivity and platform productivity.
- While students demonstrate strong intention to purchase, actual purchasing behavior continues to be inadequate, implying that behavioral intention does not always translate into frequent purchases or greater spending level.
- Demographic factors such as allowance, age, and sex partially influence purchasing behavior, particularly in terms of spending and frequency.

5. Recommendation

Based on the conclusions, the following are recommended:

- **First**, for the e-commerce platform, especially Shopee, it strengthens the platform convenience and usability by enhancing the ease of navigation, processing speed, system performance and user interface design. It is also recommended to reinforce the digital marketing strategies via social media, encompassing collaboration with influencers, consumers and product reviews and

targeted promotional campaigns, and offering more affordable and student friendly pricing options, and enhancing delivery efficiency and reliability to ensure higher customer satisfaction and sustained user engagement.

- **Second**, for business students and consumers, it is recommended that they adopt and exercise mindful financial spending habits, mainly in handling budget constrained capacity, to minimize non-essential and excessive purchases. They are also motivated that before undertaking purchasing decisions to support well-informed and rational decision-making among consumers they are encouraged to critically assess online promotions, social media influencers content and consumer feedback.
- **Third**, for future researchers, for future studies, it may be considered to include additional variables such as trust, perceived risk and brand loyalty and also encourage to expand the scope of the study covering different target respondents and use a combined approach both qualitative and quantitative data to gain a more comprehensive and in-depth analysis of consumer behavior

LIMITATION: The outcomes of this research are mainly restricted to the program and specifically not entirely infer the decision and understanding of students from other academic courses inside the institution

FUNDING: The study was accomplished without any external monetary funding. All research procedures, including information collection, investigation, and distribution, were undertaken self-sufficiently by the researcher using her personal resources. No subsidy was provided by any institution, organization, or external agency.

Funding: Pending author confirmation.

Conflicts of Interest: Pending author confirmation.

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