

RESEARCH ARTICLE

ONLINE PURCHASE INVOLVEMENT AND INTENTION TO PURCHASE USING ONLINE SHOPPING PLATFORMS OF MILLENNIALS IN THE 3RD DISTRICT OF LAGUNA

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ABSTRACT

This study aims to determine the relationship between online purchase involvement and intention to purchase using online shopping platforms of millennials in the 3rd District of Laguna, descriptive research was carried out. Both surveys for the online purchase involvement and intention to purchase were administered among the three hundred eighty-six millennials' respondents. A strong agreement rating of the online purchase involvement in terms of challenge, an agreed rating in terms of skills, telepresence, and focused attention, and a strong agreement rating to the intention to purchase using online shopping platforms, were noted. Statistical results revealed that there is a significant relationship between the variables. Online purchase involvement in terms of skill, challenge, telepresence and focused attention are significant predictors that influences the intention to purchase using online shopping platforms. Due to the foregoing results, techniques in online shopping platforms are proposed to improve the overall shopping experience of the customers. To capitalize on the factors influencing online purchase intention identified in the research (skill, challenge, telepresence, and focused attention), online sellers/platforms can consider these techniques. Specifically, online selling and live chat, and special deals, mystery boxes or grab bags competition and contest, utilize live chat, enticing product offers and bundles, interactive content and more offers and discount. Hence, it is suggested that a similar study may be conducted with an experimental design, to further understand the significance of the study. Thus, this study was limited to the millennial respondents in the 3rd District of Laguna.

KEYWORDS

Online purchase, purchase intention, e-commerce, customer experience, digital marketing

1. INTRODUCTION

The evolution of e-commerce has brought about numerous benefits for consumers. Online shopping provides a wider range of choices, with global marketplaces offering an extensive selection of products from various brands and sellers (Sethi et al., 2018). Online shopping platforms, the range of goods accessible, and quick internet connectivity have all increased over time. Significant changes in people's purchasing behaviors as well as the growth of online shopping are the results of this advancement (Ayalew and Zewdie, 2022).

A recent Statista survey in the Philippines indicated that 24.83 percent of participants purchase online monthly (Statista, 2023). This shows that a large share of the population buys online. A lower but significant 10.96% of respondents said they shop online multiple times a week, indicating a higher frequency of online purchasing within the represented group. This shows that a large percentage of the Filipino populace is adopting online trading and buying for its convenience and benefits. Online shopping, or e-commerce, has become more popular as technology has advanced (Purwantoro, 2023). Recently, e-commerce has gained popularity due to its convenience and affordability (Kathiarayan, 2023). Internet buying is incredibly convenient. Millennials in fast-paced environments like it since it removes the trouble of visiting different stores or waiting in large lines (Riley and Klein, 2019). Due to its convenience, online shopping lets consumers focus on other elements of their lives.

Online purchase involvement is a consumer's attention, attentiveness, and emotional commitment to an online purchase. It encompasses the cognitive, emotional, and behavioral processes involved in purchasing decisions. In e-commerce, involvement is an object's perceived relevance based on inherent requirements, values, and interests after analyzing its enduring and intrinsic significance (Kim et al., 2023). Customer engagement is a service firm's ability to allow customers to directly communicate with the business and involve them in service design and delivery (Vidal and Magnaye, 2023). In related domains, consumer participation is used to show how it affects behavioral intentions (Kim et al., 2023). According to a study, "A consumer's behavior and thinking comprises certain ideas, emotions, and psychological associations that expedite the decision-making process" (Yazid, 2022).

Despite the increasing popularity and use of online shopping platforms, there is a lack of extensive research that explores the specific factors influencing their involvement in online purchases and their intentions to make such transactions. The gap in this knowledge emphasized the necessity of gaining a deeper understanding of these factors, which includes interactivity, control, and enjoyment. In this regard, the researcher determined the online purchase involvement and intention to purchase using online shopping platforms of Millennials, as it affects the financial spending and saving habits of the consumers and business opportunities for continuous growth.

2. REVIEW OF RELATED LITERATURE AND STUDIES

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To comprehend and anticipate online shopping behavior, client involvement must be assessed. Studies show that a website's engagement affects consumers' impressions and purchases. Research shows that customer cognition affects purchases. High cognitively involved consumers are more likely to use product information websites (Immanuel and Peter, 2022). However, engagement Theory states that engagement motivates (Zaichkowsky's, 1986). That means when individuals are interested, things will catch their attention, their perceptions of what's important will rise, and they will behave differently. Furthermore, according to a study, online shopping eliminates travel, unwelcoming individuals, and long queues (Devkota et al., 2021). Online shopping presents several problems, according to 66.0% of respondents. 16.13% of respondents believe that using a mobile app to shop online is easy, while 17.87% are unaware of any issues. It is noteworthy that 95.02% of respondents still think adapting to new technology is difficult.

Moreover, telepresence theory states that mediated surroundings transfer information, which affects telepresence. Telepresence is "the degree to which an individual perceives themselves as present in the mediated environment, as opposed to the immediate physical environment" (Yoo, 2023). According to a study telepresence has long been used to study virtual environment satisfaction, presence, and time dilation (Barta et al., 2023). Telepresence increases virtual reality's interactivity and authenticity (Chuang, 2020). Additionally, those who feel more telepresence are more willing to communicate and build trust. Telepresence benefits businesses' marketing. Business websites can provide detailed product information to consumers.

Contrarily, only two publications examined the only dimension—private self-consciousness—exclusively. The combined effects of private self-consciousness and self-monitoring on the consumer's self-concept and discovered that participants with higher levels of private self-consciousness and lower levels of self-monitoring exhibit more disparities between their real and ideal selves (López-Bonilla et al, 2021). A study stated that whether the transaction is in person or online, the consumer's intention to buy must be incited (Mohamed and Wee, 2020). Despite being a good predictor of online shopping behavior, intention does not necessarily lead to purchase. A group researcher explained that online buying intention is a key determinant in whether a consumer will buy a product or service online (Nguyen et al., 2022).

Csikszentmihalyi defines flow "the broad sensation that individuals experience when they engage in an activity with complete commitment". While in flow, individuals report feeling cognitively effective, motivated, and joyous. Concentration and delight are key to the core experience. Flow also causes an altered perception of time and a lack of consciousness like addictions. Participants also say that flow is simple since actions seem to flow easily (Rosas et al., 2019).

In addition, states that "purchase intention is a psychological variable that intervenes between attitude and actual behavior (Zhang et al., 2021)." Consumers' purchasing intentions indicate their willingness to buy. Before buying, the buyer's emotional decision, which decides their willingness or intention to buy, reveals their behavior and future purchases. Purchase intention is a key predictor of customer behavior. Sale volume and client loyalty indicates buy intention. Positive product perception or a well-planned strategy also affect a consumer's purchasing propensity. An increase in purchase intention will make more people consider buying. Two conditions must be met to predict behavior. The conduct must be judged after the intention because intentions change throughout time.

Responders must be conscious to choose (Kian et al., 2019). Purchase intention underpins businesses' market tactics. Trust and electronic service quality are still the main factors of buy intention, and online

shopping purchase intention research are progressed (Saputra et al., 2023). Positive purchasing intentions show brand loyalty and the likelihood of buying. Consumers may not buy despite their intentions. Price, quality, and value can influence purchasing intentions (Kian et al., 2017).

3. RESEARCH METHODOLOGY

This study aimed to investigate the correlation between online purchase involvement and the intention to purchase items via online shopping platforms among Millennials in the 3rd District of Laguna. A quantitative-descriptive study design was utilized, employing survey analysis to collect data on the online buying patterns of Millennials, born between 1981 and 1996, currently aged 27 to 42. The study focused on a population of 159,069 Millennials residing in San Pablo, Alaminos, Calauan, Liliw, Nagcarlan, Rizal, and Victoria. The respondents of the study were chosen using purposive sampling. In this sampling, three hundred eighty-six (386) respondents were selected purposively from the 159,069 total population of millennials residing in the 3rd District of Laguna that are most likely to yield appropriate and useful information.

The profile of the respondents reveals that the majority, 76.68% (296 out of 386), were residents of San Pablo City, with the remaining respondents distributed across Alaminos, Calauan, Liliw, Nagcarlan, Rizal, and Victoria. Regarding gender, 69.43% were female, and 30.57% were male. In terms of marital status, 62.18% were single, 36.79% were married, and 1.04% were either widowed or separated. The primary source of income for most respondents, 88.60%, was salary, while others earned from business, commissions, pensions, financial products, gaming, and other sources. Most respondents, 88.08%, were employed, with the remainder being students, business owners, self-employed, or unemployed. The study also found that Shopee was the most used online shopping platform, utilized by 56.74% of respondents, followed by Lazada (22.28%) and TikTok (15.28%), with other platforms including Facebook Marketplace and Shein. Frequent users of online shopping platforms made up 54.40%, with 34.46% shopping weekly. This finding aligns with previous research, which shows varying frequencies of online shopping, with some individuals relying on it for daily needs, while others make less frequent purchases.

A survey questionnaire was developed to evaluate the intention to purchase and online purchase involvement of Millennials who utilize online purchasing platforms. Three sections comprise the questionnaire. Initial demographic data included location, gender, marital status, source of income, occupation, frequency of online shopping platform use, and platform participation. The respondents' purchasing intentions and involvement were measured using a five-point Likert scale from "Strongly Agree" to "Strongly Disagree." The second section of the questionnaire focused on online purchase involvement and had four sections: Telepresence (platform engagement), Focused Attention (concentration on the task at hand), Challenge (online shopping excitement and delight), and Skill. The questionnaire's third portion assessed internet shopping intentions. Upon designing, face and content validation were done for internal validity. After instrument validation, pilot testing and Cronbach alpha reliability analysis and finalization preceded the study. Table 1 shows Cronbach alpha and statement indicators per sub variable.

Table 1: Level of Internal Consistency of Validated Research Instrument			
Variables	No. of Items	Cronbach's Alpha	Interpretation
Skill	3	0.717	Acceptable
Challenge	3	0.773	Acceptable
Telepresence	3	0.862	Good
Focused Attention	3	0.872	Good
Intention	5	0.859	Good

Table 1 shows the validated study instruments' internal consistency across Skill, Challenge, Telepresence, Focused Attention, and Intention. The three-item Skill and Challenge variables have acceptable internal consistency with Cronbach's Alpha coefficients of 0.717 and 0.773. The three-item Telepresence and Focused Attention variables have Cronbach's

Alpha coefficients of 0.862 and 0.972, respectively, indicating strong reliability. The five-item Intention variable has strong internal consistency with a Cronbach's Alpha coefficient of 0.859.

4. RESULTS AND DISCUSSION

Table 2: Online Purchase Involvement of Millennials in Terms of Skill		
Indicators	Mean	Interpretation
1. I felt in control when utilizing online shopping.	4.22	Strongly Agree

Table 2 (cont): Online Purchase Involvement of Millennials in Terms of Skill

2. I assumed I had control over how I interacted with online shopping.	4.17	Agree
3. I was able to manage my computer interaction by shopping online.	4.15	Agree
Overall	4.18	Agree

Table 2 shows the millennial online purchase involvement in terms of Skill. The overall mean score is 4.18 further supports the interpretation that Millennials generally agree with the statements regarding their skill-related experiences in online shopping. It implies that while millennials recognize the importance and influence of online platforms, they also feel competent and empowered when it comes to purchasing online. With a mean of 4.22, millennials respondents felt in control when utilizing online shopping. It demonstrates that when it comes to their online buying experiences, Millennials generally think of themselves as quite confident

and in control.

One common assumption among proponents of consumer empowerment is that customers will view any increase in control as beneficial. Concepts of classical economic theory are similar to the argument that control results in a closer match between consumer needs and market offerings: It is unquestionably advantageous to assist consumers in making decisions about what they want, when they want it, and on their terms (Wathieu et al., 2002).

Table 3: Online Purchase Involvement of Millennials in Terms of Challenge

Indicators	Mean	Interpretation
1. I found online shopping engaging to use.	4.37	Strongly Agree
2. I intrinsically became interested in online shopping.	4.26	Strongly Agree
3. I enjoy using online shopping.	4.42	Strongly Agree
Overall	4.35	Strongly Agree

Table 3 shows the millennial online purchase involvement in terms of challenge. The overall mean score of 4.35, the result signifies that the millennial respondents strongly agree and observe a high level of online purchase involvement and challenge when engaging in online shopping activities. With a mean of 4.42, millennial respondents enjoy using online

shopping. This implies that millennials find online shopping engaging and enjoyable activity. They view it as a source of pleasure and satisfaction as a form of leisure and entertainment as they seek out online shopping opportunities.

Table 4: Online Purchase Involvement of Millennials in Terms of Telepresence

Indicators	Mean	Interpretation
1. I was curious to use the online shop.	4.19	Agree
2. I was fascinated after using the online shop.	4.19	Agree
3. I became imaginative using the online shop.	4.08	Agree
Overall	4.15	Agree

Table 4 shows the millennial online purchase involvement in terms of telepresence. The overall mean score is 4.15 which suggests that the millennial respondents agree and observe a high level of involvement and telepresence when shopping online. With a mean score of 4.19, millennial respondents were curious to use online shops.

It implies that millennials purchase online with interest, fascination, and inventiveness, indicating a deep engagement with the platform and its

services. Millennials enjoy internet shopping because they see it as a creative and engaging activity. A group researches found that customers' perceptions of telepresence during the online purchasing process can predict their feelings of joy and trust in the process (Zia et al., 2022). The more telepresence, the more pleasure and trust consumers can derive from it. Online shops and enterprises should prioritize using text, photos, video, and other content, and establishing user-friendly interfaces.

Table 5: Online Purchase Involvement of Millennials in Terms of Focused Attention

Indicators	Mean	Interpretation
1. I was focused when shopping online.	4.09	Agree
2. I was mindful of distractions when utilizing online shopping.	4.04	Agree
3. I was completely focused on what I was doing while online shopping.	4.02	Agree
Overall	4.05	Agree

Table 5 shows the millennial online purchase involvement in terms of focused attention. The overall mean score of 4.05 indicates that the millennial respondents agreed and observed focused attention during online shopping activities. It implies that millennials have demonstrated an inclination to buy online with focus and awareness, recognizing potential distractions and focusing on their shopping activities with efficiency. With a mean score of 4.09, millennial respondents were focused

when shopping online. Millennials believe they can focus and be mindful when shopping online. They ought to concentrate and carefully analyze internet shopping products and processes. Customers watching live-streamed purchases are more likely to be affected by platform marketing initiatives and make impulsive or unreasonable purchases. Focus, impulsivity, and purchasing intention are positively correlated (Jiang, 2022).

Table 6: Online Purchase Involvement of Millennial

Variables	Mean	Interpretation
Skill	4.18	Agree
Challenge	4.35	Strongly Agree
Telepresence	4.15	Agree
Focused Attention	4.05	Agree
Overall	4.18	Agree

Table 6 shows the summary of millennial's online purchase involvement. The results revealed that there was a consistent trend of agreement among millennials regarding online purchase involvement across all the variables with an overall mean score of 4.18 (SD=0.75). It implies that Millennials are actively involved in online shopping, embracing challenges, leveraging their skills, feeling immersed in the online environment, and maintaining

focused attention throughout shopping online. Online purchase involvement, as explicated by explores a different aspect of the online shopping process that revolves around the level of information processing and cognitive exertion that a consumer dedicates to making a purchase decision (Ma et al., 2020).

Table 7: Intention to Purchase Using Online Shopping Platforms of Millennials

Indicators	Mean	Interpretation
1. I am willing to do online shopping.	4.37	Strongly Agree
2. I intend to engage in online shopping activities.	4.19	Agree
3. I will make an effort to do online shopping.	4.04	Agree
4. I will continuously do online shopping	4.27	Strongly Agree
3. I plan to revisit online shopping.	4.25	Strongly Agree
Overall	4.22	Strongly Agree

Table 7 presents the level of intention to purchase using online shopping platforms of millennials. The overall mean score is 4.22, this indicates a consistent trend of strong agreement among millennials regarding intention to purchase using online shopping platforms. It implies that millennials have a favorable perspective on online shopping, as evidenced by their strong intention, optimistic attitudes, and continuous enthusiasm in using these platforms to make purchases of products and services. With a mean score of 4.37, millennials are willing to do online shopping. This indicates that millennials think online shopping as a convenient and ideal

way to shop. Millennials find it beneficial because of the products' variety, accessibility, time, and location flexibility.

A group researchers found that online purchasing intention is a major influence in whether a consumer will buy a product or service online (Nguyen et al., 2022). It shows how determined a consumer is to take this step. One can determine a consumer's online shopping preference by examining their buy intention.

Table 8: Relationship Between Online Purchase Involvement and Intention to Purchase Using Online Shopping Platforms of Millennials

Indicators	N	Sig.	Pearson Correlation
Skill	386	.000	.685"
Challenge	386	.000	.744"
Telepresence	386	.000	.708"
Focused Attention	386	.000	.703"

** Correlation is significant at the 0.01 level (2-tailed).

Table 8 shows the relationship between online purchase involvement and intention to purchase using online shopping of millennials. The result indicates that online purchase involvement in terms of skill, challenge, telepresence, and focused attention has a significant relationship with the intention to purchase using online shopping platforms. To be specific, skill has an overall r-value of .685, challenge has an overall r-value of .744, telepresence has an overall r-value of .708, and focused attention with an overall r-value of .703, which means strong association. This implies that millennials' online purchase involvement boosts millennials' intention to purchase using online shopping platforms.

This suggests that online purchasing engagement and intention of buying

are positively correlated. Thus, customers who are actively involved in the online purchase process usually intend to buy. This means that consumers who carefully weigh their alternatives and understand the risks and advantages are more inclined to buy online. A consumer's purchasing intention may be influenced by numerous aspects, including attitude, according to (Shahid et al., 2022). Businesses' lead-oriented mindset, emotional benchmark, and social control perception affect the social aim, with each factor having a corresponding importance weight for direct and acceptable consumers. Customer behavior is currently being studied in relation to online buying goals. Online solidification boosts perceived value, ideal mindset, and online purchase aspirations, according to research.

Table 9: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825"	.680	.677	.3889

a. Predictors: (Constant), Skill, Challenge, Telepresence, Focused Attention

Table 9 shows that the correlation coefficient between the predictors (skill, challenge, telepresence, focused attention) and the outcome

variable (intention to purchase using online shopping platforms) is 0.825, indicating a strong positive relationship.

Table 10: ANOVA Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.606	4	30.652	202.663	.000 ^b
	Residual	57.624	381	.151		
	Total	180.230	385			

a. Dependent Variable: Intention

b. Predictors: (Constant), Skill, Challenge, Telepresence, Focused Attention

Table 10 ANOVA provides information about the overall fit of the regression model. The significant F statistic (F = 202.663, p < 0.05) suggests that the regression model is statistically significant.

This implies that the combined predictors are far more accurate than chance at predicting the intention to purchase using online shopping platforms.

Table 11: Coefficients'

Model		Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.073	.150		.488	.626
	Skill	.234	.044	.227	5.333	.000
	Challenge	.384	.047	.353	8.101	.000
	Telepresence	.216	.047	.211	4.630	.000
	Focused Attention	.149	.044	.161	3.367	.001

a: Dependent Variable: Intention

Table 11 shows the online purchase involvement that influences the intention to purchase using online shopping platforms. The results indicate that online purchase involvement in terms of skill, challenge, telepresence, and focused attention are significant predictors that influence the intention to purchase using online shopping platforms. To be specific, skill with a p-value of .000, Challenge with a p-value of .001, Telepresence with a p-value of .000, and Focused Attention with a p-value of .001. All coefficients have a p-value of less than 0.05.

The regression analysis indicates that skill, challenge, telepresence, and focused attention significantly influence the intention to purchase using online shopping platforms. It can be gleaned that several factors might have affected the results of the study such as convenience, accessibility, and wide selection of products considering the usability of online shopping platforms, engagement and excitement from shopping online, and the quality and ability to focus in an online shopping platform. According to the study of Online shopping platforms that are successful in fostering a flow experience draw consumers and emotionally engage with them, which encourages consumers to return (Jawaharlal and Kulkarni, 2022). Online businesses are encouraging their emotionally attached consumers to make impulsive purchases of their products. Marketing promotions have always been successful in encouraging illogical purchasing decisions. To comprehend consumer beliefs and attitudes, an online platform that combines practical and emotional aspects must be developed.

5. CONCLUSION AND RECOMMENDATIONS

Based on the major findings of the study, it was indeed correlating the online purchase involvement and intention to purchase using online shopping of millennials. The following recommendations were formulated: Businesses may focus on improving the overall online shopping experience to further engage the millennials. This may include improving the browsing and checkout process, and customization options. Given the strong inclination towards online shopping platforms, businesses may leverage social media platforms by using its features like stories, reels, and videos to share their products and services to widely reach and engage customers. With the significant relationship between online purchase involvement and intention to purchase using online shopping platforms, the following may be utilized to create a significant impact on the online selling platforms: personalization, gamification, mystery boxes, live chats, virtual trial and experience, product offers and bundles, interactive content, and more offers and discounts.

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