
| RESEARCH ARTICLE

Generation Y and Z Filipino Consumers' Purchasing Behavior on Electronic Products in Shopee and Lazada

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| ABSTRACT

Consumer Electronic Products are deemed essential in the new normal. Even with the increasing popularity of online marketplaces in the country, Filipinos are meticulous or careless in choosing a product. This pandemic has changed consumer behavior factors over the long term for further research - that is why this study aims to describe and identify the most influential purchasing behaviors of electronic products on Shopee and Lazada. Further understanding how the generations differ from each other's purchasing behavior; Knowing also the preferred online marketplace by Filipinos. The researchers conducted a quantitative descriptive-comparative study to achieve the objectives and gather data through an online survey. From the results, Filipino consumers' most influential purchasing behavior is the Product-Related Details. Filipinos wanted to physically assess the electronic product but with the restrictions of buying the product online. It is hard to base on all the product information, reviews, and feedback from other buyers.

| KEYWORDS

Electronic Product, Filipino Consumers, Generation Y, Generation Z, Lazada, Purchasing Behavior, Shopee

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1. Introduction

In the last decade, eCommerce platforms have emerged and improved from the beginning until now. (BigCommerce, 2021). These platforms have transformed and helped shoppers experience the convenience of shopping through online platforms, though shopping online has advantages and disadvantages.

The two known online marketplaces in the Philippines - Shopee and Lazada, are known for their monthly mega-sales, which are the crucial drivers for online marketplaces. Even though Filipino consumers doubt purchasing products online, especially on electronic products, this study aims to know Filipino consumers' most influential purchasing behavior on electronic products as the researchers classified the purchasing behavior factors of Filipino customers when shopping online. These purchasing behaviors could be Product-Related Details, User-Generated Contents, and even Online Marketplaces.

This research study intended to identify a significant difference between generations' most influential purchasing behavior - Generation Y and Generation Z- and identify the preferred online marketplace between Shopee and Lazada. Consumers can vary their purchase intentions in different categories depending on their needs, attitudes, and perceptions towards the product or brand. (Chakraborty, 2019). Concluded by Frommeyer, Koch, and Schewe, the media (including social media) affects the purchasing intentions of generation Y and Z customers by providing information about the current economic situation.

1.1 Conceptual Background

In this study, the researchers have outlined and categorized the standard purchasing behavior of Filipino Consumers, then gathered related purchasing behavior of Filipino online shoppers on electronic products. It will be used as instruments to determine which purchasing bases are the most influential factor to Filipino Consumers when finalizing a product purchase, Shopee, and Lazada. After that, the researchers conducted an online survey to gather the data required for the research.

Filipino Consumers. Filipinos are very picky when shopping, and they usually base their purchases on their needs. Considering the situation today, unemployment and economic disparity will be prevalent that will restrict the purchasing power of consumers. The researchers have selected and limited the study focusing only on the Filipino Consumers to determine how Filipinos shop and decide on what products to purchase depending on the several purchasing drivers.

Consumer's Purchasing Behavior. The researchers have insights on how consumers behave towards finalizing a product purchase but lack proof that this research would help pinpoint the purchase behaviors of online shoppers. This study acknowledged the Filipino consumers' purchasing habits when purchasing electronic products online, whether they relied on product-related details, user-generated content, or even online marketplaces. The Product-Related Details are the factors that will describe the technical aspects of the product. For the User-Generated Contents, these factors will help consumers easily require less time to comprehend the product information. Lastly, Online Marketplaces are also a basis for purchasing as every consumer has different preferences and how they see and navigate through the application or website.

1.2 Research Problems

With the popularity of online shopping platforms and online markets, Filipino consumers doubt purchasing products online, especially electronic products. In the Philippines, eCommerce still needs further development and study as consumers have faced different problems of not physically assessing the product and not knowing whether the product is legitimate. Many products sold on these platforms lack quality standards. Once received, some items have defects, or the product does not match what is expected because customers cannot assess the product before receiving it, and it is placed in concealed pouches. Returning an item is a hassle, and it takes time; there are instances where the sellers aren't that responsive to customers. Also, many consumers encounter scams or frauds while doing online shopping

1.3 Research Objectives

This study will mainly benefit the Online Marketplace Industry, especially Shopee and Lazada. The results and findings of this research will help Shopee and Lazada utilize these certain factors of customers in their purchasing decisions as a possible way to improve sales of the products available on the platform. It may also help the eCommerce industry entice its customers to purchase even more once the necessary factors are applied to the platform.

This research study aims to address the following;

- 1) To describe the most influential purchasing behavior done by online Filipino consumers on Electronic Products in Shopee and Lazada among the following: Product-Related Details, User-Generated Contents, and Online Marketplaces.
- 2) To identify if there is a significant difference between the purchasing behavior of Generation Y and Generation Z on Electronic Products.
- 3) To identify if Filipino Consumers prefer purchasing from Lazada or Shopee.

1.3.1 Comparison between Generations

H01: There is no significant difference between the purchasing behavior of Generation Y and Generation Z on Electronic Products in Shopee and Lazada.

1.3.2 Identification of Preferred Online Marketplaces

H02: Filipino Consumers do not prefer purchasing an electronic product/s from Shopee.

H03: Filipino Consumers do not prefer purchasing an electronic product/s from Lazada.

The first hypothesis will be tested by T-test for 2 Independent Samples. The T-test for two independent samples will be used to discern and compare the average values. Know whether the difference between the two generations, namely: Generation Y and Z, if they have statistical significance in the purchasing behavior of Filipino consumers in purchasing electronic products, using the data coming from the Likert-scale questions. As per the second and third hypotheses, Frequency and Percentage will be used to know the respondent's preferred online marketplaces between Shopee and Lazada. Using the said statistical tool and the data from the Likert-scale questions enables the researchers to compare and understand different groups' responses and purchasing behavior.

1.4 Research Gap

Very few researchers jointly analyze variables relevant to e-commerce, such as perceived product quality, perceived risk, and purchase intention from the perspective of individual and cultural values (Gau, Lin, Wang, and Yeh 2020). eCommerce is an emerging trend due to many restrictions and unsafe places around the country, and consumers are more engaged in online transactions nowadays. It is yet to be studied further since there is still a shortage of research. Most of the previous studies are conducted abroad or done cross-country examinations. Previous studies commonly find the connection between two factors that affect online purchases. Others used the transaction records of gadget-related products from a specific online site. Most studies are more inclined towards a consumer's most common thoughts or the User Generated Content. They do not explore the context of purchase factors such as emotions towards a product and reasons for purchase. Some studies focus on a particular generation of consumers, mostly generation Y, and Z.

2. Literature Review

Filipino Consumers. Filipino Consumers can vary their purchase intentions depending on their needs, attitudes, and perceptions towards the product or brand. (Chakraborty, 2019). Concluded by Frommeyer, Koch, and Schewe, the media, including social media, affects the purchasing intentions of generations Y and Z. According to Kemp's (February 2021) data, 77.2% of Generation Z with the age bracket of 18-24 years old purchased a product online in the past month. From to the statistics of Kemp (2021), the average time spent by Filipinos using the Internet is 10 hours and 56 minutes. They have encountered different tempting advertisements persuading the consumers to purchase a product off Shopee and Lazada.

Generation Y. More known as the "*Millennials*," they have the largest working population having a higher purchasing power. This generation uses the Internet to have better and more well-informed purchasing decisions. Valuing the authenticity and experience that the product will provide the consumer. (Forbes, 2018) Another factor that influences Gen-Y is price; as much as possible, they want to get the best deal possible. They are most likely to purchase based on the price rather than the brand. (Worldline, 2020)

Generation Z. As stated by Worldline (2020), social media is the most critical determinant of purchasing decisions, with Gen-Z having an 80%. The Forbes article (2018) discussed how this generation revolves around their phones or gadgets. They also value and tend to believe endorsers and user-generated content on social media. Conducting pre-shopping research about the product before purchasing it since Gen-Z's want a seamless and straightforward purchasing experience.

Consumer Electronics. Consumer Electronics are considered non-essential, but the "new normal" where most are doing online classes and work from home increases the sales of electronic products by 7.4% (Euromonitor, 2020) as home entertainment electronics became an essential need and source of entertainment during the lockdown periods. There is an increase in consumer electronic brands that have been recently entering the online retail market. An example would be by offering affordable consumer-priced electronics. Online sellers tend to provide experts and enthusiasts with mobile gadgets and accessories. (Yuen, 2019)

Consumers' Purchasing Behavior. Knowing the purchasing behavior of Filipino consumers in buying electronic products online, whether they based their purchase on product-related details, user-generated content, or even the online marketplaces.

A. Product-Related Details

Brand. Consumers generally search for opinions and recommendations of other consumers to evaluate the brand (Chakraborty, 2019). A study conducted by Waggener Edstrom Communications Ltd. (WECL) shows that 40% of Filipino respondents are very likely to follow a brand on social media for the discounts and promotions offered. Most Filipino customers scrutinize a company's contribution to social and environmental responsibility. The 2015 Nielsen Worldwide Corporate Manageability Report shows that the tendency among Filipinos to get socially dependable brands is among the foremost grounded purchase factors.

Price. Most Filipino shoppers are willing to pay more for goods and services from businesses that care about social and environmental issues (Nielsen Worldwide Corporate Manageability Report, 2015). There would be a price-sensitive consumer, yet they would purchase a product regardless of its cost. (Hoyer et al., 2008; as cited by Pärson and Vancic, 2020). Some may be affected by fluctuating prices.

Quality. In the study conducted by Pärson and Vancic, researchers stated that consumers determine the product's quality by its price. Consumer electronics are complicated and costly items that require a personal inspection before increased purchase (Kim and Forsythe 2010; as cited by Smoliana, 2017). Having uncertainty about the product quality prevents customers from deciding and gathering interest in online shopping, limiting the customer to choose between purchasing online or going to the nearest store (Guo, Liu, Wang, and Wu, 2019).

Advertisements. From Nielsen Global Corporate Sustainability Report (2015), 43 percent of respondents within the Philippines discover television advertisements featuring an organization's obligation to positive social and natural effects compelling in their buy choice. If unfamiliar products are placed attractively, the customers perceive a good quality product (Brunner-Sperdin, Schnurr, and Stokburger-Sauer, 2018). Most marketers emphasize that celebrity endorsement can raise brand awareness and positively impact customers to support the brand or product.

B. User-Generated Content. This User-Generated Content is recognized as a highly credible source of information provided by other users to be "*user-friendly*." Meaning that the content or all of the information they need is easier and consumes less time to understand regardless of its length (Racherla & Friske, 2012; cited by Bahtara & Mudab, 2016).

Reviews and Feedbacks. Consumers tend to look and consult online customer reviews to assist their purchasing decisions (McEleny 2008; cited by Caceres et al., 2018). Whether the review/feedback is positive or negative before can influence the consumer's buying decision, according to Dong, Li, & Sivakumar, not all reviews would generate a similar impact on consumers. Reviews posted on social networks will create more excellent trustworthiness to buyers. In contrast, others would still doubt the reliability of the thoughts and prefer to assess the product physically, especially the electronic products.

Electronic Word of Mouth (eWOM). The quality and quantity of eWOM influences consumers' purchase decisions (Kudeshia and Kumar, 2017). Based on the study done by Moran and Muzellec, positive eWOM is said to enhance the store's credibility and enhance the online purchase intention of consumers. It conveys positive messages to increase brand recognition and attract new customers.

C. Online Marketplaces Factors. The Internet has become a reliable and mature business environment. Many retailers who initiated their businesses offline or in physical environments have moved to include an online and virtual component (Gau, Lin, Wang, and Yeh, 2020).

Convenience. Shopee and Lazada are considered a one-stop-shop providing convenience and safety to their customers (Lim, 2020). Especially in this pandemic where people face different constraints and limitations, consumers can exert minimal time and effort with these online marketplaces. As stated in the study of Alkharabsheh and Zhen in 2021, the most significant factors influencing consumer purchasing decisions are convenience and fast; consumers should purchase online.

Delivery Time. Time in eCommerce represents the customer's most precious and most minor replaceable asset. (Ma, 2017). The delivery time is a crucial factor in customers' purchase decisions where consumers look at the total cost before placing an order. (Daugherty, Griffis, Jones, and Schwieterman, 2019). The longer the delivery time, the more likely the customer will be dissatisfied with the eCommerce platform. In contrast, a shorter delivery time would better accept and trust the eCommerce platform (Modak, Panda, Saha, and Sana, 2018).

Trust. Other news regarding legitimacy, product quality, service, scams, frauds, and other problems bombarded online consumers; they are now hesitant to purchase from online marketplace platforms. According to Duyen, Hieu, Hung, Le Tan, Linh, & Van, it is crucial to ensure the safety and confidentiality of consumers' personal information as retailers must work on building a reliable and dependable online platform that nurtures consumer trust and loyalty (Bulsara & Vaghela, 2020).

Online Marketplaces (Shopee and Lazada). Filipino consumers are attracted and usually look for items on sale (Castillo, 2018). Many consumers consider discounts as a criterion to compare the prices of various suppliers and retailers as it is an effective way to influence consumers. Shopee and Lazada are known for their monthly mega-sales, crucial for online marketplaces. To entice online shoppers with discount-driven deals, commercials, sales promotions, advertisements, and other marketing gimmicks have influenced and led to a successful sale.

2.1 Theoretical Framework

2.1.1 The Buyer Decision Process

The buyer decision process consists of 5 stages: Problem or Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Post-purchase behavior. The framework shows how a consumer starts thinking before buying a product. The buyer may use all five stages during their decision-making process, but they may also skip one or more locations; it will depend on the consumer's mind (Kotler et al. 2017, p. 155.). A marketer should understand these five steps to convince consumers to buy the product correctly; they should communicate effectively and close the sale (Alina Stankevich, 2017).

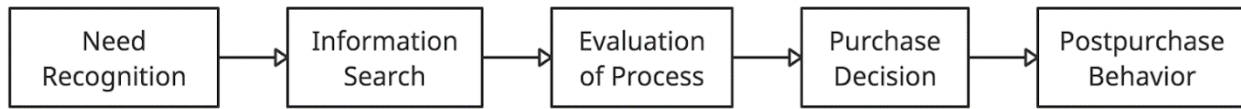


Figure 1. The Buyer Decision Process (Kotler et al., 2018)

Starting with the first step, where the customer recognizes the need for an electronic product, the buyer decision process is applied to this analysis. The customer could use this electronic device for school or work purposes. Next is information search, where the consumer is encouraged to further search for more information about the electronic product. This step is where the consumer searches for the technical aspects of correct development. The third stage is evaluating alternatives; the consumer will use the information searched in the information stage to assess the different alternative brands in the preference set for an electronic product. As the consumer evaluates the alternative brands, the fourth stage is the purchase decision, leading the Filipino consumer to decide which brand/product to purchase. The last stage in the buyer decision process is the post-purchase behavior; at this point, the consumers take more action after purchase based on their satisfaction or dissatisfaction.

2.1.2 Factors Influencing Consumer Behavior

Consumer purchasing behavior is influenced by cultural, social, personal, and psychological factors even though the said factors cannot be controlled by the marketers but should consider the factors in targeting the right consumers. (Kotler et al., 2018, p. 159)

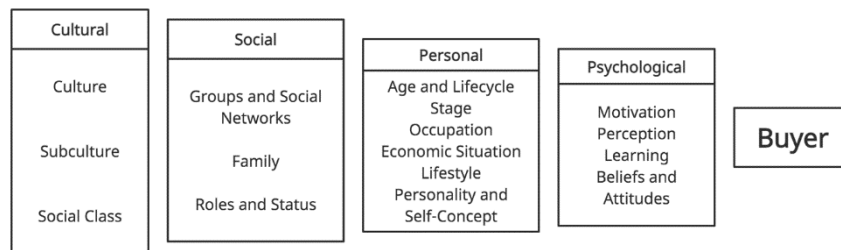


Figure 2. Factors influencing Consumer Behavior (Kotler et al., 2018)

With the combination of external and internal factors affecting the consumer's buying decisions, the marketers should know these factors to tailor the marketing programs in line with the consumer's needs and preferences. Cultural factors most influence consumers; a person's culture binds him, and changing cultural norms is challenging. Social influences impact how people engage in society and what society considers essential. Consumers will behave differently in the marketplace depending on personal factors such as age, lifestyle, and occupation. Although psychological factors reflect the cultural, social, and emotional factors, a person's beliefs, behaviors, motivation, and learning affect their purchasing decisions.

2.2 Conceptual Framework

2.2.1 Filipino Consumer Purchasing Behavior Model

The figure illustrated below is the conceptual model of this research, which presents a consumer purchasing behavior model. This research study aims to know Filipino consumers' most influential purchasing behavior in electronic products. The researchers have classified the different purchasing behavior whether they based their purchase on the Product-Related Details, User-Generated Content, and the Online Marketplaces Factors. Once the researchers figure out the most influential purchasing behavior, it will be classified and compared by Generations, if they have the same or different influential purchasing behavior whenever they purchase an electronic product/s. Lastly, the study would also know whether Filipino consumers prefer purchasing an electronic product/s on either Shopee or Lazada.

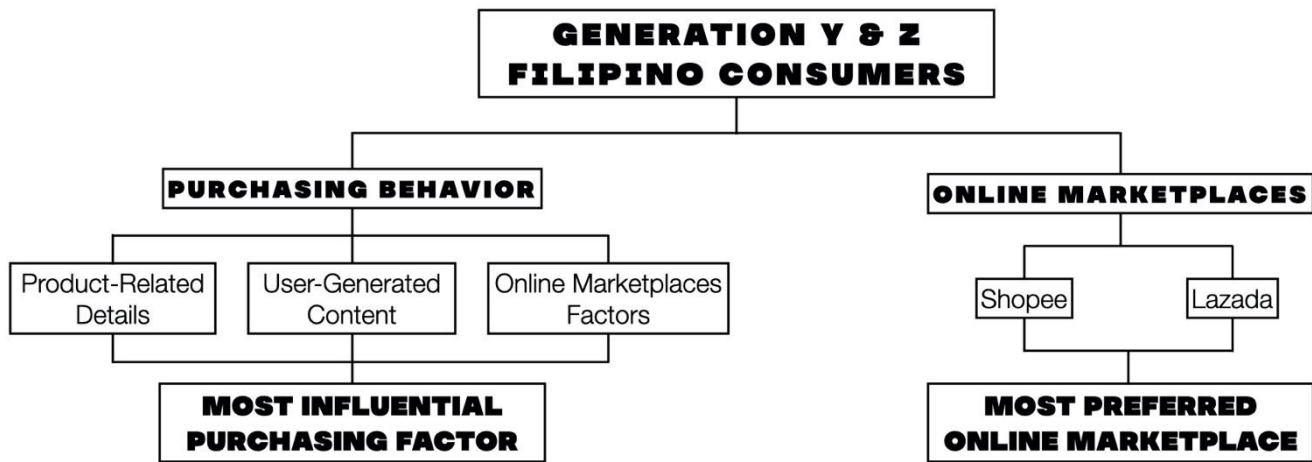


Figure 3. Filipino Consumer Purchasing Behavior Model

3. Methodology

As this study will conduct quantitative descriptive-comparative research, the researchers will administer a survey questionnaire adapted and modified. The questionnaire will be self-administered, consisting of close-ended questions to answer efficiently to achieve the study’s objective. The survey will be conducted via Google Forms and sent to different volunteers who have purchased their electronic products on Shopee and Lazada for the last six months. The researchers will then gather all the necessary information that the audiences have answered in the online survey to analyze. The researchers will use the following mathematical tools: Frequency and Percentage, Weighted Mean, and T-test for 2 Independent Samples.

3.1 Mechanics

The survey questionnaire was through the researcher’s social media accounts. Their statistician advises a total of 300 respondents. The study locale covers the Luzon Region, considering the reachability and accessibility for all researchers based in Quezon City and Bulacan. The study focuses on the two generations - Generation Z with the age range of 18 - 25 years old, while Generation Y is also known as the Millennials covering the age ranging from 26 - 34 years old. The tabulated results are done with the help of a statistician. It is tabulated from the profiling of the respondents and per factors.

4. Results and Discussion

After completing the online survey where the research was conducted only on the participants who recently purchased an electronic product/s (in 6 months), respondents are also verified by answering what specific product or category of electronic products they recently purchased and bought on Shopee or Lazada.

Presenting the results for the profile of the respondents, Table 1 is a compiled frequency and percentage distribution of respondents in terms of the respondents’ demographics: age, generation, gender, location, job status. The researchers also ask the way of searching products, where did respondents purchase electronic products, type of products that the respondents purchased from the online shops, and the purpose of the respondents in purchasing electronic products.

Age	Generation	Frequency	Percentage (%)
18 - 20 years old	Gen-Z	116	38.67
21 - 25 years old		131	43.66
26 - 29 years old	Gen-Y	23	7.67
30 - 34 years old		30	10.00
Gender			
Female		229	76.34
Male		61	20.33
Prefer not to say		10	3.33
Location			

Quezon City	74	24.67
Manila	66	22.00
Pasig City	28	9.33
Caloocan City	18	6.00
Makati City	14	4.67
Others	100	33.33
Job Status		
Student	220	73.33
Working	75	25.00
Others	5	1.67
How do you search for products?		
Browsing the Internet	264	91.03
In-store item description	122	42.07
By asking others	96	33.10
Vlogs	86	29.66
Where did you recently purchase electronic product?		
Shopee	245	81.67
Lazada	55	18.33
Purchased Product		
Connection / Charging Cables	181	60.33
Home Appliances	90	30.00
Mobile Devices / Gadgets	89	29.67
Gaming Consoles / Accessories	80	26.67
Laptops / Computer Parts	58	19.33
Cameras	21	7.00
Others	8	2.67
Purpose		
Personal Needs	210	70.00
Educational Needs	74	24.67
Working Needs	16	5.33
Total	300	100

Table 1. Frequency and Percentage Distribution of Respondents

Table 1 shows that most of our respondents are in Generation Z, covering half of the questionnaire. In terms of gender, female respondents are the usual participants of the study, having 76.34%. Regarding their locations, most of our respondents are from

different places in the Luzon Area, excluding the ones that the researchers have listed. Onto the respondents' job status, most of the respondents are students. The table also shows that browsing the internet 91.03% (264) is the most used way by the respondents in searching for products; Knowing where did respondents purchase electronic products. It is shown above that the respondents purchased electronic products mostly on Shopee, which has 81.67% or 245 respondents. The type of products that most of the respondents purchased from the online marketplaces are connection/charging cables with 60.33%. The questionnaire also asked the respondents what the purpose of their purchased electronic product/s was, and a majority of them answered for their personal needs.

The study aims to achieve the main objective: to describe online Filipino consumers' most influential purchasing behavior on Electronic Products in Shopee and Lazada among the following: Product-Related Details, User-Generated Contents, and Online Marketplaces. Under each factor have sub-factors that further discuss how the respondents agree to each statement.

Factors	Frequency	Percentage (%)
Product-Related Details (Brand, Price, Quality, Advertisement)	160	53.3
User-Generated Contents (Reviews and Feedback, Electronic Word of Mouth)	119	39.7
Online Marketplaces Factors (Convenience, Delivery Time, Trust)	21	7.0
Total	300	100

Table 2. Respondents' Most Considered Factors when Purchasing on Online Platforms

Table 2 shows the respondents' factors considered most when purchasing on online platforms. The Product-Related Details (Brand, Price, Quality, Advertisement) garnered 53.3% (160) of the respondents, which are the highest amongst other factors and are the most influential purchasing factor for the Filipino Consumers. While 39.7% (or 119 respondents) considered User-Generated Contents (Reviews and Feedback, Electronic Word of Mouth) and only 7% (21 respondents) considered the Online Marketplaces Factors (Convenience, Delivery Time, Trust)

The next objective of this research study is to identify if there is a significant difference between the purchasing behavior of Generation Y and Generation Z on Electronic Products. T-test was used to test each hypothesis. The t-test can help assess whether the two groups are statistically different. Table 3 shows the results for Hypothesis 1, the significant difference between the purchasing behavior of Generation Y and Generation Z on Electronic Products in Shopee and Lazada. From the previous studies, both generations have different purchasing factors that influence them. Generation Y tends to base their purchases on the price, while Generation Z focuses on user-generated content posted on social media.

Indicators	Generation	Mean	p-value	Decision	Remarks
Product-Related Details					
Brand	Gen-Z	3.27	0.782	Failed to Reject Ho	Not Significant
	Gen-Y	3.29			
Price	Gen-Z	3.35	0.280	Failed to Reject Ho	Not Significant
	Gen-Y	3.43			
Quality	Gen-Z	3.31	0.740	Failed to Reject Ho	Not Significant
	Gen-Y	3.28			

Advertisement	Gen-Z	2.95	0.463	Failed to Reject Ho	Not Significant
	Gen-Y	3.00			
User-Generated Contents					
Reviews and Feedback	Gen-Z	3.10	0.275	Failed to Reject Ho	Not Significant
	Gen-Y	3.01			
Electronic Word of Mouth	Gen-Z	3.32	0.125	Failed to Reject Ho	Not Significant
	Gen-Y	3.20			
Online Marketplace Factors					
Convenience	Gen-Z	3.17	0.397	Failed to Reject Ho	Not Significant
	Gen-Y	3.24			
Delivery Time	Gen-Z	3.07	0.123	Failed to Reject Ho	Not Significant
	Gen-Y	3.19			
Trust	Gen-Z	3.32	0.606	Failed to Reject Ho	Not Significant
	Gen-Y	3.28			
Online Marketplaces	Gen-Z	3.42	0.700	Failed to Reject Ho	Not Significant
	Gen-Y	3.39			

Note: "Reject Ho if the p-value is less than or equal to 0.05, otherwise Failed to Reject Ho".

Table 3. Significant Difference on the Purchasing Behavior of Respondents in terms of Generations

Table 3 shows the significant difference in the purchasing behavior of respondents under the factors: Product-Related Details, User-Generated Content, and Online Marketplace Factors in terms of their generation using the independent sample t-test. The result shows a p-value on each factor per category, starting with the Product-Related Details - for Brand having a p-value of 0.782, the p-value for Price is 0.280, Quality has a p-value of 0.740, and Advertisement with a 0.463 p-value. As for the User-Generated Contents, Reviews and Feedback garnered a 0.275 p-value and Electronic Word of Mouth having 0.125 p-values. Lastly, the Online Marketplaces Factors, starting with Convenience with 0.397, Delivery Time has a p-value 0.123, for Trust 0.606 in p-value and Online Marketplaces accumulating a 0.700 p-value which is all greater than the 0.05 level of significance. This leads to failing to reject the null hypothesis, which tells a non-significant result. This implies that there is no significant difference in the purchase behavior of respondents under all the given factors when the generation of respondents is considered. This means that different generations have the same behavior.

The last objective of this study is to identify if Filipino Consumers prefer purchasing from Lazada or Shopee. Furthermore, the study's general objective is to help Shopee and Lazada to enhance their sales and how these online marketplaces place the electronic product/s to entice consumers.

Preferred Marketplace	Frequency	Percentage (%)
Shopee	251	83.67
Lazada	49	16.33
Total	300	100

Table 4. Respondents' Preferred Online Marketplace

Table 4 shows the online marketplace that the respondents preferred. It is shown that most of the respondents preferred Shopee 83.67% (251 respondents) over Lazada 16.33% (49 respondents).

The core topic is Filipino Consumers, who are also the main focus of this study. As stated in the earlier portion of this paper, Filipinos are cautious about their online purchase avoiding non-essential purchases. Despite the pandemic and other limitations, Filipinos will likely spend on electronic product/s deemed necessary, proffers convenience, and value the consumer's money. (Euromonitor, 2021). Nonetheless, out of 300 respondents, 210 participants purchased an electronic product/s for their personal needs, and the findings on most of the purchased electronic product/s in this study are connection/charging cables. The product is reckoned to be the most needed product by every consumer, as the consumers charge their electronics devices daily. Supporting the result, the development of smart cities in the Philippines and the increase of electronic devices in the household would increase the demand for wires and cables in the Philippines market (6WRResearch, 2021). The researchers comprehend the different Consumer's Purchasing behaviors as discussed in core topic 2. Based on the results, Filipino consumers' most influential purchasing behavior on purchasing electronic products in Shopee and Lazada is the Product-Related Details such as brand, quality, price, and advertisements. To further know about the purchasing behavior of the respondents, the researchers also asked who the respondents searched for information about the product, and 91.03% answered by browsing the Internet. According to the statistics of Kemp, Filipinos spend an average of 10 hours and 56 minutes on the Internet where they can encounter different electronic product/s and information about them.

The first hypothesis pertains to no significant difference between the purchasing behavior of Generation Y and Generation Z on Electronic Products in Shopee and Lazada, which is proven by the study results. In all given factors: Product-Related Details, User-Generated Contents, and Online Marketplace Factors, both generations have the same behavior. Rejecting the second hypothesis, Filipino Consumers do not prefer purchasing an electronic product/s from Shopee. Based on the results, Filipino consumers prefer purchasing on Shopee. In contrast with the third hypothesis, Filipino Consumers do not prefer purchasing an electronic product/s from Lazada, which is proven true and garnered only 16.33%.

5. Conclusion

Despite the increase in sales in the e-commerce industry, the Philippines falls short of other countries in expanding and advancing e-commerce. The COVID-19 pandemic has modified and claimed to change Filipino consumers' online purchasing behaviors permanently. Regardless of their generations, Filipino consumers are all looking forward to making their online purchases worthwhile, proven in this study. Consumers will try to know and search for every detail about the electronic products as much as possible, even from outside the platform, to conclude in purchasing the product or not. Since physical assessment when purchasing through online marketplaces is not possible. After completing this research study, the researchers found that Filipino consumers' most influential purchasing behavior on electronic products is the Product-Related Details, specifically the Brand, Price, Quality, and Advertisement. The researchers anticipated the results, as this study will aid Shopee and especially Lazada align and fixing the availability of information and placement of the products sold on the platform.

5.1 Recommendations

This study mainly focused on and will help the online marketplaces and the online sellers in the said marketplaces. The researchers recommend that retailers or online sellers change consumers' mindset that electronic products on online marketplaces are fake or something that has defects. They should build trust and loyalty with their consumers. Another recommendation is that online sellers can also utilize this research to strengthen their marketability by providing customers with the actual images of the products rather than generating them from other shops or the internet. Providing customers with the most accurate information about the product would increase the likelihood of customers purchasing from the store.

Now, for the recommendation for the Online Marketplaces, the researchers recommend that both Shopee and Lazada use this research as a stepping stone on improving the reliability of their platform for customers to have more trust and engagement with the offers they provide. Both marketplaces should take advantage of the fact that Filipinos are enticed by discount-driven sales, sales promotions, and other marketing strategies leading to a sale.

The researchers would like to recommend to the consumers to be wise in purchasing, in general, by taking their time to search and know more about the product/s they are planning to purchase, especially the details of the brand, price, quality, and advertisement as it is known that the online marketplaces in the Philippines need further development to have a better and safe place for Filipinos to virtually shop. This research study has proven that most Filipinos rely and base their purchasing decisions on Product-Related Details. However, some may be satisfied with their purchase while others don't. Even they researched about the product, they are still not 100% confident about their purchase, primarily this electronic product/s cannot be physically assessed through the information given. To be more complacent with their purchase, they could make use of other purchasing behavior like reading reviews and feedback from the other consumers who have purchased an electronic product on Shopee or Lazada—

also, maximizing different product discounts and sales promotions given by the electronic product brand and by Shopee and Lazada.

5.2 Direction for Future Study

The researchers hope that this study will serve as a guide for future researchers; Expecting further researchers to focus on specific factors from our study. It could be either on Product-Related Details, User-Generated Contents, or Online Marketplace Factors. They could conduct a more in-depth analysis of Filipino consumers' online purchasing behavior. Future research could also focus on different regions and generations. Future researchers could also tackle the various scenarios that customers may rely on themselves in real-world scenarios to understand better what Filipino consumers look for when purchasing electronic products on Shopee and Lazada. While also pinpointing the customers' touchpoints regarding their purchase intention drivers.

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