

**✓ ACCEPTABILITY OF ONLINE SHOPPING AMONG MILLENNIALS  
IN SELECTED AREAS IN THE PROVINCE OF CAVITE**

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## ABSTRACT

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The purpose of this study was to determine the acceptability of online shopping among millennials in selected areas in Cavite. A conceptual framework was used to show the relationship of the participants' socio-demographic profile, online buying behavior and level of acceptability. To investigate this, the researchers developed a survey questionnaire given to 300 millennials. The collected data were analyzed using frequency, mean, standard deviation, Pearson Product Moment Correlation and Spearman's Rank Order Correlation.

The study showed that millennials were mostly 20 years old and below, majority were female, single, had vocational/technical courses or had reached college level and had a monthly income of less than P5,000. In terms of online buying behavior, millennials were into shopping on-line for more than two years but less than three years; mostly were using Facebook as their online shopping site; shoes as the most commonly purchased item; paying their bills through remittance centers; bought 1 to 5 times a year and spent less than P5,000 per transaction.

This research shows that there was a significant relationship between the millennials' socio demographic profile and online buying behavior. However, in terms of the educational attainment and frequency of buying, no significant relationship existed.

Similarly, there was no significant relationship between the civil status and buying behavior.

This implies that the millennials' buying behavior was affected by their age and monthly income. Also, despite the degree of education and civil status, millennials can still buy online as long he/she has the knowledge to use it and has enough money to pay the amount of the items he/she likes to purchase.

The research also determined that the acceptability of online shopping had a significant relationship with online buying behavior. It can be concluded that despite the presence of risks as perceived by the millennials, years of their internet use and the frequent of purchasing items online would not be affected. Hence, the length of time in internet usage has no influence on the millennials' level of acceptability towards online shopping.

Millennials, as a group who were expected to adopt the latest technology and modern innovation, consider online shopping as highly acceptable.

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