

EXPOSURE TO ONLINE SHOPPING SITES AND STUDENTS'
BUYING BEHAVIOR

THESIS

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ABSTRACT

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The study aimed to present the Online Shopping Sites and Students' Buying Behavior at Cavite State University Indang, Cavite.

Specifically, this study aimed to (1). determine the online shopping sites that were mostly preferred by the participants in purchasing products or services on the Internet; (2). determine the level of exposure of AB Journalism students to online shopping sites; (3). determine the students buying behavior to selected online shopping sites; and (4). determine the relationship between exposure to online shopping sites and students buying behavior to online shopping sites of AB Journalism Students of Cavite State University-Main campus.

The study was conducted at the College of Arts and Sciences, Cavite State University-Main campus from October 2014 to February 2015.

Different methods were used in the study. It included gathering of data through conducting survey questionnaire, searching the internet for furthermore knowledge about the online shopping sites and going to the library for further research.

Out of 100 participants, 63 of them visits Olx shopping site which they mostly prefer in purchasing products or services on the Internet, 36 of the participants have low exposure to online shopping sites in terms of times of visiting in a week, 75 of the participants were moderately exposed in terms of number of hours in a day, and 47 of the participants were low exposed in terms of number of times they had purchased.

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An undergraduate thesis submitted to the faculty of the Department of Languages and Mass Communication, College of Arts and Science, Cavite State University Indang Cavite in partial fulfilment of the requirements for graduation with the degree of Bachelor of Arts in Mass Communication major in Journalism, with Contribution No. _____. Prepared under the supervision of Prof. Allan Robert C. Solis.

INTRODUCTION

Online shopping websites were invented to enable online transactions and processing between consumers and businesses (Norman, 2015). In the online business, the Internet is used as a gate way for reaching a wide audience. It is a major channel for communication that transmits information electronically to reach a broader audience in which consumers and businesses can communicate wherein consumers can browse or find product or services through online shopping sites. Internet as a medium is also said to have a good reach or coverage and has the ability to expose a large number of people to a given mass media message (Academia, 2015).

On the other hand, the World Wide Web or Web is the most popular service available over the Internet. It is a graphical interface on which information can be delivered to the computer screens over a global audience-anyone on the Internet. It serves as a tool to set up an online store for selling products and services to customers