

## SHOPPING EXPERIENCES AND BUYING INTENTIONS OF ONLINE SHOPPERS DURING THE COVID-19 PANDEMIC

**RITCH M. BANATE**

Assistant Professor I  
Cavite State University – Tanza Campus

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### ABSTRACT

The study focused on determining online shoppers' shopping experiences and buying intentions during the Covid-19 pandemic. This also determined the effects of shopping experiences during the Covid-19 pandemic on their buying intentions. It employed a descriptive-correlation research design using a survey questionnaire administered using Google Forms. For this study, the researcher used the purposive sampling technique to consider 150 online shoppers working from home in Tanza, Cavite. Data were tabulated and analyzed using SPSS. Results show that the participants have an excellent online shopping experience during the Covid-19 pandemic in terms of shopping enjoyment, convenience, security, privacy, and a very good experience in terms of personalization quality. Also, their pandemic shopping experiences highly affected their buying intentions regarding physical and emotional intentions, while their rational, product, and patronage intentions were moderately affected. Results also show no significant difference in the profiles of the participants regarding their shopping experiences and buying intentions except for their frequency of buying products online and the products bought online.

**Keywords:** Shopping experiences, buying intentions, online shoppers, Covid-19 pandemic

### 1.0 INTRODUCTION

Consumers are advised to spend more on online marketplaces due to the global lockdown, social isolation, and other measures to stop the COVID-19 pandemic. Because of this, the corporate environment underwent quick changes throughout the quarantine. In the end, the pandemic hastened the growth of online trade. A new generation of digitally integrated customers has evolved globally, changing how people purchase (Yohn, 2020).

Online sales increased due to the pandemic. Customers turned to online shopping as physical store visits were limited, and many were strapped for cash; this led to an increase in online sales. Even before the outbreak, customers were typically cautious. As a result, the pandemic has impacted many customers' lives and objectives, impacting their desire to purchase (McAdams, 2021).

However, the widespread use of working from home during the COVID-19 epidemic impacts people's attitudes about shopping and the things they choose to buy. Working from home has significantly influenced their daily purchases, including what, when, and how much they spend and their intentions. To meet their customers' future requests, manufacturers and merchants must understand the factors affecting their buying intentions (Seno, 2021).

Thus, this study aimed to determine the online shopping experiences of online shoppers in Tanza, Cavite. Also, the study aimed to determine the effect of shopping experiences during the Covid-19 pandemic on the buying intentions of the participants.

**In view of the preceding statements, this study was conducted to:**

1. Determine the socio-demographic profile of the participants in terms of:
  - a. Age;
  - b. Sex;
  - c. Civil status;
  - d. Occupation;
  - e. Monthly income;
  - f. Frequency of buying online; and
  - g. Products bought online;
2. Identify the online shopping experiences of online shoppers during the Covid-19 pandemic in terms of:
  - a. Quality of personalization;
  - b. Shopping enjoyment;
  - c. Convenience; and
  - d. Security and privacy;
3. Determine the effects of their shopping experiences on their buying intentions in terms of:
  - a. Physical;
  - b. Rational;
  - c. Emotional;
  - d. Product; and
  - e. Patronage; and
4. Identify if there is a significant difference in shopping experiences and buying intentions when grouped according to their profile.

## **2.0 METHODOLOGY**

This study used the descriptive correlation research design. The descriptive-correlation design was used to describe the demographic profile, online shopping experiences during the Covid-19 pandemic, and buying intentions of work-from-home online shoppers. The relationship between shopping experiences and buying intentions was also determined. For this study, the researcher used the purposive sampling technique to consider 150 online shoppers working from home in Tanza, Cavite. The researcher used an adapted survey questionnaire administered thru Google Forms to collect the data from online shoppers in Tanza, Cavite.

Data were analyzed using statistical tools such as frequency counts, percentages, means, and standard deviation to describe the participants' demographic profiles, shopping experiences, and buying intentions. An association test was used to describe the relationship among

demographic profiles, shopping experiences, and buying intentions. The researchers used the descriptive-correlation method to describe the perception and preference using determining their level of agreement on their shopping experiences and buying intentions using a 5-point Likert scale. The following conversion scales were used in interpreting the data.

**Table 1. Descriptive interpretation of the shopping experiences**

<b>NUMERICAL RANGE</b>	<b>VERBAL INTERPRETATION</b>	<b>DESCRIPTIVE INTERPRETATION</b>
4.21 - 5.00	Strongly Agree	The participant has an excellent shopping experience.
3.41 - 4.20	Agree	The participant has a very good shopping experience.
2.61 - 3.40	Slightly agree	The participant has a good shopping experience.
1.81 - 2.60	Disagree	The participant has a poor shopping experience.
1.00 - 1.80	Strongly disagree	The participant has a very poor shopping experience.

**Table 2. Descriptive interpretation for buying intention**

<b>NUMERICAL RANGE</b>	<b>VERBAL INTERPRETATION</b>	<b>DESCRIPTIVE INTERPRETATION</b>
4.21 - 5.00	Strongly Agree	The shopping experience has a high effect on their buying intentions.
3.41 - 4.20	Agree	The shopping experience has a moderate effect on their buying intentions.
2.61 - 3.40	Slightly agree	The shopping experience has a slight effect on their buying intentions.
1.81 - 2.60	Disagree	The shopping experience has a low effect on their buying intentions.

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1.00 - 1.80	Strongly disagree	The shopping experience does not affect their buying intentions.
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### 3.0 RESULTS AND DISCUSSION

#### 3.1 Demographic Profiles of the Participants

Table 4 shows that most participants (44.70%) belong to the age bracket of 25-31 years old and are female (64%). Majority (84%) of the participants are single and working as customer service representatives (59.30) with monthly income (44.7%) ranging from Php10,001 - Php20,000. Also, most participants buy food products (37.30%) online once a week.

**Table 4. Distribution of participants in terms of their socio-demographic profile**

DEMOGRAPHIC PROFILES	FREQUENCY	PERCENTAGE
<b>Age</b>		
18-25	59	39.30
25-31	67	44.70
32-38	19	12.70
39-45	5	3.30
<b>Sex</b>		
Female	96	64.00
Male	54	36.00
<b>Civil Status</b>		
Single	126	84.00
Married	24	16.00
<b>Occupation</b>		
Customer Service Representative	89	59.30
Call Center Agent	11	7.30
Teacher/Tutor	10	6.70
Office Staff/Admin Support	18	12.00
Online Seller/Freelancer/Blogger	4	2.70

IT Service Desk	4	2.70
Virtual/Operations Assistant	4	2.70
Supervisor/manager	8	5.30
Others	2	1.30
<b>Monthly Income</b>		
Below 10,000	16	10.70
10,001-20,000	67	44.70
20,001-30,000	54	36.00
30,001-40,000	9	6.00
40,001 and above	4	2.70
<b>Frequency of Buying Online</b>		
Once	73	48.70
Twice	53	35.30
Three to Five times	15	10.00
Six times or more	7	4.70
<b>Products Bought Online</b>		
Cosmetics Product	13	8.70
Accessories	11	7.30
Groceries	13	8.70
Clothing	45	30.00
Gadgets	9	6.00
Food	56	37.30
Others	3	2.00

### 3.2 Shopping Experiences of Online Shoppers during the Covid-19 Pandemic

Table 5 presents the online shopping experiences of online shoppers regarding personalization quality. As a result, the study revealed that they had a very good pandemic online shopping experience in terms of personalization quality.

According to Lindecrantz et al. (2020), the personalization of a product in a store is highly preferred by consumers and affects their experience. In online shoppers' case, the personalization quality affects their experience as most of them prefer personalized products.

Suppose the business provides the customization that their consumers demand. In that case, they will have a very good experience as they perceive that the business values their preferences and treat them with utmost importance.

**Table 5. Shopping experience based on the quality of personalization**

QUALITY OF PERSONALIZATION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I like shopping online because they offer personalized products that I mostly prefer.	3.833	1.292	Agree
2. I like shopping online because the seller is accommodating and responsive to my inquiries.	3.753	1.187	Agree
3. I like shopping online because they neatly and safely pack my orders.	3.807	1.224	Agree
4. I like shopping online because of the personal care of the seller and ensuring that I will receive the exact and right product I ordered.	3.813	1.261	Agree
<b>OVER-ALL</b>	<b>4.040</b>	<b>1.247</b>	<b>Agree</b>

Table 6 presents the shopping experiences of online shoppers regarding shopping enjoyment. Overall, it can be seen that all participants had an excellent shopping experience in terms of shopping enjoyment.

Gu et al. (2021) reinforced the result of the study, which proved that online shoppers, primarily working from home, have an excellent online shopping experience when online stores provide high-quality products at lower prices.

**Table 6. Shopping experience based on shopping enjoyment**

SHOPPING ENJOYMENT	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I enjoy shopping online because of the broad choices and greater selection of products.	4.300	0.809	Strongly Agree
2. I enjoy shopping online because of discounts and freebies.	4.173	1.022	Agree
3. I enjoy shopping online because of the affordable and low prices of the products.	4.167	0.999	Agree

4. I enjoy shopping online because of the personal satisfaction that I feel.	4.007	1.052	Agree
<b>OVER-ALL</b>	<b>4.427</b>	<b>0.822</b>	<b>Strongly Agree</b>

Table 7 shows shopping experiences of online shoppers in terms of convenience. Overall, the study revealed that the participants have excellent online pandemic shopping experiences in terms of convenience.

Gemius et al. (2020) revealed in their study that convenience can affect the online shopping experience of an online shopper. According to her, the possibility of shopping without leaving home in consideration of their safety and the unlimited time to choose available products 24/7 provides them with an excellent shopping experience.

**Table 7. Shopping experience in terms of convenience**

CONVENIENCE	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It is convenient to shop online because I do not need to go to the store just to buy something physically.	4.527	0.621	Strongly Agree
2. It is convenient to shop online because I can easily search for the things I need by just typing the name in the search button.	4.500	0.565	Strongly Agree
3. It is convenient to shop online because I can place my order quickly, and they provide convenient payment options.	4.433	0.607	Strongly Agree
4. It is convenient to shop online because they deliver the ordered items to the preferred time and place.	4.460	0.609	Strongly Agree
<b>OVER-ALL</b>	<b>4.660</b>	<b>0.529</b>	<b>Strongly Agree</b>

Table 8 presents the shopping experiences of online shoppers in terms of security and privacy. The study results revealed that the participants had an excellent pandemic online shopping experience regarding security and privacy.

Writer (2020), strengthened the result of the study by proving his findings that security and privacy significantly affect the experience of an online shopper. Primarily those working from home tend to have a greater shopping experience when an online store provides the contact details of the delivery personnel since most of them are still unable to receive the items even

working at home. Hence, it gives them the security and safety to know the necessary information of the delivery personnel. Thus, sending the actual pictures of the parcel before and after packing enhances the online shopper's experience.

**Table 8. Pandemic online shopping experience based on security and privacy**

SECURITY AND PRIVACY	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. It is secure to shop online because they can send pictures of my order before they deliver to my preferred place.	4.007	1.071	Agree
2. It is secure to shop online because they make sure that my order is in good shape and condition before the delivery.	4.073	0.898	Agree
3. It is secure to shop online because they gave the name and contact of the person that will deliver my order.	4.100	0.975	Agree
4. It is secure to shop online because of their discrete packaging for the confidentiality of my order as well as my personal details.	4.060	0.971	Agree
<b>OVER-ALL</b>	<b>4.300</b>	<b>0.918</b>	<b>Strongly Agree</b>

### 3.3 Online Shopping Experiences and Buying Intentions

Table 9 shows the shopping experience towards buying intention of online shoppers in terms of physical intention. Overall, the study revealed that the shopping experiences of the participants have a high effect on their buying intention in terms of physical intention.

Writer (2020) strengthened the study's results by mentioning that the current pandemic has greatly affected consumers' buying intentions, especially those working from home. He also found out that working from home limits their capacity to buy products from a physical store, so they opted to buy safe, hassle-free products and always available online.

**Table 9. Shopping experience and buying intentions based on physical intention**

BUYING INTENTION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I will continue buying online because my personal needs can be easily purchased online.	4.080	0.840	Agree



2. I will continue buying online because the most needed products are always available.	4.100	0.792	Agree
3. I will continue buying products online because it is safer and more convenient.	4.173	0.757	Agree
4. I will continue buying online because it lessens my stress about purchasing a product after work.	4.207	0.797	Agree
<b>OVER-ALL</b>	<b>4.413</b>	<b>0.697</b>	<b>Strongly Agree</b>

Table 10 presents the pandemic online shopping experience towards buying intention of online shoppers in terms of rational intention. As a result, the study revealed that the shopping experiences of the participants had a moderate effect on their buying intention based on their rational intention.

The result of the study was justified by the study of Seno et al. (2021), who found out that the current pandemic affects the rational intention of shoppers in terms of buying products online. Furthermore, among those participants who participated in his study, he identified that those working from home preferred and will continue to shop online because it provides them the time to evaluate the products they choose to buy compared to buying at a physical store which poses some risks due to the pandemic. In addition, the participants are also motivated to buy online because it is time-saving, and some products from online stores are much cheaper than those from physical stores.

**Table 10. Shopping experience towards buying intention based on rational intention**

BUYING INTENTION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I will continue buying online because of its different features.	3.733	1.294	Agree
2. I will continue buying online because it provides value for my money.	3.747	1.194	Agree
3. I will continue buying online because they provide good quality customer service.	3.780	1.252	Agree
4. I will continue buying online because it saves more time and money.	3.907	1.166	Agree
<b>OVER-ALL</b>	<b>4.027</b>	<b>1.209</b>	<b>Agree</b>

Table 11 presents the effects of the shopping experience on buying intention of online shoppers in terms of emotional intention. Overall, the results of the study revealed that the pandemic shopping experience of the participants highly affected their buying intention in terms of emotional intention.

The result of the study was reinforced by the study of Seno et al. (2021), which found that as consumers start to be engaged in online shopping during the pandemic, their shopping experiences have affected their emotional intention. Furthermore, among those participants who participated in his study, he identified that those working from home suddenly changed their emotions when buying a product. Most of them are motivated to consider shopping online because they believe that it provides them time to reward themselves where they can instantly purchase the things that will provide them enjoyment after long working hours.

**Table 11. Shopping experiences towards buying intention based on emotional intention**

BUYING INTENTION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I will continue buying online because of the shopping enjoyment it provides.	3.907	1.195	Agree
2. I will continue buying online because it provides me time to relax.	3.980	1.173	Agree
3. I will continue buying online because it provides me time to reward myself.	4.313	0.913	Strongly Agree
4. I will continue buying online because of the satisfaction I feel every time I purchase an item.	3.908	1.183	Agree
<b>OVER-ALL</b>	<b>4.287</b>	<b>0.999</b>	<b>Strongly Agree</b>

Table 12 shows the effects of shopping experiences on buying intention of online shoppers in terms of product intention. Overall, the participants agreed that shopping experiences moderate their buying intention regarding product intention.

The result of the study can be justified by Chaniago (2021), who also found out that consumers' shopping experiences have affected their product intention during the pandemic. During the pandemic, where the income of most consumers has been affected, online shoppers tend to look for durable and high-quality products. Among these consumers are employees assigned to work from home, where most of them are buying products online that have greater performance and usage as well as reasonably priced compared to those from traditional stores, which are highly priced as affected by the pandemic.

**Table 12. Shopping experiences towards buying intention based on product intention**

BUYING INTENTION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I will continue buying online because of the quality and durability of the products.	3.807	1.304	Agree
2. I will continue buying online because the products are reasonably priced and cheaper.	3.800	1.274	Agree
3. I will continue buying online because of the product design and packaging.	3.713	1.297	Agree
4. I will continue buying online because the products provide greater performance and usage.	3.707	1.256	Agree
<b>OVER-ALL</b>	<b>3.973</b>	<b>1.326</b>	<b>Agree</b>

Table 13 presents the effects of shopping experiences on buying intention of online shoppers in terms of patronage intention. It can be seen that most of the participants agreed that their shopping experiences moderately affect their buying intention in terms of patronage intention.

This finding was strengthened by Chaniago (2021), who found out in his study that consumers who have positive previous experiences with an online store will become loyal to that store, resulting in continuous purchases. He also added that the current pandemic has affected consumers' buying intention, and most of them prefer online shopping and have high trust in those online stores.

**Table 13. Shopping experiences towards buying intention based on patronage intention**

BUYING INTENTION	WEIGHTED MEAN	STANDARD DEVIATION	REMARKS
1. I will continue buying online because I really trust the brands and online stores.	4.053	1.163	Agree
2. I will continue buying online to my preferred online shops because we share the same beliefs and values.	3.913	1.192	Agree
3. I will continue buying online because the people around me are always shopping their preferred products online.	3.947	1.157	Agree

4. I will continue buying online because of I am loyal to my preferred brands and online stores.	4.007	1.229	Agree
<b>OVER-ALL</b>	<b>4.193</b>	<b>1.157</b>	<b>Agree</b>

### 3.4 Significant Difference of Profiles to Shopping Experiences and Buying Intentions

Table 14 presents the significant difference in profiles in shopping experiences. It can be seen that the sex, frequency of buying products online, and the products purchased online of the participants significantly differ in their shopping experiences. However, the participant's age, civil status, occupation, and monthly income have no significant difference in their shopping experiences.

Nguyen and Homolka (2020) revealed in their study that there is a significant difference in the shopping experiences of male and female online shoppers. They found that most of their female participants are likelier to have higher online purchases than male shoppers. They also mentioned in their study that female participants tend to buy most of their necessities from online shops more frequently during the pandemic than male participants.

Mohsin (2021) found out in his study that the age, civil status, occupation, and monthly income of those online shoppers working from home have no significant difference in their online shopping experiences during the pandemic. It has been revealed that online stores are becoming much easier to use even at an early age, so it has nothing to do with the shopping experience, same with civil status and occupation as anyone can do online shopping. In terms of monthly income, the pandemic has limited consumers to shopping in a physical store, so most participants, regardless of their income, choose to buy their necessities in online shops.

**Table 14. Significant difference of profiles to shopping experiences**

DEMOGRAPHIC PROFILE	F-VALUE	P-VALUE	REMARKS
Age	2.077	0.106	No Significant Difference
Sex	2.432	0.016	Significant Difference
Civil status	-0.389	0.698	No Significant Difference
Occupation	1.288	0.254	No Significant Difference
Monthly income	1.586	0.181	No Significant Difference
Frequency of buying online	4.785	0.001	Significant Difference
Products bought online	3.866	0.001	Significant Difference

Table 15 shows the significant difference of profile to buying intentions. It can be seen that the frequency of buying products online and those purchased online by the participants significantly differ from their future buying motives. However, the age, sex, civil status, occupation, and monthly income of the participants have no significant difference in their future buying motives.

According to the study by Lansdown (2021), the demographic profiles of the participants, including the age, sex, civil status, occupation, and monthly income of online shoppers, has no significant difference in their future buying motives because the pandemic has changed the buying behavior of consumers that resulted to an increased usage of online shopping applications. Thus, there is a significant difference in the frequency of online products as more consumers frequently buy and increase the quantity of their purchases in online stores.

**Table 15. Significant difference of profiles to buying intentions**

DEMOGRAPHIC PROFILE	F-VALUE	P-VALUE	REMARKS
Age	1.176	0.321	No Significant Difference
Sex	1.858	0.065	No Significant Difference
Civil status	-1.098	0.274	No Significant Difference
Occupation	1.150	0.334	No Significant Difference
Monthly income	1.372	0.247	No Significant Difference
Frequency of buying online	4.458	0.002	Significant Difference
Products bought online	4.637	0.000	Significant Difference

#### 4.0 CONCLUSIONS AND RECOMMENDATIONS

The study determined online shoppers' shopping experiences and buying intentions during the Covid-19 pandemic. This also determined the effects of shopping experiences during the Covid-19 pandemic on their buying intentions. Based on the findings, the following conclusions were drawn:

1. Most of the participants belong to the age bracket of 25-31 years old and are female. Most participants are single and working as customer service representatives with monthly incomes ranging from Php10,001 - Php20,000. Also, most participants buy food products online once a week.
2. The shopping experiences of the participants during the Covid-19 pandemic were very good to excellent. This means that the participants are satisfied with shopping online, considering the setup and nature of their jobs.
3. The participants' online shopping experiences have moderate to high effects on their buying intentions. This means that their experiences affect them to continue shopping online.

4. There is no significant difference in the profiles of the participants regarding their shopping experiences and buying intentions except for their sex, frequency of buying online, and the products purchased online of the participants who have significant differences to their online shopping experiences and buying intentions during the Covid-19 pandemic. This only means that participants frequently buy and increase the number of their purchases in online stores during the pandemic.

**Based on the above conclusions, the following recommendations are made:**

1. Online businesses should strive to improve personalization by offering customized items, responding to inquiries, safeguarding packages, and guaranteeing that consumers will receive precise and correct orders.
2. Future researchers may use the study as a reference in further studying the effects of shopping experiences on buying intentions of online shoppers. They may also include other factors that can affect online or offline shopping experiences and buying intentions.
3. Online businesses and other businesses may use the study results as benchmarks for crafting marketing strategies for their online businesses.

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