



Preservice Teachers' Insights on Online Shopping During the COVID 19 Pandemic

John Erwin P. Pedroso, Ph.D.^a, Hannah Gene I. Palencia^b

^aWest Visayas State University, Iloilo City, 5000, Philippines

^bWest Visayas State University, Iloilo City, 5000, Philippines

ABSTRACT

Due to the threat of the COVID 19 pandemic, online shopping has become a useful instrument for young shoppers through fast and effective ways of purchase. This descriptive phenomenological qualitative study aimed to explore preservice teachers' insights on online shopping during the COVID 19 pandemic. This was conducted among twelve (12) pre-service social studies teachers who were determined through purposive sampling. The data were gathered using a researcher-made written interview form administered through messenger and analyzed using conventional qualitative content analysis. Preservice teachers' insights on online shopping during the COVID 19 pandemic were revealed to be technology-driven, change-driven, and values-driven. There were four (4) meaningful categories taken from the data transcripts. Pre-service social studies students were able to understand online shopping as a technology-driven system that uses (1) web software integration. Moreover, as a change-driven activity, they see online shopping as (2) purposive drivers and (3) structural drivers. Finally, as value-driven electronic e-commerce, they were able to practice (4) wise consumerism through online shopping. Therefore, in this era of information technology, where personalized services have pervaded many facets of life, this paper provides a comprehensive review of the long-term development of cross-border e-commerce, making it an integral knowledge to the field of social studies research.

Keywords: Online shopping, Pre-service social studies students, Insights, COVID 19 pandemic

1. Introduction

Children are the country's future, as their financial habits have a significant impact on the country's economic health (Kim, 2018), and developing sound financial habits necessitate early financial education (Amagir et al., 2018). As the world confronts the coronavirus (COVID-19) crisis, a tremendous transition from in-person to online shopping is transpiring (Roggeveen&Sethuraman, 2020) that has led young consumers to rely on the digital world (Lund & Tyson, 2018). In the information age, teenagers have access to a wide range of information, allowing them to make well-informed judgments and select high-quality products and services (Ku et al., 2019). Therefore, business landscapes are undergoing fast changes, forcing them to alter their strategy (He et al., 2020) and venture to digital transformation with far greater urgency (Singh & Hess, 2020).

Since the middle of the 1990s, internet shopping, being one of the sorts of e-commerce, has grown fast among the youth market (Guve, 2020) when web technologies have taken an active impact in the last ten years (Pauwels, 2017). The COVID-19 situation's ambiguity and uncertainty caused some young customers to forgo a few of their needs (McMAster et al., 2020). Due to the fact that pre-service teachers studying economics, gain not only a better grasp of human behavior and decisions (Kalsoom et al., 2017) but also problem-solving, logic, communication, and persuasion skills, all of which are essential for success in today's employment market and challenging issues (Afandi et al., 2018). Students are a segment of society that is intimately familiar with the issue of information access and the internet (Mosco, 2017). Therefore, there is no doubt that internet use is becoming more popular among the younger population, and students are no exception (Miller & Slater, 2020).

In the world of education, economics provides knowledge to students in deconstructing customers' incentives and desires to make a product or service more appealing to buyers (Krishnamurthy, 2020). Economic insights into customer behavior, corporate strategy, and turbulent markets assist students in making informed decisions (Zhou et al., 2020) that promote higher growth and profitability in the future (Putri&Rahyuda, 2020). Studies across the globe

* John Erwin P. Pedroso. Phone No.:+639216688518; fax: +0-000-000-0000.

E-mail address: johnerwin.pedroso@wvsu.edu.ph

such as in the top 10 fastest growing e-commerce countries, namely, China, the United States, the United Kingdom, Japan, Germany, France, South Korea, Canada, Russia, and Brazil (Gu et al., 2021), Macedonia (Dumanska et al., 2021), and India (Kumari et al., 2020) have examined the pandemic's influence on e-commerce across industries to determine online shoppers' main priorities (Nanda et al., 2021). The study discovered what alterations in online consumer purchasing behavior are common during the COVID-19 pandemic (Ellison et al., 2021). The increasing relevance of speed of decision-making by customers when purchasing products and services online during the pandemic demonstrated the altering influence of online consumer purchase behavior components (He & Harris, 2020). As online users have gained more experience, the impact of awareness among consumers and experience has grown (Wu et al., 2017) which had an impact on their purchasing habits (Moreno et al., 2017).

The pandemic prompted a huge rise in online sales (Blackburn & Boris, 2020), and many people's lifestyles and motivations have been influenced, and their shopping habits have changed as a result (Elf et al., 2019). Students who had been purchasing online are crucial not only for the future but also for what is going on at the moment. It enables students to grasp the economic crisis and weigh up judgments they make for themselves (Howard, 2017) versus those made on their behalf by a variety of social scientists, including economists, psychologists, sociologists, and political scientists, for example (Bessant, 2020). Young clients may feel like pawns in a global chess game if they do not even receive this kind of analysis (King, 2020). Tseng et al. (2019) highlight that knowledge of the internet, income, and educational attainment are all important antecedents of online purchases among university students. However, rather than actively seeking, potential customers are sometimes drawn to information about items or services that are related to a perceived need (Alshathry et al., 2017). They subsequently weigh the options and select the one that best meets their criteria for addressing the perceived need (Guo, 2020).

Furthermore, in order to grow, local businesses rely on the attention and business of their target audiences (Biggart & Guillén, 2018). Yet, the meteoric growth of online buying has created both obstacles and opportunities for doing this essential task (Chakraborty, 2021). Subsequently, future learners are taught through education to prioritize human needs and fulfillment (Toquero, 2020). Individuals become better decision-makers in their own lives and maintain a balance with respect to an externality (Carton & Ache, 2017) that has the ability to supplement or dissuade their ambitions by having a grasp of the foundations of economics (Komlos, 2019). Being informed about economic underpinnings allows individuals to be proactive and cognizant consumers rather than passive economic agents, as economic theories are the cornerstone of decision-making and regulatory policy (Nyanchama, 2021). While online buying has become nearly universal across all areas, (Giovenco et al., 2021), millennials and high-income earners are leading the way in altering purchasing patterns across both essential and non-essential commodities (Bhaduri et al., 2020). Although not to the same extent as millennials, Gen X has witnessed a comparable internet transition (Goldring & Azab, 2021). From around the world, social science breakthroughs are assisting entrepreneurs, educators, and a variety of other professionals in providing critical services with more precision and efficiency (Sovacool et al., 2018). Because the vast majority of customers are content with their online shopping experiences and feelings, the consumers today potentially make additional online purchases (Lee & Wu, 2017). As a result of the rising number of online shoppers, online retailers might benefit from useful research studies (Gensler et al., 2017). Improved recognition of online purchase behavior can also aid online shopping websites (Thaicon, 2017) to sell their services or products easily and effectively.

Kim and Ammeter (2018) examined the quality elements of electronic commerce sites in terms of information, agreement, and settlement phases as well as the issues that affect the e-commerce community (Khanna & Wahi, 2018). Much of this research has contributed significantly to our understanding of the dynamics of internet shopping. However, there is a dearth of a comprehensive understanding of the influence of the COVID-19 epidemic on young consumers' online attitudes and behavior, particularly among university students, when it comes to online shopping. This makes research findings' applicability limited, and the potential of synthesizing and integrating the empirical literature in this field elusive. Due to the rise in the number of online shoppers and online shopping websites, the amount of research on online shopping behavior has expanded. The majority of the studies, on the other hand, has concentrated on understanding customers' intentions to buy on online shopping websites and then applying the diffusion of innovation theory to investigate this shopping behavior.

Therefore, this current study seeks to explore preservice teachers' insights on online shopping during the COVID 19 pandemic. Specifically, seeks to answer the research questions: 1) How is technology integrated with online shopping?; 2.) How has online shopping changed the traditional shopping habits of consumers; and, 3) What values of a wise consumer can be strengthened by online shopping?

This study is anchored on the following theories: (1) Technology Acceptance Model (Davis, 1989) and (2) Consumer Choice Theory (Robins, 2007). According to Technology Acceptance Theory (TAM), two actors impact whether a technology will be adopted by potential users: (1) perceived usefulness and (2) perceived ease of use (Davis, 1989). The extent to which a person believes that using a particular system will improve their performance is characterized as perceived usefulness. The degree to which a person believes that using a system will be simple is referred to as perceived ease of use. The emphasis on the potential user's perceptions is a fundamental component of this model (Mou, 2017). It is also meant to track how well new technology is being adapted based on user feedback (Wu, 2017). The Technology Acceptance Model also asserts that the use of an information system is determined by the perceived behavioral control, but that the behavioral intention is determined by the particular behavior toward the use of the system and perception of its utility, as demonstrated by the theory of reasoned action Davis (1989). According to Davis (1989), an individual's attitude is not the only aspect that influences how he uses a system; it also depends on the impact it may have on performance. Even if consumers reject an application software, the likelihood that they will utilize it is still high if they believe that the system would help them perform better.

Consumer Choice Theory, on the other hand, is a hypothesis on why customers purchase items (Robins, 2007). It is also a branch of microeconomics that explains how people make decisions based on their available income and the costs of goods and services. To put it another way, people choose to acquire the things that provide them the most pleasure while staying within their budget (Browning & Zupan, 2020). Three assumptions about human nature are at the foundation of this theory. This theory also explains how people spend money based on their personal preferences and financial limits (Robins, 2007). Furthermore, Consumer choice theory assumes that the consumer is completely aware of his or her own preferences, allowing for a straightforward but accurate comparison of any two sets of goods. That is, according to the suggested consumer theory, all consumers want to maximize utility (Khan & Moshin, 2017). This practice of maximizing utility has been regarded as "rational" decision-making behavior in the mainstream economics

paradigm. In economists' eyes, all consumers aim to maximize a utility function while adhering to a budgetary restriction. In other words, economists believe that customers will always choose the "best" bundle of products they can afford (Rahnama&Rajabpour, 2017).

The findings of this study can then be used to better understand social studies students' online purchasing habits, as well as how they perceive online shopping during the time of the COVID-19 pandemic. Finally, the goal of this research is to assist educators, stakeholders, and policymakers in improving the efficiency and digital security of online shopping management procedures in order to promote e-commerce competitiveness towards the youth segment as the future's potential consumers. Likewise, it empowers preservice teachers to act as agents, balancing expectations with knowledge of online technologies and the economy's flow during boom and bust business cycles. For teachers, a fundamental foundation of economic theory is the appraisal of human relationships as they relate to desires, decision-making, and limits. In addition, simplified frameworks for analyzing complex societal interactions, such as consumer and behavior, are vital for the education process.

2. Methodology

2.1 Purpose of the Study and Research Design

This study on preservice teachers' insights on online shopping during the COVID 19 pandemic was aided by the use of phenomenology (Giorgi & Giorgi, 2003). It was founded on a constructivist epistemology, which aimed to investigate what was considered to be a socially created dynamic reality through a comprehensive description of the event under study (Rockmore, 2005). This study is anchored on the following theories: (1) Technology Acceptance Model (Davis, 1989) which states that the two actors impact whether a technology will be adopted by potential users: (1) perceived usefulness and (2) perceived ease of use (Davis, 1989); and (2) Consumer Choice Theory (Robins, 2007) a hypothesis explaining on why customers purchase items.

2.2 Informants

As informants of this study, twelve (12) preservice social studies students were chosen using the purposive or selective sampling technique (Tongco, 2007). The snowball or referral analysis was used to obtain informants who satisfied the inclusion criteria (Lamasan&Oducado, 2018). The inclusion criteria included: a) 18 to 34 years old during the conduct of this study; b) a preservice social studies student; c) currently enrolled in the school year 2021-2022; d) resident of the Philippines. A total of ten informants were included in the original phase. During the data collection and analysis of written transcripts, however, the researchers were directed by data saturation to consider more informants. Therefore, two (2) additional informants were added as a result of this planned action, which helped to ensure that no new ideas formed throughout the subsequent data collection analysis.

Table-1 presents the informants' profiles. The twelve (12) preservice social studies students included an equal number of six (6) male and six (6) female informants. The informants had a minimum of six months of experience as online shoppers. Moreover, two (2) of informants came from the City of Iloilo; seven (7) from Iloilo province; one (1) from Antique; and two (2) from Capiz. The informants were assigned pseudonyms to maintain confidentiality.

Table 1. Profile of the Informants

Preservice Social Studies Student	No. of Years/Months as Online Shopper	Location	Sex
Tom	2 (Years)	Jaro, Iloilo City	M
Maureen	2 (Years)	Oton, Iloilo	F
Claire	1 (Year)	Cabatuan, Iloilo	F
Jacob	4 (Years)	Oton, Iloilo	M
Maria	1 (Year)	San Jose, Antique	F
Clara	2 (Years)	Tapaz, Capiz	F
Kel	1 (Year)	Calinog, Iloilo	F
Angel	3 (Years)	Barotac Viejo, Iloilo	F
Nicolas	2 (Years)	Jaro, Iloilo City	M
Ken	2 (Years)	Dumalag, Capiz	M
Ron	1 (Year)	Miagao, Iloilo	M
King	7 (months)	Passi, Iloilo	M

2.3 Ethical Considerations

During the analysis of the informant's statements and insights towards online shopping during the COVID-19 pandemic, this study takes into consideration the ethical issue of researcher bias. As a result, comprehensive data analysis and collection ensured that the information given was empirically and objectively based on the data acquired. Informant's voluntary participation in this research study was obtained by written informed consent. Furthermore, the researchers guaranteed that the informants' involvement is entirely voluntary and that they are free to withdraw from the study at any moment. It is also ensured that the information provided will be confidential and untraceable by anybody other than the researchers. Without denying the existing status of the worldwide pandemic, this study used ethical research practices that conformed to the foundations and principles of research.

2.4 Data Collection

The data in this research endeavor was collected in the last quarter of 2021. The written interview form was distributed among the selected informants via Google Docs. For quick follow-up and communication, the researchers set up a group chat on Facebook Messenger where the informants were also added and included. Virtual sessions were also held to compliment the information gathered from the written interviews. The informants were given around four (4) weeks to accomplish the interview form. The written interview form's questions, as well as the informants' perceptions and responses, were prepared in English. Recommendations and ideas were added in the final version of the written interview form after a series of conversations with qualitative research professionals. Only the researchers have access to the information provided by the informants. As a result, anonymity and confidentiality were maintained. The data collection technique also included a virtual focus group discussion to validate the information supplied by each informant.

2.5 Data Analysis

The researchers opted to electronically retain the documents for convenient access since the informants submitted their completed written interview forms at their availability. Every written interview form was retrieved and labeled with the identities of the informants. After collecting the twelve (12) written interview forms from twelve (12) informants, the researchers used Hsieh and Shannon's (2005) qualitative content analysis to analyze the transcripts. The written transcripts were grouped using a data analysis matrix created by the researcher to identify preservice teachers' insights on online shopping during the COVID 19 pandemic. The researchers previously agreed that the informants' most noteworthy statements and expressions would be highlighted and given relevant codes. In addition, the various codes were divided into categories based on their variances and similarities. By combining pertinent codes, meaningful categories emerged. The various categories were reduced and grouped according to preservice teachers' insights on online shopping as a technology-driven, change-driven, and values-driven during the COVID 19 pandemic. The analysis period lasts six (6) weeks. Finally, the informants were shown the document to ensure that the data reported was accurate.

2.6 Trustworthiness

To assure the validity of this research investigation, rigid data collection, persistent observation, text descriptions, verbatim or direct quotations, and informant validation were utilized. The techniques performed by this research endeavor are also mentioned for other researchers to investigate while conducting a study that is relevant or unrelated to this.

3. Results and Discussion

3.1 Results

Online shopping as technology-driven, change-driven, and values-driven during the COVID-19 pandemic was brought to light. There were (4) four significant categories taken from the data transcripts. As technology-driven, online shopping (1) utilizes web software integration. As change-driven e-commerce, online shopping was seen as a (2) purposive drivers and (3) structural drivers. Moreover, online shopping was considered by the students as values-driven since it (4) prompts wise consumerism.

Technology-driven e-commerce

There was one (1) explicit category determined in relation to online shopping as technology-driven trending e-commerce namely (1) web software integration.

Web Software Integration

In today's expanding world, web-enabled applications provide consumers with convenient access to information as well as a variety of dependable operating systems for easier customization capabilities and to meet business demands. This is divided into two (2) subcategories namely (1) Makes use of Mobile Application and (2) Makes use of Internet.

- **Makes use of Mobile Application**

The mobile application has been developed and distributed all over the world for it has proven essential in mitigating the Coronavirus pandemic (COVID-19) (Al-zubidi et al., 2021). It has grown more in popularity as a result of its clarity, which is now required for its appealing quality that allows buyers to select and choose what their devices can perform. The majority of time, mobile applications are created as a user interface to a regular application since shopping online via mobile applications and online websites has become a common occurrence in individuals' daily lives. This application was created, allowing users to visualize information that is displayed on the screen in real-time. Because mobile commerce application provides clients with convenient access to products along with a range of consistent options for a favorable browsing experience.

Tom: "This platform makes the shopping experience easier for everyone by bringing it just right into our fingertips, and at the comfort of our homes

or anywhere we are.”

Claire: “The online platform also has been a great opportunity for small business owners to sell their products given that people nowadays spent most of their time on social media.”

• Makes use of Internet

The internet is rightly called the highway that has managed to erase the borders between countries and societies and taken human society to a different level altogether. Customers prioritize online shopping since the internet has become a critical means of communication and business around the world (Hashim et al., 2019). One of the main reasons for consumers' excitement about online shopping is they are not compelled to wait in long queues in a traditional shop to acquire products and services because of its availability online. It further allows business online to connect in a cost-effective and reliable manner which provides services that leads to a purchase. As a technical infrastructure, it is a global collection of networks, connected to share information using a common set of protocols as an enabler for e-commerce and gives potential customers, prospects, and business partners access to information.

King: “When you buy a product over the internet rather than in a traditional brick-and-mortar store, this is referred to as online shopping”.

Tom: “Online shopping is electronic commerce conducted over the internet through a mobile application or the web browser that has become a trend in today's setting.”

Change-driven

There were two (2) categories identified with online shopping as change-driven trending e-commerce namely (1) purposive drivers, and (2) structural drivers.

Purposive Drivers

This is divided into three (3) subcategories highlighting the positive economic and social impact of online shopping on society through its core business activities.

• Ensures Convenience

Convenience is at the core of e-commerce, and it is one of the main reasons that online buying has grown in popularity in recent years. Consumer decision-making is highly influenced by both the speed and ease with which consumers can access effortlessly. Online convenience has been one of the primary supporters of customers' tendency to adopt online purchases. Customers can buy services and products online from any location, even rural locations, at any time. This helps consumers save time and money by reducing the amount of time and effort they spend shopping. They can also buy things from a variety of places, such as their office or home, rather than from physical stores, as time and place flexibility provides a psychological benefit by minimizing travel time, waiting time, and avoiding crowds (Almarashdeh et al., 2019). Even when it comes to the same products, online shopping environments provide experiences that are quite different from those found in physical stores.

Angel: “Online shopping is very accessible even before the pandemic and it is more convenient to shop online especially right now that we are in the midst of the widespread of COVID-19”.

Ron: “Online shopping is one of the best options to shop, especially during this pandemic, because of the convenience and safety it gives to the shoppers.”

Tom: “Online shopping can be the most practical and effective way to shop to save time, energy, and money, as all orders will be delivered right to your doorsteps.”

Claire: “Online shopping has been easier access for buying goods and needs.”

Maria: “It is convenient to know that with just one click we could already order the things we want.”

• Promotes Local Products

The COVID-19 Pandemic has made the last few months extremely challenging for the entire world's population. Many small enterprises were forced to close or retrench some of their employees. Among all of this, each consumer makes their decision for a variety of reasons (Manjón, & Ramírez-Andreotta, 2020). However, there are numerous advantages to purchasing and supporting local services and products, including the creation of significant economic prospects for the Filipino economy and company owners, as well as the reduction of environmental effects. It also brings individuals together in the community and allows them to make a difference. Buying local items, for whatever reason, is an important way to support the community and ensure that micro, small, and medium firms in the Philippines have a chance to survive and even thrive.

Nicolas: “Instead of purchasing merchandise in which most came from China, we should consider buying locally.”

Nicolas: “We can achieve this by buying products within our reach instead of overseas.”

Nicolas: “Every peso spent on local products helps support small entrepreneurs and recirculate the money throughout the local economy, contributing to the economic health of our community.”

• Creates Opportunities for Business

Many people assumed that the rise of e-commerce would wreak havoc on the labor market, particularly in the retail sector. However, it resulted in the creation of jobs in a variety of fields. This new shopping innovation not only provides a large number and variety of products to potential customers, but it also provides numerous business opportunities, profit, and a bigger market. As the Philippines' e-commerce business grows, industry players have participated in a number of transactions in order to take advantage of the market's prospects. Consumers are shaping the market as internet purchasing becomes more popular. They gradually compel industrial actors to adapt to fast-changing conditions and foster an environment conducive to growth.

Kel: "And it has been helping people as an alternative source of income amid the increasing unemployment rate in the Philippines."

Structural Drivers

This is divided into three (3) subcategories featuring the shift in the primary ways a market purchasing functions and relies on caused by economic progress, global change in capital, labor, and resource accessibility.

- **Economic Focus**

The lockdown provided an opportunity for the major players in the online shopping business to develop exponentially, indicating that there is still a big reservoir of market potential for e-commerce. One of the main reasons for the rapid growth of electronic commerce is its enormous impact on business costs and productivity (Rehman et al., 2019). Due to the simplicity of many of these applications, they are likely to be extensively adopted and have a significant economic impact. As the country continues to handle COVID-19 threats and changes to a new and better normal, efficient, and economical e-commerce help sustain economic activity and generate growth. Changes in online activities are also expected to outlast the COVID-19 epidemic and distribute changes that are already taking place in the economy.

Jacob: "The closure of physical stores amidst the lockdowns implemented to halt the spread of Covid-19 became a catalyst of an economic shift towards online."

- **Changes the Market Place**

The pandemic has hastened the transition to a more digital environment and prompted changes in online shopping habits that are expected to have long-term economic implications. These big societal transformations are already underway and will most likely continue indefinitely. Electronic commerce is being molded by, and will gradually assist to shape, modern society as a whole, notably in the fields of product and services, as both a production and manifestation of such transitions. As a response, online shopping has the potential to be a platform for considerable new product development, with many of these things being digital and delivered online.

Jacob: "It always changes not just because people wanted new things but also due to the new occurrences."

Maureen: "We're seeing a major change from in-person to online buying as the world responds to the pandemic."

Maureen: "Consumers are more reliant on the digital world than ever before, and businesses are being driven to adapt their strategies and shift toward digital transformation with far greater urgency than ever before."

Values-driven

There was one (1) consequential category identified relating to online shopping as value-driven trending e-commerce namely (1) wise consumerism.

- **Wise Consumerism**

This includes seven (7) subcategories presenting the countless decisions that were made overtime time to spend on products and services that would benefit their well-being and values representing both extremes of the economic spectrum.

- **Contentment**

Even though online shopping has become a norm in this pandemic, shopping decisions lead to a feeling of having more control over making a distinction between wants and necessities. It is sufficient to live a happy and healthy life at the moment which could frequently result in the awareness that happiness is not derived from material possessions.

Ken: "But most important now, is to consume what we are needed first to survive and devour next, our wants to make us satisfied, happy, and contented, despite the current catastrophe."

- **Discipline**

While the majority of individuals shopping online has increased dramatically in recent years, considering the consumer's rights to freedom evokes an ability to resist temptation and control oneself to purchase essential things rather than impulsive purchases that are likely to be regretted later on. These must be controlled by the capacity and personality trait that aims to manage one's thoughts, emotions, cravings, and automatic or regular behaviors.

Ken: "Also, we have the privilege to discipline ourselves in making a decision."

- **Compassion**

Individuals who possess and cultivate a compassionate attitude by putting aside judgment and refusing to turn away from difficult situations can only be considered great. As well as learning to see things from someone else's point of view and empathize with their feelings. This, in turn, allows one to understand others and elicits a desire to alleviate suffering.

Nicolas: "Our greatness could be most accurately measured by our compassionate actions."

- **Prioritization**

When it comes to the selection process, prioritizing is necessary in order to settle on basic priorities, which is a crucial step in moving toward a more efficient spending strategy. Prioritizing is essentially a powerful two-step process that entails both identification and decision-making.

Ken: "I believe in the power of prioritization of choices and discipline in making decisions."

• **Socialization**

The internet has undeniably transformed the way people shop by making online sales accessible. Consumers' desire to go on an adventure and get a plethora of new experiences and interactions, on the other hand, is at odds with online buying. However, as a part of society's robust network of support, humans need social contact and connection from time to time.

Jacob: "Online shopping changed the way how we shop, but it cannot change our desire for adventure and socialization."

Jacob: "A financial advisor and stock market trader, Marvin Germo said, "Online Businesses will become a norm but humans are social animals."

Jacob: "This means, online and physical stores will compete for market share, but the human desire to roam around and socialize is reversible."

• **Righteousness**

Every human being has the right to deserve an extensive range of high-quality goods and services at reasonable rates. It denotes that a customer can pick and choose the products or services he or she wishes to acquire. In particular, to be able to choose from a variety of items and services that are offered at affordable costs and of satisfactory quality.

Ken: "We, humans, have the right to choose what we're needed and wanted."

• **Consideration**

In comparison to traditional buying, online shopping has seen spectacular growth due to the fact that it is a more cost-effective and accessible trend in the market. However, bringing growth and innovation to the business of the local community should first be established and supported while giving consideration to the local producers as it helps the nation to thrive even in times of crisis as well as contribute to the community's economy.

Kel: "Hence, we must prioritize online shopping to acquire necessities but must have limitations and considerations to the local economy and awareness in accessing reliable online stores."

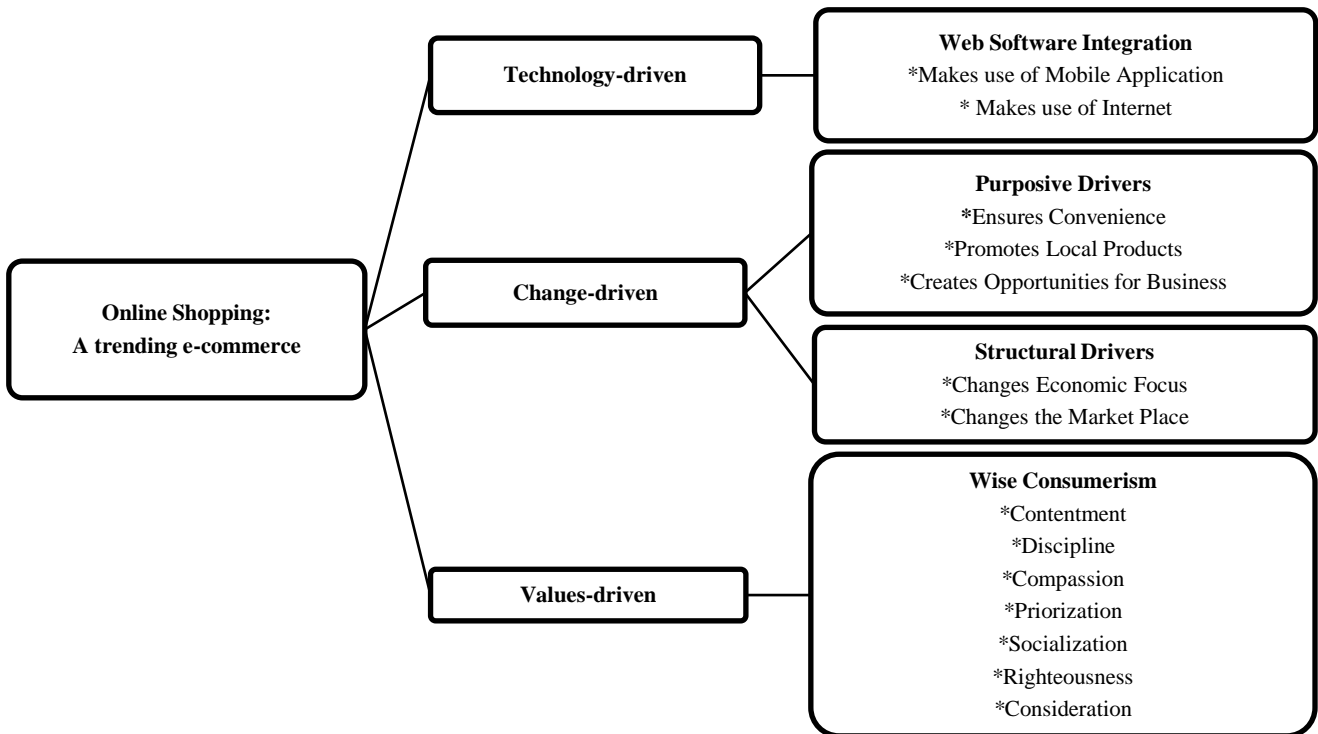


Figure 1. Demonstration of meaningful categories of the study

3.2 Discussion

This study aims to determine the views of social studies students on online shopping as trending e-commerce during the COVID-19 pandemic. Specifically, this study aims to answer questions: 1) How is technology integrated in online shopping?; 2.) How has online shopping changed the traditional shopping habits of consumers; and, 3) What values of a wise consumer are strengthened by online shopping?

Online shopping as trending e-commerce during the COVID-19 pandemic was elaborated by the three (3) important themes such as technology-driven, change-driven, and values-driven. After closely reviewing the interview transcripts, four (4) major categories were selected from the data text. The researchers utilized a careful analysis to set the findings of this research in the context of related literature and the results of similar research efforts in the past.

The global economy and international trade have suffered as a result of the global financial crisis (Gruszczynski, 2020) and continue to suffer enormous losses as a logical consequence of the coronavirus epidemic (Atmojo&Fridayani, 2021). The state of uncertainty in which both enterprises and end-users have found themselves (Gu et al., 2021) is exacerbated by a number of other variables (Williams et al., 2021). Consumers have been urged to buy more on online marketplaces as a result of global lockdown, social distancing, and other steps taken to prevent the COVID-19 pandemic from spreading (Alessa et al., 2021). Electronic marketing, on the other hand, is a huge step forward in the globalization period (Dixit, 2018). The extent of trade and commerce has been enormous (Cunningham et al., 2020) in which online shopping has grown dramatically all around the world as a result of the multichannel approach (Liu, 2018). Amidst the COVID-19 epidemic in the Philippines, the rise of online shopping has had a significant impact on worldwide trends (Ngoc &Kriengsinyos, 2020) in comparison to traditional shopping, as it has exploded in popularity since it is a more cost-effective and convenient way to shop (Carandang et al., 2021). E-commerce was estimated to be worth \$2.29 trillion in the world (John, 2018) and by 2021, it is anticipated to be worth \$4 trillion (Costello &Rimol, 2020). As a result of the quarantine period, the corporate landscape underwent tremendous changes (Slagmulder, 2021). The financial crisis, in the end, fueled the development of electronic commerce (Nedorostkova, 2020).

The findings of this study denote how the integration of web software altered the way students shop from traditional brick-and-mortar stores to online (Chava et al., 2018). In the time of the COVID-19 pandemic, online shopping was also seen as purposive-drivers and structural drivers affecting business and the economy as a whole. It is unavoidable to make use of technology and the internet as the pandemic has even forced it to play a crucial role in the delivery of services (Pedroso et al., 2022). Moreover, the values gained by the students when shopping online also leads to the development of their online shopping attitude as wise consumers. Students should develop rational and critical thinking skills such as understanding the context in which primary sources were created. In an era where increasingly complex social and political issues are evolving from a digital landscape, determining the credibility of digital resources is a must when absorbing information. To comprehend the world they live in and make informed decisions, social studies students must be prepared to communicate with individuals from diverse cultures and online communities in order to use literacy as means of navigating it. Economics is an important aspect of social studies in terms of online shopping, whether it is studied alone or as part of history, ethnography, or political science. This study not only identifies social studies students' internet activities, but it also gives comparative data on how often students shop online interactively, how much they spend, and what they buy, as well as if they applied what they learned in their social studies courses in real-life situations. Through this, students who study economics will be able to see how their financial actions affect their future as well as society's potential.

In the past twenty years, the world has witnessed the progress of the internet at a staggering rate (De Kloet et al., 2019) and the exponential growth of internet users among the youth (Susilo, 2018). The economic crisis triggered by COVID-19 has become a powerful catalyst for business digitization (Ozili, 2020). In every area, from communication to education to entertainment, one can clearly notice how the internet (Pereira & Romero, 2017) has revolutionized everything. The ubiquitous utilization of technologies is fostered by the growing popularity of information and communication technology (ICT) (Pedroso, 2021). Web services from various websites are integrated (Gunawan&Renaldi, 2021) that have boosted web applications in terms of originality and usefulness (McIntyre& Smith, 2018). Companies gained enormous benefits from the high penetration of social media and digital marketing (Bala&Verma, 2018) to acquire potential customers at the global, national, and local levels (Serrat, 2017). The major benefits of e-commerce, such as contactless, better pricing, portability, and scalability, were prioritized by tight quarantine limits among youth (Foya&Garikayi, 2021). Students' current e-commerce preferences concentrate upon convenience and security (Ardiansiah et al., 2020). In particular, students are increasingly using the internet to buy a wide range of items (Rahman et al., 2018), for they have a variety of options to select from when it comes to items and services (Wang et al., 2020).

In a study conducted by Rahman et al. (2018) in Bangladesh emphasized that the lack of physical touch is often the major impediment to online retail purchases, followed by the privacy of personal information and the security of online financial transactions. Zhao et al. (2018) in China also revealed that in this scenario, the behavioral pattern of Chinese buyers is influenced by security and privacy considerations rather than apparent ease of use. However, Farah et al. (2018), found out that among Kashmiri student buyers, even if they spent hours on the internet, there is no relationship created between the customer and the online shop in the presence of perceived online risk. The quality of the user interface, the reliability of the product and service information, the perception of security, and the awareness of the site were all found to have significant influence (Chen & Chang, 2018) on the site involvement of the customers. Similarly, the research investigated by Pedroso et al. (2020) in the Philippines, found out that in effectively harnessing the value and benefits of technologies for education, schools and learning communities, students must be aware of their intention to continue using them for learning.

Additionally, in a study conducted by Thaicon (2017) in Australia, it was found out that consumers' relationship purchasing behavior is heavily mediated by information satisfaction and relational benefit. The feelings were represented through the utilization of the internet experience (Shearer et al.,

2020) and users' encounters while engaging in online activities (Sailer et al., 2017). The actions of students can have an impact on whether or not a product's navigation can be turned into a purchase (Li et al., 2018). Shorter surfing times and less thorough information processing will emerge as a result of this favorable effect (Wang et al., 2020) when the intention of internet shopping is to complete a task rather than pure pleasure (Cha & Park, 2017). Consumers with varied purchasing objectives and motivations have different emotional responses during the shopping process (Singh, 2018). The goal-oriented online consumers are found to lack impulsive but enjoy freedom and control, and are more compassionate buyers which prioritize their needs, whereas the experiential online shoppers indulge with surprise and pleasure (Lissitsa&Kol, 2021) in the shopping experience.

Consumers have been forced to digitize by the COVID-19 pandemic over the world since the need for technology is apparent (Pedroso et al., 2021). A variety of objective and subjective factors influence students' consumer behavior in this study. Students' attitudes regarding health, as well as their purchasing habits, were influenced by the increase in COVID-19 cases and their implications. In general, there has been a huge increase in e-commerce spending. The major reasons for shopping online are to save time and to be able to choose from a wide range of things. Because current students are so busy that they cannot or would not spend much time shopping, online buying saves them a lot of time. According to the findings of Csiszárík-Kocsir et al. (2021), online shopping has become a fundamental element of people's consumer culture since the pandemic's onset. This new purchasing pattern not only provides students with a large selection of items but also provides the economy with a large market and a plethora of business options (Haaker et al., 2021).

According to the survey conducted by United Nations Conference on Trade and Development (2020) in Switzerland, it was revealed that as the international economy recovers, consumers in emerging economies have made the biggest move to online shopping, and the choices that buyers make today will have a long-term impact as the world economy recovers. The e-commerce sector will grow from 16% to 19% of total retail sales in 2020, according to UN trade and development experts. By increasing demand, increasing consumption, and creating employment, online shopping has become a powerful tool for strengthening the economy (Jha, 2019). As the country continues to handle COVID-19 threats and transitions to new and better normal, efficient and economical e-commerce can assist to maintain economic activity and generate growth (National Economic and Development Authority, 2020). Similarly, Chua (2020) emphasizes that as businesses and consumers increase their use of electronic transactions, such as cashless payment systems and other financial technology platforms, online shopping and marketing platforms will play a larger part in the new normal economy.

In a research conducted by Jasmani&Sunarsi (2020) in Indonesia noted that through shopping online, there is an influence of lifestyle on purchasing decisions of mobile phones. In the social context, the results of the study proved that when it comes to making online purchases, consumers' priorities have changed and shifted purchases (Shavitt& Barnes, 2020) during the pandemic. The importance of promptness in decision-making increased as the customer's experience improved (Gu et al., 2021), and internet customers became more engaged and sharper when it came to determining what to buy (Sheth, 2020). Even before the pandemic, consumers were generally sensible, righteous, considerate, and mindful shoppers (Jansenn et al., 2021) of their lifestyle (Pedroso, 2021), however, the inability to manage time and money (Tangco-Siason et al., 2022) could also be a problem by consumers. Because of this, some spending categories, such as experiences, were gradually devalued on their priority lists (Kunzmann, 2020), and COVID-19 hastened things in this direction (Gu et al., 2021). Online consumers tend to be convenience-oriented (Aschemann-Witzel, 2018), and recreational and economic shoppers appear to become superior in the recent past (Campbell, 2021). Experiential purchasers or hedonic buyers always prefer an interactive setting environment that involves socialization compared to those that rely solely on text (Lau & Lee, 2019). On the intention to shop online, personal innovation has both direct and indirect consequences (He et al., 2018) the attitude mediates these indirect effects (Vasilveya, 2018). As the adoption of innovation is influenced by personal characteristics (Jeong et al., 2017) Purchasing online is considered an innovative habit. It is linked to innovativeness in comparison to shopping in traditional physical stores (Maat & Konings, 2018). Online customers are also disciplined and seek a wide range of options, (Hu et al., 2021), in which non-shoppers are less risk-averse and less brand- or price-sensitive (Huseynov&Yıldırım, 2017).

For the youth segment, the online market has a lot of potentials (Soh et al., 2020) since today's students are well-versed in technology (Pedroso, 2021). Newer technologies can be adopted by younger individuals (Manyika, 2017) so they are flexible to cope with the internet as a shopping platform. In a research conducted by Jung and Seock (2017) among 368 Caucasian American and other ethnic groups (e.g., African American and Hispanic), the result emphasized that the level of educational attainment has a conflicting effect on the internet shopping, ranging from no effect to a favorable effect. Moreover, this study was supported by Ladhari et. al (2019) in which it was found out that individuals who shops online are not certainly more educated. According to several studies on the level of education and consumption, there is a link between education and greatness (Ruiu, 2019), and consumers' amount of time and money spent online (Melović et al., 2021). This may be explained by the fact that shopping over the internet is a relatively simple operation that does not necessitate a higher level of education (Demuyakor, 2020). Young people's buying habits and behavior patterns have a stronger impact on their purchasing decisions (Ahmed et al., 2020). However, the study conducted by Schreurs et al. (2017) in Canada reveals that the majority of today's youth have access to digital media, but many are unaware of how to use it to its full potential. Individual purchasing habits play a significant and predominant effect on consumer behavior in general, and among young people in particular (Elhoushy, &Lanzini, 2021). Likewise, the study by Cao (2018), in Taiwan and China, defined college of education students' online shopping behavior and online shopping activities. It was revealed that education students with a higher monthly income and a higher level of digital self-efficacy have a more positive attitude and are more likely to shop online (Cao, 2018). Similarly, users who have been educated are generally more well-informed than those with their uneducated peers (Noh et al., 2019). Marza et al. (2019) tells that enjoyment, perceived danger, and social influence all have a substantial impact on students' online shopping habits.

As with the majority of studies, the design of the current study is subject to limitations that should be taken into account and may be addressed in future research. First, this study's qualitative findings may be supplemented by quantitative research to provide a better understanding of how online shopping is perceived as trending e-commerce during the COVID-19 epidemic. Second, the study only focused on the social studies education students, a comprehensive application of the findings and implications of this study to other courses and undergraduate programs may be distinguished. In addition, our findings are based on the experiences, behaviors, and perspectives of social studies students on online shopping during the COVID-19 epidemic. Future studies could provide more information on how online shopping after the pandemic compare and validate each other. Finally, since we employed written interview questions, it is possible that the results could be skewed by self-report bias. Despite these limitations, this study provided information on

preservice teachers' insights on online shopping during the COVID 19 pandemic, which might be used to inform future research on this topic in some way.

The findings of this research reveal critical insights related to online shopping values, web atmospheric cues, and purchasing behavior that has not been considered by previous researchers, making it a significant contribution to the field of social studies research. For individuals with academic and practical interests in the issue in a developing country like the Philippines, the study makes quite a few inputs to the current knowledge on online buying as trending e-commerce. As a result, for cross-border e-commerce to be sustainable, it is critical to analyze and predict consumers' purchasing intentions. Simultaneously, young online shoppers are eager to keep up with the latest fashion trends. In this era of information explosion, where personalized services have pervaded many aspects of our lives, this study provides valuable information for the long-term development of cross-border e-commerce. Consumers can relax their minds and bodies and make shopping more enjoyable by combining social e-commerce and the process of interacting among younger shoppers.

4. Conclusion

Online shopping has dramatically increased and becomes trending e-commerce during the COVID-19 outbreak, as the country's lockdown lasted longer. Because of the changing lifestyle of young shoppers as online consumers and the rise of online activity through fast and effective ways of purchase, shopping trends are changing. It is indisputable that consumers prefer to be able to navigate and acquire information on the internet in a more accessible and easy way. E-commerce is all about convenience, and it is one of the key reasons why it become so popular in recent years. Despite the fact that internet shopping has become the norm in this pandemic, purchasing power gives customers a sense of control over what they desire and what they need. Customers' spending habits are also influenced by web integration and technology, which alters the way they purchase, allowing them to make better purchasing judgments and become wise, disciplined, and considerate in their spending habits. With the growing demand, extending consumption, promoting employees, and helping the local economy, online shopping has also become a useful tool for boosting an economy. On the other hand, the desire of young consumers to go on an adventure and have a wide range of new experiences and interactions is at odds with online shopping. As a matter of fact, e-retailers may build a marketing strategy that will attract and convert these potential young customers into active purchasers.

Acknowledgments

The researchers are immensely grateful to WVSU-College of Education, 3S (Social Science Students) Society, and to our Informants for their unwavering support which made this research study possible.

- The Researchers

REFERENCES

- Afandi, A., Sajidan, S., Akhyar, M., & Suryani, N. (2018). Pre-service science teachers' perception about high order thinking skills (HOTS) in the 21st century. *International Journal of Pedagogy and Teacher Education*, 2(1), 107-114. <https://jurnal.uns.ac.id/ijpte/article/view/18254>
- Ahmed, R. R., Streimikiene, D., Rolle, J. A., & Pham, A. D. (2020). The COVID-19 pandemic and the antecedents for the impulse buying behavior of US citizens. *Journal of Competitiveness*, 12(3), 5-27. <https://doi.org/10.7441/joc.2020.03.01>
- Alessa, A.A., Alotaibie, T.M., Elmoez, Z., Alhamad, H.E. (2021) *Impact of COVID-19 on entrepreneurship and consumer behaviour: A case study in Saudi Arabia. J. Asian Finance. Econ. Bus.* 8, 201–210. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0201>
- Almarashdeh, I., Jaradat, G., Abuhamdah, A., Alsmadi, M., Alazzam, M. B., Alkhasawneh, R., & Awawdeh, I. (2019). The difference between shopping online using mobile apps and website shopping: A case study of service convenience. *International Journal of Computer Information Systems and Industrial Management Applications*, 11, 151-160. https://www.researchgate.net/profile/Malik-Alazzam-2/publication/333985131_The_Difference_Between_Shopping_Online_Using_Mobile_Apps_a_nd_Website_Shopping_A_Case_Study_o_f_Service_Convenience/links/619b85dad7d1af224b16c8ea/The-Difference-Between-Shopping-Online-Using-Mobile-Apps-a-nd-Website-Shopping-A-Case-Study-o-f-Service-Convenience.pdf
- Alshathry, S., Clarke, M., & Goodman, S. (2017). The role of employer brand equity in employee attraction and retention: a unified framework. *International Journal of Organizational Analysis*. <https://doi.org/10.1108/IJOA-05-2016-1025>
- Al-zubidi, A. F., AL-Bakri, N. F., Hasoun, R. K., Hashim, S. H., & Alrikabi, H. T. (2021). Mobile Application to Detect Covid-19 Pandemic by Using Classification Techniques: Proposed System. *International Journal of Interactive Mobile Technologies*, 15(16). <https://doi.org/10.3991/ijim.v15i16.24195>
- Amagir, A., Groot, W., Maassen van den Brink, H., & Wilschut, A. (2018). A review of financial-literacy education programs for children and adolescents. *Citizenship, Social and Economics Education*, 17(1), 56-80. <https://doi.org/10.1177/2047173417719555>
- Ardiansah, M., Chariri, A., Rahardja, S., & Udin, U. (2020). The effect of electronic payments security on e-commerce consumer perception: An extended model of technology acceptance. *Management Science Letters*, 10(7), 1473-1480. <https://doi.org/10.5267/j.msl.2019.12.020>
- Aschemann-Witzel, J., Giménez, A., & Ares, G. (2018). Convenience or price orientation? Consumer characteristics influencing food waste behaviour in the context of an emerging country and the impact on future sustainability of the global food sector. *Global Environmental Change*, 49, 85-94. <https://doi.org/10.1016/j.gloenvcha.2018.02.002>
- Atmojo, M. E., & Fridayani, H. D. (2021). *An assessment of covid-19 pandemic impact on Indonesian tourism sector*. *Journal of Governance and Public Policy*, 8(1),

- 1-9. <https://doi.org/10.17509/jithor.v5i2.34393>
- Bala, M., & Verma, D. (2018). A critical review of digital marketing. *M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering*, 8(10), 321-339. <https://ssrn.com/abstract=3545505>
- Bessant, J. (2020). *Making-up people: Youth, truth and politics*. Routledge. https://books.google.com.ph/books?hl=en&lr=&id=4pAIEAAAQBAJ&oi=fnd&pg=PT8&dq=versus+those+made+on+their+behalf+by+a+variety+of+young+social+scientists,+including+economists,+psychologists,+sociologists,+and+political+scientists,+for+example&ots=CjP0e7eLG0&sig=iWiVWnj3Pfw-00IT7c9hqATPMw&redir_esc=y#v=onepage&q&f=false
- Bhaduri, E., Manoj, B. S., Wadud, Z., Goswami, A. K., & Choudhury, C. F. (2020). Modelling the effects of COVID-19 on travel mode choice behaviour in India. *Transportation research interdisciplinary perspectives*, 8, 100273. <https://doi.org/10.1016/j.trip.2020.100273>
- Biggart, N. W., & Guillén, M. F. (2018). Developing difference: Social organization and the rise of the auto industries of South Korea, Taiwan, Spain, and Argentina. In *The Sociology of Economic Life* (pp. 474-502). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780429494338-25/developing-difference-social-organization-rise-auto-industries-south-korea-taiwan-spain-argentina-nicole-woolsey-biggart-mauro-guill%C3%A9n>
- Blackburn, K., & Boris, K. (2020). Social Media Data Analytics—Using Big Data for Big Consumer Reach. Available at SSRN 3707859. <http://dx.doi.org/10.2139/ssrn.3707859>
- Browning, E. K., & Zupan, M. A. (2020). *Microeconomics: Theory and applications*. John Wiley & Sons. https://books.google.com.ph/books?hl=en&lr=&id=uP-9DwAAQBAJ&oi=fnd&pg=PA8&dq=It+is+also+a+branch+of+microeconomics+that+explains+how+people+make+decisions+based+on+their+available+income+and+the+costs+of+goods+and+services.+&ots=1ctMr0GNBX&sig=2IKthFepKMMU5Tae7OES8Wn2wDg&redir_esc=y#v=onepage&q&f=false
- Campbell C. (2021) Shopping, Pleasure and the Sex War. In: Consumption and Consumer Society. Consumption and Public Life. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-83681-8_6
- Cao, Y., Ajjan, H., & Hong, P. (2018). Post-purchase shipping and customer service experiences in online shopping and their impact on customer satisfaction: an empirical study with comparison. *Asia Pacific Journal of Marketing and Logistics*. <https://doi.org/10.1108/APJML-04-2017-0071>
- Carandang, A. P. B., Paras, A. R. P., & Noroña, M. I. (2021) *Determining shifts in Consumer Preferences for Non-Essentials in Improving E-Tailing Fulfillment Experience toward the New Normal*. <http://ieomsociety.org/proceedings/2021rome/649.pdf>
- Carton, L., & Ache, P. (2017). Citizen-sensor-networks to confront government decision-makers: Two lessons from the Netherlands. *Journal of environmental management*, 196, 234-251. <https://doi.org/10.1016/j.jenvman.2017.02.044>
- Cha, S. S., & Park, C. (2017). Consumption value effects on shopping mall attributes: Moderating role of on/off-line channel type. *Journal of Distribution Science*, 15(6), 5-12. <https://doi.org/10.15722/jds.15.6.201706.5si>
- Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Routledge. <https://www.routledge.com/Digital-Marketing-Excellence-Planning-Optimizing-and-Integrating-Online/Chaffey-Smith/p/book/9781138191709>
- Chakraborty, D. (2021). Exploring the meteoric rise of online food ordering apps (OFOAs): the moderating role of visibility. *British Food Journal*. <https://doi.org/10.1108/BFJ-08-2021-0906>
- Chava, S., Oettl, A., Singh, M., & Zeng, L. (2018). Impact of e-commerce on employees at brick-and-mortar retailers. Georgia Tech Scheller College of Business Research Paper, (18-23). <http://dx.doi.org/10.2139/ssrn.3197326>
- Chen, C. C., & Chang, Y. C. (2018). What drives purchase intention on Airbnb? Perspectives of consumer reviews, information quality, and media richness. *Telematics and Informatics*, 35(5), 1512-1523. <https://doi.org/10.1016/j.tele.2018.03.019>
- Chen, C. C., Chen, C. W., & Tung, Y. C. (2018). Exploring the consumer behavior of intention to purchase green products in belt and road countries: *An empirical analysis. Sustainability*, 10(3), 854. <https://doi.org/10.3390/su10030854>
- Chua, K.K. (2020). E-commerce to play bigger role under new normal. <https://www.sunstar.com.ph/article/1858587/cebu/business/e-commerce-to-play-bigger-role-under-new-normal>
- Costello, K., & Rimol, M. (2020). *Gartner Forecasts Worldwide IT Spending to Reach \$4 Trillion in 2021*. Retrieved from <https://www.gartner.com/en/newsroom/press-releases/2021-04-07-gartner-forecasts-worldwide-it-spending-to-reach-4-trillion-in-2021>
- Csiszárík-Kocsir, Á., Garai-Fodor, M., & Varga, J. (2021). What has Become Important during the Pandemic?—Reassessing Preferences and Purchasing Habits as an Aftermath of the Coronavirus Epidemic through the Eyes of Different Generations. *Acta Polytechnica Hungarica*, 18(11). <https://pesquisa.bvsalud.org/global-literature-on-novel-coronavirus-2019-ncov/resource/pt/covidwho-1590107>
- Cunningham, A. B., Li, H. L., Luo, P., Zhao, W. J., Long, X. C., & Brinckmann, J. A. (2020). *There "ain't no mountain high enough": The drivers, diversity and sustainability of China's Rhodiola trade*. *Journal of Ethnopharmacology*, 252, 112379. [10.1016/j.jep.2019.112379](https://doi.org/10.1016/j.jep.2019.112379)
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319-340. <https://doi.org/10.2307/249008>
- De Kloet, J., Poell, T., Guohua, Z., & Yiu Fai, C. H. O. W. (2019). The platformization of Chinese society: Infrastructure, governance, and practice. *Chinese Journal of Communication*, 12(3), 249-256. <https://doi.org/10.1080/17544750.2019.1644008>
- Demuyakor, J. (2020). Coronavirus (COVID-19) and online learning in higher institutions of education: A survey of the perceptions of Ghanaian international students in China. *Online Journal of Communication and Media Technologies*, 10(3), e202018. <https://doi.org/10.29333/ojcm/8286>
- Dixit, G. S. (2018). *A study of the factors Affecting Online Shopping of Products in Indore City. Shabd Braham International Research Journal of Indian Languages*, 6(4), 88-94. <http://shabdbrham.com/ShabdB/archive/v6i4/sbd-v6-i4-sn18.pdf>
- Dumanska, I., Hrytsyna, L., Kharun, O., & Matviets, O. (2021). E-commerce and M-commerce as Global Trends of International Trade Caused by the Covid-19 Pandemic. DOI: 10.37394/232015.2021.17.38
- Elf, P., Gatersleben, B., & Christie, I. (2019). Facilitating positive spillover effects: New insights from a mixed-methods approach exploring factors enabling people to live more sustainable lifestyles. *Frontiers in Psychology*, 9, 2699. <https://doi.org/10.3389/fpsyg.2018.02699>

- Elhoushy, S., & Lanzini, P. (2021). Factors affecting sustainable consumer behavior in the MENA region: A systematic review. *Journal of International Consumer Marketing*, 33(3), 256-279. <https://doi.org/10.1080/08961530.2020.1781735>
- Ellison, B., McFadden, B., Rickard, B. J., & Wilson, N. L. (2021). Examining food purchase behavior and food values during the COVID-19 pandemic. *Applied Economic Perspectives and Policy*, 43(1), 58-72. <https://doi.org/10.1002/aepp.13118>
- Farah, G. A., Ahmad, M., Muqarrab, H., Turi, J. A., & Bashir, S. (2018). Online shopping behavior among university students: Case study of Must University. *Advances in Social Sciences Research Journal*, 5(4), 228-242. <https://doi.org/10.14738/assrj.54.4429>
- Foya, D., & Garikayi, V. R. (2021). The Impact of Covid-19 Related Restrictions on E-Commerce Adoption and Use by SMEs in Zimbabwe: Case of Bulawayo Province (March 2020 to October 2021). *Indiana Journal of Humanities and Social Sciences*, 2(11), 55-74. [https://indianapublications.com/articles/IJHSS_2\(11\)_55-74_CC_61a616757020a8.88516761.pdf](https://indianapublications.com/articles/IJHSS_2(11)_55-74_CC_61a616757020a8.88516761.pdf)
- Gensler, S., Neslin, S. A., & Verhoef, P. C. (2017). The showrooming phenomenon: it's more than just about price. *Journal of Interactive Marketing*, 38, 29-43. <https://doi.org/10.1016/j.intmar.2017.01.003>
- Giorgi, A., & Giorgi, B. (2003). Phenomenology. In J. A. Smith (Ed.), *Qualitative psychology: A practical guide to research methods* (pp. 25–50). Sage Publications, Inc. <https://psycnet.apa.org/record/2003-06442-002>
- Giorgi, A., & Giorgi, B. (2003). Phenomenology. In J. A. Smith (Ed.), *Qualitative psychology: A practical guide to research methods* (pp. 25–50). Sage Publications, Inc. <https://psycnet.apa.org/record/2003-06442-002>
- Giovenco, D. P., Spillane, T. E., Maggi, R. M., Lee, E. Y., & Philbin, M. M. (2021). Multi-level drivers of tobacco use and purchasing behaviors during COVID-19 "lockdown": A qualitative study in the United States. *International Journal of Drug Policy*, 94, 103175. <https://doi.org/10.1016/j.drugpo.2021.103175>
- Goldring, D., & Azab, C. (2021). New rules of social media shopping: Personality differences of US Gen Z versus Gen X market mavens. *Journal of Consumer Behaviour*, 20(4), 884-897. <https://doi.org/10.1002/cb.1893>
- Gruszczyński, L. (2020). *The COVID-19 pandemic and international trade: Temporary turbulence or paradigm shift?*. *European Journal of Risk Regulation*, 11(2), 337-342. <https://doi.org/10.1017/err.2020.29>
- Gu, S., Ślusarczyk, B., Hajizada, S., Kovalyova, I., & Sakhbieva, A. (2021). Impact of the covid-19 pandemic on online consumer purchasing behavior. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2263-2281. <https://doi.org/10.3390/jtaer16060125>
- Gunawan, I., Witanti, W., & Renaldi, F. (2021, March). Integration of Supply Management System in Auto Parts Company Using Web Services. In *Journal of Physics: Conference Series* (Vol. 1845, No. 1, p. 012022). IOP Publishing. <https://doi.org/10.1088/1742-6596/1845/1/012022> <https://doi.org/10.1016/j.jbusres.2020.12.034>
- Guo, K. L. (2020). DECIDE: a decision-making model for more effective decision making by health care managers. *The health care manager*, 39(3), 133-141. doi: 10.1097/HCM.0000000000000299
- Haaker, T., Ly, P. T. M., Nguyen-Thanh, N., & Nguyen, H. T. H. (2021). Business model innovation through the application of the Internet-of-Things: A comparative analysis. *Journal of Business Research*, 126, 126-136.
- Hashim, N. A. A. N., Ramllee, S. I. F., Yusoff, A. M., Nawi, N. M. N., Awang, Z., Zainuddin, S. A., ... & Fatt, B. S. (2019). Internet Shopping: How the Consumer Purchase Behaviour is Impacted by Risk Perception. *TEST Engineering & Management*, 59(6S), 1014-1021. https://www.researchgate.net/publication/339284609_Internet_Shopping_How_the_Consumer_Purchase_Behaviour_is_Impacted_by_Risk_Perception/citati on/download
- He, H., & Harris, L. (2020). The impact of Covid-19 pandemic on corporate social responsibility and marketing philosophy. *Journal of business research*, 116, 176-182. <https://doi.org/10.1016/j.jbusres.2020.05.030>
- He, Q., Meadows, M., Angwin, D., Gomes, E., & Child, J. (2020). Strategic alliance research in the era of digital transformation: Perspectives on future research. *British Journal of Management*, 31(3), 589-617. <https://doi.org/10.1111/1467-8551.12406>
- He, X., Zhan, W., & Hu, Y. (2018). Consumer purchase intention of electric vehicles in China: The roles of perception and personality. *Journal of Cleaner Production*, 204, 1060-1069. <https://doi.org/10.1016/j.jclepro.2018.08.260>
- Howard, D. (2017). *Learning agility in education: analysis of pre-service teacher's learning agility and teaching performance*. Tarleton State University. <https://www.proquest.com/openview/f816c8411bbc7a4a968a582e5b7cda2a/1?pq-origsite=scholar&cbl=18750>
- Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative health research*, 15(9), 1277-1288. <https://doi.org/10.1177/1049732305276687>
- Hsieh, H. F., & Shannon, S. E. (2005). Three approaches to qualitative content analysis. *Qualitative health research*, 15(9), 1277-1288. <https://doi.org/10.1177/1049732305276687>
- Hsieh, S. H., Lee, C. T., & Tseng, T. H. (2021). Branded app atmospherics: examining the effect of pleasure–arousal–dominance in brand relationship building. *Journal of Retailing and Consumer Services*, 60, 102482. <https://doi.org/10.1016/j.jretconser.2021.102482>
- Hu, Y., Zhao, L., Luo, X. R., Gupta, S., & He, X. (2021). Trialing or combining? Understanding consumer partial switching in mobile application usage from the variety-seeking perspective. *Internet Research*. <https://doi.org/10.1108/INTR-09-2019-0368>
- Huseynov, F., & Yıldırım, S. Ö. (2017). Behavioural segmentation analysis of online consumer audience in Turkey by using real e-commerce transaction data. *International Journal of Economics and Business Research*, 14(1), 12-28. <https://doi.org/10.1504/IJEBR.2017.10006200>
- Janssen, M., Chang, B. P., Hristov, H., Pravst, I., Profeta, A., & Millard, J. (2021). Changes in food consumption during the COVID-19 pandemic: analysis of consumer survey data from the first lockdown period in Denmark, Germany, and Slovenia. *Frontiers in nutrition*, 8, 60. <https://doi.org/10.3389/fnut.2021.635859>
- Jasmani, J., & Sunarsi, D. (2020). The Influence of Product Mix, Promotion Mix and Brand Image on Consumer Purchasing Decisions of Sari Roti Products in South Tangerang. *PINISI Discretion Review*, 1(1), 165-174. <https://doi.org/10.26858/pdr.v1i1.13409>
- Jeong, S. C., Kim, S. H., Park, J. Y., & Choi, B. (2017). Domain-specific innovativeness and new product adoption: A case of wearable devices. *Telematics and*

- Informatics*, 34(5), 399-412. <https://doi.org/10.1016/j.tele.2016.09.001>
- Jha, R. (2020). Online shopping: Impact on city planning and infrastructure. <https://www.orfonline.org/expert-speak/online-shopping-impact-city-planning-infrastructure-46937/>
- Jung, N. Y., & Seock, Y. K. (2017). Effect of service recovery on customers' perceived justice, satisfaction, and word-of-mouth intentions on online shopping websites. *Journal of Retailing and Consumer Services*, 37, 23-30. <https://doi.org/10.1016/j.jretconser.2017.01.012>
- Kalsoom, Q., Khanam, A., & Quraishi, U. (2017). Sustainability consciousness of pre-service teachers in Pakistan. *International Journal of Sustainability in Higher Education*. <https://doi.org/10.1108/IJSHE-11-2016-0218>
- Khan, S. N., & Mohsin, M. (2017). The power of emotional value: Exploring the effects of values on green product consumer choice behavior. *Journal of cleaner production*, 150, 65-74. <https://doi.org/10.1016/j.jclepro.2017.02.187>
- Khanna, S., & Wahi, A. K. (2018). Website attractiveness in e-commerce sites: Key factors influencing the consumer purchase decision. In *Mobile Commerce: Concepts, Methodologies, Tools, and Applications* (pp. 394-403). IGI Global. DOI: 10.4018/978-1-5225-2599-8.ch021
- Kim, D., & Ammeter, A. P. (2018). Shifts in online consumer behavior: a preliminary investigation of the net generation. *Journal of theoretical and applied electronic commerce research*, 13(1), 1-25. <https://doi.org/10.4067/S0718-18762018000100102>
- Kim, J. Y. (2018). The human capital gap: getting governments to invest in people. *Foreign Aff.*, 97, 92. <https://heinonline.org/HOL/LandingPage?handle=hein.journals/fora97&div=84&id=&page=>
- King, E., Norbury, K., & Rooney, D. (2020). Coaching for leadership wisdom. *Organizational Dynamics*, 100815. <https://doi.org/10.1016/j.orgdyn.2020.100815>
- Komlos, J. (2019). *Foundations of real-world economics: What every economics student needs to know*. Routledge. <https://doi.org/10.4324/9781315099972>
- Krishnamurthy, S. (2020). The future of business education: A commentary in the shadow of the Covid-19 pandemic. *Journal of business research*, 117, 1-5. <https://doi.org/10.1016/j.jbusres.2020.05.034>
- Ku, K. Y., Kong, Q., Song, Y., Deng, L., Kang, Y., & Hu, A. (2019). What predicts adolescents' critical thinking about real-life news? The roles of social media news consumption and news media literacy. *Thinking Skills and Creativity*, 33, 100570. <https://doi.org/10.1016/j.tsc.2019.05.004>
- Kumari, S., Mehta, R., Kumar, R., & Choudhary, R. R. (2020). IMPACT OF COVID-19 ON CONSUMER BEHAVIOUR IN E-COMMERCE INDUSTRY. *International Journal of Management (IJM)*, 11(12). DOI: 10.34218/IJM.11.12.2020.232
- Kunzmann, K. R. (2020). Smart cities after COVID-19: Ten narratives. *disP-The Planning Review*, 56(2), 20-31. <https://doi.org/10.1080/02513625.2020.1794120>
- Lau, K. W., & Lee, P. Y. (2019). Shopping in virtual reality: a study on consumers' shopping experience in a stereoscopic virtual reality. *Virtual Reality*, 23(3), 255-268. <https://doi.org/10.1007/s10055-018-0362-3>
- Lee, C. H., & Wu, J. J. (2017). Consumer online flow experience: The relationship between utilitarian and hedonic value, satisfaction and unplanned purchase. *Industrial Management & Data Systems*. <https://doi.org/10.1108/IMDS-11-2016-0500>
- Li, J., Han, X., Wang, W., Sun, G., & Cheng, Z. (2018). How social support influences university students' academic achievement and emotional exhaustion: The mediating role of self-esteem. *Learning and individual differences*, 61, 120-126. <https://doi.org/10.1016/j.lindif.2017.11.016>
- Lissitsa, S., & Kol, O. (2021). Four generational cohorts and hedonic m-shopping: association between personality traits and purchase intention. *Electronic Commerce Research*, 21(2), 545-570. Liu, H., Lobschat, L., & Verhoef, P. C. (2018). Multichannel retailing: A review and research agenda. *Foundations and Trends in Marketing*, 12(1), 1-79. <https://doi.org/10.1007/s10660-019-09381-4>
- Liu, H., Lobschat, L., & Verhoef, P. C. (2018). Multichannel retailing: A review and research agenda. *Foundations and Trends in Marketing*, 12(1), 1-79. DOI:10.1561/17000000059
- Lund, S., & Tyson, L. (2018). Globalization Is Not in Retreat: Digital Technology and the Future of Trade. *Foreign Affairs*, 97(3), 130-140. <http://www.jstor.org/stable/44822150>
- Maat, K., & Konings, R. (2018). Accessibility or innovation? Store shopping trips versus online shopping. *Transportation Research Record*, 2672(50), 1-10. <https://doi.org/10.1177/0361198118794044>
- MacIntyre, B., & Smith, T. F. (2018, October). Thoughts on the Future of WebXR and the Immersive Web. In *2018 IEEE international symposium on mixed and augmented reality adjunct (ISMAR-Adjunct)* (pp. 338-342). IEEE. <https://doi.org/10.1109/ISMAR-Adjunct.2018.00099>
- Manjón, I., & Ramírez-Andreotta, M. (2020). A dietary assessment tool to estimate arsenic and cadmium exposures from locally grown foods. *Environmental geochemistry and health*, 42(7), 2121-2135. <https://doi.org/10.1007/s10653-019-00486-1>
- Manyika, J. (2017). Technology, jobs and the future of work. <https://www.mckinsey.com/featured-insights/employment-and-growth/technology-jobs-and-the-future-of-work>
- Marza, S., Idris, I., & Abror, A. (2019, April). The influence of convenience, enjoyment, perceived risk, and trust on the attitude toward online shopping. In *Proceedings of the 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018)*, Advances in Economics, Business and Management Research (Vol. 64, pp. 588-597). <https://doi.org/10.2991/piceeba2-18.2019.40>
- McMaster, M., Nettleton, C., Tom, C., Xu, B., Cao, C., & Qiao, P. (2020). Risk management: Rethinking fashion supply chain management for multinational corporations in light of the COVID-19 outbreak. *Journal of Risk and Financial Management*, 13(8), 173. <https://doi.org/10.3390/jrfm13080173>
- Melović, B., Šehović, D., Karadžić, V., Dabić, M., & Ćirović, D. (2021). Determinants of Millennials' behavior in online shopping—Implications on consumers' satisfaction and e-business development. *Technology in society*, 65, 101561. <https://doi.org/10.1016/j.techsoc.2021.101561>
- Miller, D., & Slater, D. (2020). *The Internet: an ethnographic approach*. Routledge. <https://books.google.com.ph/books?id=NWkQEAAQBAJ&lpg=PT5&ots=59-XNGJzUS&dq=It%20is%20no%20doubt%20that%20the%20use%20of%20the%20internet%20is%20increasingly%20popular%20in%20the%20eyes%20of%20the%20younger%20generation%20is%20no%20exception%20for%20students.&lr&pg=PT5#v=onepage&q&f=false>
- Moreno, F. M., Lafuente, J. G., Carreón, F. Á., & Moreno, S. M. (2017). The characterization of the millennials and their buying behavior. *International Journal of Marketing Studies*, 9(5), 135-144. <http://doi.org/10.5539/ijms.v9n5p135>
- Mosco, V. (2017). *Becoming digital: Toward a post-internet society*. Emerald Group Publishing.

<https://books.google.com.ph/books?id=oFg6DwAAQBAJ&pg=PP1&ots=fqwmeaVrrC&dq=Students%20are%20a%20part%20of%20society%20that%20is%20very%20close%20to%20the%20problem%20of%20information%20access%20and%20the%20internet%20world.%20&lr&pg=PP1#v=onepage&q=Students%20are%20a%20part%20of%20society%20that%20is%20very%20close%20to%20the%20problem%20of%20information%20access%20and%20the%20internet%20world.&f=false>

- Mou, J., Shin, D. H., & Cohen, J. (2017). Understanding trust and perceived usefulness in the consumer acceptance of an e-service: a longitudinal investigation. *Behaviour & Information Technology*, 36(2), 125-139. <https://doi.org/10.1080/0144929X.2016.1203024>
- Nadeem, S., & Saxena, A. (2018). The challenges of Taxing E-Commerce. *International journal of Management studies*, 4(4), 56. [http://dx.doi.org/10.18843/ijms/v5i4\(4\)/07](http://dx.doi.org/10.18843/ijms/v5i4(4)/07)
- Nanda, A., Xu, Y., & Zhang, F. (2021). How would the COVID-19 pandemic reshape retail real estate and high streets through acceleration of E-commerce and digitalization?. *Journal of Urban Management*, 10(2), 110-124. <https://doi.org/10.1016/j.jum.2021.04.001>
- National Economic and Development Authority. (2020). <https://neda.gov.ph/e-commerce-seen-to-sustain-ph-economy-and-drive-growth/>
- Nedorostkova, E. E. (2020). *The Impact of the COVID-19 Coronavirus Pandemic on the National Digital Services Market Development (exemplified by the digital commerce segment)*. <https://doi.org/10.2991/assehr.k.201105.030>
- Ngoc, H. N., & Kriengsinoyos, W. (2020). *Impacts of COVID-19 pandemic and its lockdown on global eating behavior: a Google Trends analysis*. <https://doi.org/10.20944/preprints202012.0701.v1>
- Noh, J. W., Kim, Y. M., Lee, L. J., Akram, N., Shahid, F., Kwon, Y. D., & Stekelenburg, J. (2019). Factors associated with the use of antenatal care in Sindh province, Pakistan: A population-based study. *PLoS one*, 14(4), e0213987. <https://doi.org/10.1371/journal.pone.0213987>
- Nyanchama, S. S. (2021). *Critical assessment of public participation in Environmental Impact Assessment process in the upstream petroleum sector in Kenya* (Doctoral dissertation, Strathmore University). <http://hdl.handle.net/11071/12499>
- Oducado, R. M. (2019). Gen Z nursing students' usage, perception and satisfaction with Facebook for educational purposes: Tool for learning or distraction. *Indonesian Nursing Journal of Education and Clinic*, 4(1), 79-89. <https://ssrn.com/abstract=3491589>
- Oducado, R. M. (2019). Gen Z nursing students' usage, perception and satisfaction with Facebook for educational purposes: Tool for learning or distraction. *Indonesian Nursing Journal of Education and Clinic*, 4(1), 79-89. <https://ssrn.com/abstract=3491589>
- Ozili, P. K. (2020). Covid-19 pandemic and economic crisis: The Nigerian experience and structural causes. *Journal of Economic and Administrative Sciences*. <https://pesquisa.bvsalud.org/global-literature-on-novel-coronavirus-2019-ncov/resource/pt/covidwho-1476007>
- Pauwels, P., Zhang, S., & Lee, Y. C. (2017). Semantic web technologies in AEC industry: A literature overview. *Automation in construction*, 73, 145-165. <https://doi.org/10.1016/j.autcon.2016.10.003>
- Pedroso, J. E. P. (2020). Understanding Casa Mariquit as an Ilonggo Cultural Heritage Site: Towards the Development of a Video Documentary Instructional Material. *BIMP-EAGA Journal for Sustainable Tourism Development*, 9(1), 39-51. <https://doi.org/10.51200/bimpeagajtsd.v9i1.3247>
- Pedroso, J. E. P. (2021). School On Wheels and Multimedia-Aided Instructions as Mediators of Students' Local Cultural Heritage Awareness. *International Journal of Arts and Humanities Studies*, 1(1), 63-69. <https://doi.org/10.32996/ijahs.2021.1.1.10>
- Pedroso, J. E. P. (2021). Students' Views from Webinars: A Qualitative Study. *International Journal of Arts and Humanities Studies*, 1(1), 36-44. <https://doi.org/10.32996/ijahs.2021.1.1.6>
- Pedroso, J. E. P., Oducado, R. M. F., Ocampo, A. R. S., Tan, V. S., & Tamdang, K. A. (2021). Factors influencing intention to use videoconferencing tools in online distance education among students in Philippine maritime schools. *Australian Journal of Maritime & Ocean Affairs*, 1-12. <https://doi.org/10.1080/18366503.2021.2014181>
- Pedroso, J. E. P., Siason Jr, N. D., & Tangco-Siason, A. (2021). Principal's Leadership Practices during the COVID 19 Pandemic: An Exploratory Study. *International Journal of Arts and Humanities Studies*, 1(1), 76-87. <https://doi.org/10.32996/ijahs.2021.1.1.12>
- Pedroso, J. E. P., Tangco-Siason, A., Ortizo-Roces, C., & Magramo-Basbas, J. I. F. (2022). Implementation of Guidance and Counseling Services during the COVID-19 Pandemic. https://www.researchgate.net/profile/John-Erwin-Pedroso/publication/358395202_Implementation_of_Guidance_and_Counseling_Services_during_the_COVID-19_Pandemic/links/61ffd980870587329e974b7b/Implementation-of-Guidance-and-Counseling-Services-during-the-COVID-19-Pandemic.pdf
- Pereira, A. C., & Romero, F. (2017). A review of the meanings and the implications of the Industry 4.0 concept. *Procedia Manufacturing*, 13, 1206-1214. <https://doi.org/10.1016/j.promfg.2017.09.032>
- Putri, I. G. A. P. T., & Rahyuda, H. (2020). Effect of capital structure and sales growth on firm value with profitability as mediation. *International Research Journal of Management, IT and Social Sciences*, 7(1), 145-155. <https://doi.org/10.21744/irjmis.v7n1.833>
- Rahman, M. A., Islam, M. A., Esha, B. H., Sultana, N., & Chakravorty, S. (2018). Consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh. *Cogent Business & Management*, 5(1), 1514940. <https://doi.org/10.1080/23311975.2018.1514940>
- Rahnama, H., & Rajabpour, S. (2017). Factors for consumer choice of dairy products in Iran. *Appetite*, 111, 46-55. <https://doi.org/10.1016/j.appet.2016.12.004>
- Rehman, S. U., Bhatti, A., Mohamed, R., & Ayoub, H. (2019). The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan. *Journal of Global Entrepreneurship Research*, 9(1), 1-25. <https://doi.org/10.1186/s40497-019-0166-2>
- Robbins, L. (2007). *An essay on the nature and significance of economic science*. Ludwig von Mises Institute. [https://books.google.com.ph/books?hl=en&lr=&id=nySoIkOgWQ4C&oi=fnd&pg=PA1&dq=Robbins,+L.++\(1952\).+An+Essay+on+the+Nature+and+Significance+of+Economic+Science&ots=byz1AYkj6x&sig=KWPWnrDjq8fgvZzAUdSOa70qRjI&redir_esc=y#v=onepage&q&f=false](https://books.google.com.ph/books?hl=en&lr=&id=nySoIkOgWQ4C&oi=fnd&pg=PA1&dq=Robbins,+L.++(1952).+An+Essay+on+the+Nature+and+Significance+of+Economic+Science&ots=byz1AYkj6x&sig=KWPWnrDjq8fgvZzAUdSOa70qRjI&redir_esc=y#v=onepage&q&f=false)
- Rockmore, T. (2005). On constructivist epistemology. <https://philpapers.org/rec/ROCOCE>
- Rockmore, T. (2005). On constructivist epistemology. <https://philpapers.org/rec/ROCOCE>
- Roggeveen, A. L., & Sethuraman, R. (2020). How the COVID-19 pandemic may change the world of retailing. *Journal of Retailing*, 96(2), 169. doi:

10.1016/j.jretai.2020.04.002

- Ross, N. J., Anderson, M. D., Goldberg, J. P., Houser, R., & Rogers, B. L. (1999). Trying and buying locally grown produce at the workplace: results of a marketing intervention. *American Journal of Alternative Agriculture*, 14(4), 171-179. <https://doi.org/10.1017/S0889189300008353>
- Ruiiu, G., & Ruiiu, M. L. (2019). The complex relationship between education and happiness: The case of highly educated individuals in Italy. *Journal of Happiness Studies*, 20(8), 2631-2653. <https://doi.org/10.1007/s10902-018-0062-4>
- Sailer, M., Hense, J. U., Mayr, S. K., & Mandl, H. (2017). How gamification motivates: An experimental study of the effects of specific game design elements on psychological need satisfaction. *Computers in human behavior*, 69, 371-380. <https://doi.org/10.1016/j.chb.2016.12.033>
- Schreurs, K., Quan-Haase, A., & Martin, K. (2017). Problematizing the Digital Literacy Paradox in the Context of Older Adults' ICT Use: Aging, Media Discourse, and Self-Determination. *Canadian Journal of Communication*, 42(2). <https://doi.org/10.22230/cjc.2017v42n2a3130>
- Serrat, O. (2017). The future of social marketing. In *Knowledge solutions* (pp. 119-128). Springer, Singapore. https://doi.org/10.1007/978-981-10-0983-9_17
- Shavitt, S., & Barnes, A. J. (2020). Culture and the consumer journey. *Journal of Retailing*, 96(1), 40-54. <https://doi.org/10.1016/j.jretai.2019.11.009>
- Shearer, R. L., Aldemir, T., Hitchcock, J., Resig, J., Driver, J., & Kohler, M. (2020). What students want: A vision of a future online learning experience grounded in distance education theory. *American Journal of Distance Education*, 34(1), 36-52. <https://doi.org/10.1080/08923647.2019.1706019>
- Sheth, J. (2020). Impact of Covid-19 on consumer behavior: Will the old habits return or die?. *Journal of business research*, 117, 280-283. <https://doi.org/10.1016/j.jbusres.2020.05.059>
- Singh, A., & Hess, T. (2020). How chief digital officers promote the digital transformation of their companies. In *Strategic Information Management* (pp. 202-220). Routledge. <https://www.taylorfrancis.com/chapters/edit/10.4324/9780429286797-9/chief-digital-officers-promote-digital-transformation-companies-anna-singh-thomas-hess>
- Singh, D. P. (2018). Integration of materialism with shopping motivations: motivations based profile of Indian mall shoppers. *Journal of Asia Business Studies*. <https://doi.org/10.1108/JABS-05-2016-0075>
- Slagmulder, R., & Devoldere, B. (2018). *Transforming under deep uncertainty: A strategic perspective on risk management*. *Business Horizons*, 61(5), 733-743. <https://doi.org/10.1016/j.bushor.2018.05.001>
- Soh, P. Y., Heng, H. B., Selvachandran, G., Anh, L. Q., Chau, H. T. M., Son, L. H., ... & Varatharajan, R. (2020). Perception, acceptance and willingness of older adults in Malaysia towards online shopping: a study using the UTAUT and IRT models. *Journal of ambient intelligence and humanized computing*, 1-13. <https://doi.org/10.1007/s12652-020-01718-4>
- Sovacool, B. K., Axsen, J., & Sorrell, S. (2018). Promoting novelty, rigor, and style in energy social science: Towards codes of practice for appropriate methods and research design. *Energy Research & Social Science*, 45, 12-42. <https://doi.org/10.1016/j.erss.2018.07.007>
- Susilo, D., & Putranto, T. D. (2018). Indonesian youth on social media: study on content analysis. In *Proceedings of the 2017 International Seminar on Social Science and Humanities Research (SSHHR 2017)*. doi (Vol. 10). <https://doi.org/10.2991/sshr-17.2018.15>
- Tango-Siason, A., Magramo-Basbas, J. I. F., Montaña, H. C., Galvez-Felimon, R., Ortizo-Roces, C., & Pedroso, J. E. P. (2022). Exploring Mentees' Needs from a Mentoring Program: Towards the Development of a Mentoring Toolkit. *International Journal of Arts and Humanities Studies*, 2(1), 33-45. <https://doi.org/10.32996/bjahs.2022.2.1.6>
- Thaichon, P. (2017). Consumer socialization process: The role of age in children's online shopping behavior. *Journal of Retailing and Consumer Services*, 34, 38-47. <https://doi.org/10.1016/j.jretconser.2016.09.007>
- Tongco, M. D. C. (2007). Purposive sampling as a tool for informant selection. *Ethnobotany Research and Applications*. 5:147-158. <https://mp3favorit.com/scholarspace.manoa.hawaii.edu/handle/10125/227>
- Tongco, M. D. C. (2007). Purposive sampling as a tool for informant selection. *Ethnobotany Research and Applications*. 5:147-158. <https://mp3favorit.com/scholarspace.manoa.hawaii.edu/handle/10125/227>
- Toquero, C. M. (2020). Challenges and opportunities for higher education amid the COVID-19 pandemic: The Philippine context. *Pedagogical Research*, 5(4). <https://doi.org/10.29333/pr/7947>
- Tseng, H., Yi, X., & Yeh, H. T. (2019). Learning-related soft skills among online business students in higher education: Grade level and managerial role differences in self-regulation, motivation, and social skill. *Computers in Human Behavior*, 95, 179-186. <https://doi.org/10.1016/j.chb.2018.11.035>
- UNCTAD. (2020). COVID-19 has changed online shopping forever, survey shows. <https://unctad.org/news/covid-19-has-changed-online-shopping-forever-survey-shows>
- Vasilyeva, M., Dearing, E., Ivanova, A., Shen, C., & Kardanova, E. (2018). Testing the family investment model in Russia: Estimating indirect effects of SES and parental beliefs on the literacy skills of first-graders. *Early Childhood Research Quarterly*, 42, 11-20. <https://doi.org/10.1016/j.ecresq.2017.08.003>
- Wang, O., Somogyi, S., & Charlebois, S. (2020). Food choice in the e-commerce era: a comparison between business-to-consumer (B2C), online-to-offline (O2O) and new retail. *British Food Journal*. <https://doi.org/10.1108/BFJ-09-2019-0682>
- Wang, Z., Wu, H., Burr, G. W., Hwang, C. S., Wang, K. L., Xia, Q., & Yang, J. J. (2020). Resistive switching materials for information processing. *Nature Reviews Materials*, 5(3), 173-195. <https://doi.org/10.1038/s41578-019-0159-3>
- Williams, A. M., Rodriguez Sanchez, I., & Škokić, V. (2021). *Innovation, risk, and uncertainty: A study of tourism entrepreneurs*. *Journal of Travel Research*, 60(2), 293-311. <https://doi.org/10.1177/0047287519896012>
- Wu, B., & Chen, X. (2017). Continuance intention to use MOOCs: Integrating the technology acceptance model (TAM) and task technology fit (TTF) model. *Computers in Human Behavior*, 67, 221-232. <https://doi.org/10.1016/j.chb.2016.10.028>
- Wu, J., Wang, K., He, C., Huang, X., & Dong, K. (2021). Characterizing the patterns of China's policies against COVID-19: A bibliometric study. *Information Processing & Management*, 58(4), 102562. <https://doi.org/10.1016/j.ipm.2021.102562>
- Wu, W. Y., Quyen, P. T. P., & Rivas, A. A. A. (2017). How e-servicescapes affect customer online shopping intention: the moderating effects of gender and online purchasing experience. *Information Systems and e-Business Management*, 15(3), 689-715. <https://doi.org/10.1007/s10257-016-0323-x>

-
- Yang, K. C., Huang, C. H., Yang, C., & Yang, S. Y. (2017). Consumer attitudes toward online video advertisement: YouTube as a platform. *s*. <https://doi.org/10.1108/K-03-2016-0038>
- Zhao, Y., Ni, Q., & Zhou, R. (2018). What factors influence the mobile health service adoption? A meta-analysis and the moderating role of age. *International Journal of Information Management*, *43*, 342-<https://doi.org/10.1016/j.ijinfomgt.2017.08.006>
- Zhou, L., Mao, H., Zhao, T., Wang, V. L., Wang, X., & Zuo, P. (2022). How B2B platform improves Buyers' performance: Insights into platform's substitution zhoeffect. *Journal of Business Research*, *143*, 72-80.<https://doi.org/10.1016/j.jbusres.2022.01.060>