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RESEARCH ARTICLE

ELECTRONIC SHOPPING APPLICATION BENEFITS AND CUSTOMERS' ACQUISITION DECISION OF GENERATION Z IN THE PROVINCE OF LAGUNA

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ABSTRACT

This recent research examined usage of shopping apps online and their impacts on purchasing decisions amongst Laguna Province's Generation Z. A quantitative-descriptive research design was employed to collect data from 200 respondents using four-point Likert-scale questionnaire from the researchers supplemented by secondary data such as articles, journals, and thesis. Quota sampling was employed to ensure coverage across contrasting gender and age profiles, and data analysis included frequency and percentage distribution, weighted mean, ANOVA test, and Pearson correlation. Results showed that respondents averaged between 13–17 years (43%) and had close to equal numbers of females (51%) and males (49%). Respondents largely supported use of online shopping applications as convenient (M = 3.05), helpful (M = 3.12), and somewhat trustworthy (M = 2.87). Decisions to purchase showed strong agreement at initial consideration (M = 3.27) and agreement at active evaluation (M = 3.12) and point of purchase (M = 3.12). ANOVA results suggested no difference in use of applications and decisions to buy when averaged by age and sex. Pearson correlation showed strong positive correlations with trustworthiness having highest correlation at point of purchase ($r = .697, p < .001$). It determines that use and ease of use influence early decision stages, although trustworthiness is most crucial in final purchasing decisions.

KEYWORDS

e-commerce, Generation Z, buying choices, shopping application, online purchase.

1. INTRODUCTION

The emergence of electronic purchasing applications (e-shopping apps) has transformed consumer behavior by increasing the accessibility, efficiency, and personalization of products and services. Generation Z, which was born between 1997 and 2012, is distinguished from other generations that are involved in digital commerce by its predilection for seamless online transactions, constant connectivity, and digital nativity. This demographic is a substantial consumer base in the Philippines, particularly in the province of Laguna, where the environment is conducive to the adoption of e-commerce due to rapid urbanization, increasing internet access, and a strong adolescent presence. It is imperative for businesses and policymakers to comprehend the manner in which Generation Z in Laguna perceives and reacts to the advantages of e-commerce applications to enhance acquisition strategies and maintain digital economic expansion.


Existing research emphasizes numerous advantages that influence online purchasing behavior, including affordability, security, personalization, and trust. For example, a national survey concluded that Filipino Gen Z consumers prioritize quality (81%) over low pricing (10%) and frequently undertake comprehensive research through customer reviews prior to making online purchases (The Fourth Wall and Uniquicorn Strategies, 2024). In the Philippines, online purchasing accounts for 24% of Gen Z spending, as reported by, emphasizing their critical role in influencing the future of digital commerce in Southeast Asia (SunStar Cebu, 2024). International studies have also confirmed that the continuance intention to use mobile shopping applications is influenced by social influence, hedonic motives, and situational factors, such as the pandemic, beyond the Philippines (Ullah et al., 2025). Similarly, customer acquisition and

retention have been associated with the quality of mobile application services, including features such as secure payment, fast delivery, and simple ordering (López-Miguens et al., 2023).

Although these studies offer a glimpse into the online behavior of Gen Z, there is still a deficiency in localized research. The majority of previous studies have concentrated on metropolitan areas or broader national contexts, disregarding provincial realities such as socio-economic disparities, variable internet access, and delivery logistics. In particular, there is a lack of understanding regarding the manner in which Generation Z in Laguna converts the perceived advantages of e-commerce applications into actual acquisition decisions. Laguna is a semi-urban area that is experiencing a surge in digital commerce, but it is impacted by unique cultural and economic dynamics in comparison to Metro Manila. Therefore, it is imperative to address this disparity.

The objective of this investigation is to address the following research question: What is the impact of the perceived advantages of electronic purchasing applications on the acquisition decisions of Generation Z consumers in the province of Laguna? The research contributes to a more profound comprehension of localized consumer behavior by addressing this issue, thereby offering valuable insights for both academic discourse and industry practice.

The study's novelty is derived from its provincial focus and its investigation of the direct correlation between the advantages of e-shopping applications and acquisition decisions. Additionally, it is consistent with the United Nations Sustainable Development Goals (SDGs): SDG 8 (Decent Work and Economic Growth) by promoting sustainable and informed consumer practices; SDG 9 (Industry, Innovation, and Infrastructure) by emphasizing the role of technological

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innovation in e-commerce platforms; and SDG 12 (Responsible Consumption and Production) by supporting strategies that stimulate digital commerce and youth employment.

2. RELATED LITERATURE

The Future Business Journal (2025) carried out a research study into what motivates Generation Z's continued use of cell phone online shopping apps. They established that the benefits which had been perceived by the individuals, such as the user-friendliness, the pleasure obtained by the individuals, and the convenience the individuals enjoyed were a significant contributor in the individuals deciding to buy online. This conclusion supports the fact that Generation Z customers prefer apps which simplify the procurement process.

However, remained adamant that Generation Z's online purchase behavior had been heavily influenced by the e-service quality and the customer value significantly adding to the e-loyalty (Ayuni, 2024). It was revealed from the research that a great user experience and well-defined value propositions play key roles which influence the buy and loyalty decisions of Generation Z when using online stores.

As explored the impact of online promotional offers on the impulse purchase propensities of Generation Z consumers (Obiso et al., 2023). Their research demonstrated value-based measures like discounts, free delivery, and cashback offers tend to impact retailing activities significantly, thus depicting the strong association between promotional schemes and the buying activities of young customers.

In addition, examined the influences of online marketing on the consumption behavior and buying choices of Generation Z customers in the Philippine context (Nartea and Barrera, 2024). They established a significant association between online marketing tactics, for instance, app functionalities and online advertisements, and the buying inclination of customers, and thereby established the notable contribution of online shop apps to the consumption behavior of Generation Z.

Further, examined the online purchasing trends of Filipino Generation Y and Z from online platforms such as Shopee and Lazada but concentrates on computer devices (Dulay et al., 2022). The study revealed that product clarity, online ratings, and straightforward purchases played a significant role in guiding purchase decisions. The functionality and appearance of the shopping app significantly facilitate a seamless buying process for the user. As presented through their investigation into the case of branded mobile apps how the value derived from app use, for instance,

personalization and usability, significantly affected user satisfaction and buying behavior (Kim et al., 2016). Although this study may slightly

predate the rest, it confirms subsequent studies highlighting the strong contribution of app features towards the user decision-making process.

3. METHODOLOGY

This study employed a quantitative-descriptive research design, collecting data through a researcher-made questionnaire distributed to the selected generation Z at the province of Laguna. Quota sampling was used to select participants. A four-point Likert-scale questionnaire was developed to assess the impact of leadership training on faculty members. The questionnaire consisted of three main sections. Both primary and secondary were employed in this study. data. The primary data were derived from the questionnaires completed by the respondents. Pilot testing of the surveys has been conducted to enhance them before broader distribution, hence improving data quality. Conversely, secondary sources from many platforms, including online journals, published and unpublished theses, articles, and other pertinent websites, compile and extract information relevant to this study. The integration of empirical data from survey questionnaires and established knowledge from secondary sources facilitates a comprehensive understanding of the research issue. The researchers evaluated and interpreted the collected data using frequency distribution and percentage distribution. To determine the percentage of Generation Z's age and gender in relation to the utilization of online shopping applications. The second half employed a weighted mean method to assess the utilization of online purchasing applications by Generation Z in Laguna province, focusing on perceived ease of use, perceived usefulness, and trustworthiness. The weighted mean method was employed in the third section to ascertain the buying decisions of Generation Z in the province of Laguna, specifically for Initial Contemplation, Active Assessment, and Moment of buying. ANOVA was utilized to ascertain the significant differences in the utilization of online shopping applications among groups categorized by the respondents' demographic profiles. ANOVA was utilized to ascertain the significant differences in buying decisions based on the demographic profiles of the respondents. The Pearson correlation technique was utilized to ascertain the link between the variables.

4. RESULTS AND DISCUSSION

The respondents of the study were two hundred (200) participants ages 13 – 28 years old in the province of Laguna.

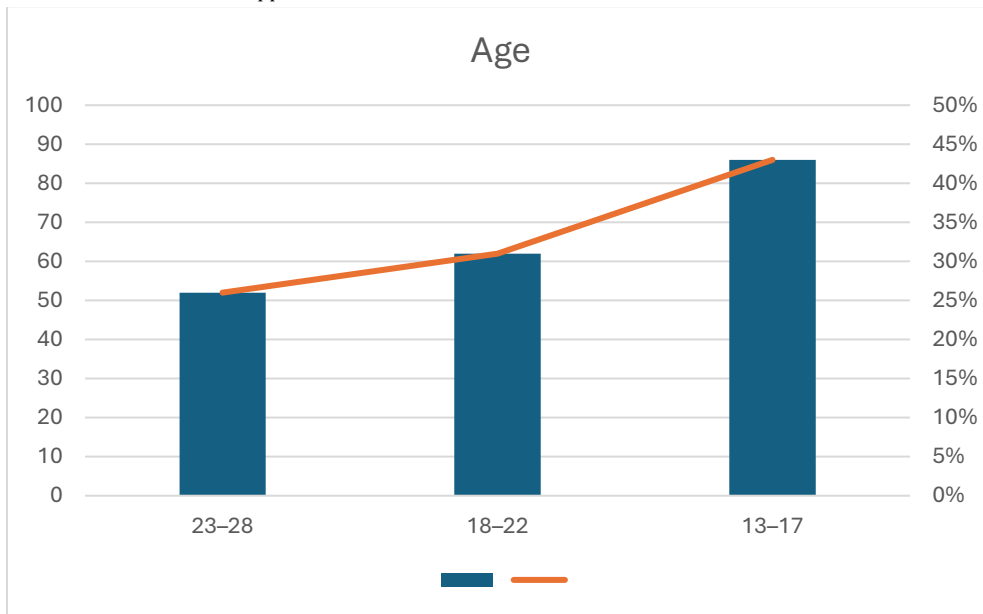


Figure 1: Distribution of Respondents as to Age

Figure 1 demonstrates the age breakdown of 200 respondents, for whom the majority (43%) were aged between 13 and 17 years, followed by 31% aged between 18 and 22 years, and 26% between the ages of 23 and 28 years. This suggests adolescents as the most active users of online shopping apps, a result which reflects strong comfort with online platforms and peer influence from social media trends. Djafarova and Bowes (2021) reported Generation Z adolescents as extremely vulnerable to online marketing, which involves impulsively buying due to online content. Young adults aged between 18 and 22 years also demonstrate

strong usage, with indicating this segment highly values convenience, peer ratings, and offers when doing online purchases (Akram et al., 2018). In contrast, the lower representation level of the 23-28 age segment may indicate evolving consumptive trends as individuals acquire increased financial and lifestyle responsibilities, supporting finding online shopping usage reduces with increased years (Lissitsa and Kol, 2016). Generally, the data supports the need for enterprise strategies to focus attention for the younger client base while also supporting older Gen Z members buying trends.

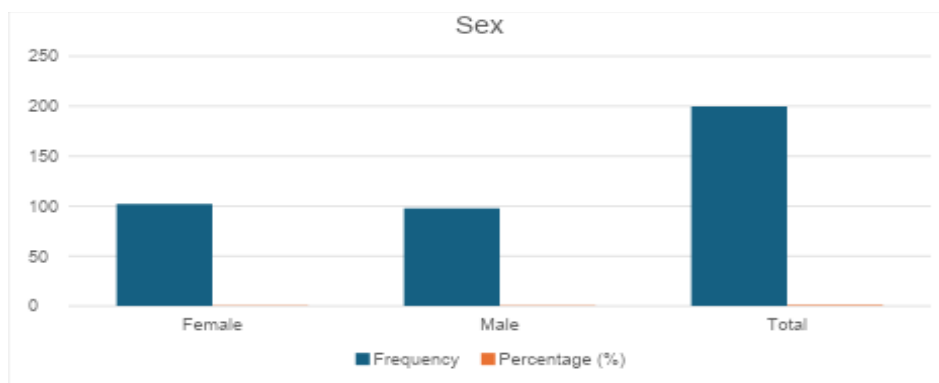


Figure 2: Distribution of Respondents as to Age

Figure 2 reflects the sex composition of the respondents. Among the 200 respondents interviewed, 51% (102) identified as female, whereas 49% (98) identified as male. This demonstrates that the research had a practically balanced representation of both the male and female respondents, Albeit with a slight overrepresentation of females. This balanced representation diminishes gender bias and offers a more general insight into the behavior of the consumers when it comes to the applications of electronic shops.

Majority of female respondents correspond with the current literature stating that women tend to demonstrate increased participation in online buying relative to men. As emphasized that women shoppers consider e-commerce for its convenience, variety of choices, and time-saving features

(Kapoor et al., 2022). Correspondingly, mentioned women tend to develop increased confidence and contentment with online platforms, particularly for product genres like clothing, cosmetics, and domestic products (Zhang et al., 2020). Conversely, mentioned men tend to stress time saving and prefer utility-oriented products, for instance, electronics, when engaged in online buying (Katta and Patro, 2017).

The research shows the contribution of both male and female customers to online retailing, but corporations may need to adjust advertising policies based on gender-based preferences. Ad policies for female customers may focus on features such as diversity, comfort, and customization, while advertising policies for male customers may focus on speed, product quality, and durability.

Table 1: Summary table for the Use of Online Shopping Application between variables

Variable	Indicator	Mean	Verbal Interpretation
Ease of Use	I can enhance my purchasing skills effortlessly by utilizing an internet shopping application.	3.19	Agree
	I find it effortless to execute shopping transactions in internet buying applications.	2.95	Agree
Overall Mean		3.05	Agree
Usefulness	I consider online shopping applications beneficial for fulfilling my requirements and desires.	3.22	Agree
	Utilizing programs for online purchases enhances my productivity.	2.98	Agree
Overall Mean		3.12	Agree
Trustworthiness	I have confidence that internet purchasing retailers will safeguard my financial information.	3.02	Agree
	I consider internet payments and financial transactions to be secure.	2.58	Agree
Overall Mean		2.87	Agree
Initial Contemplation	I assess the ease of usage.	3.35	Strongly Agree
	I seek information regarding online shopping establishments.	3.14	Agree
Overall Mean		3.27	Strongly Agree
Active Assessment	I evaluate internet shopping applications according to their utility.	3.20	Agree
	I frequently evaluate the security of online payments across several e-commerce platforms.	3.02	Agree
Overall Mean		3.12	Agree
Moment of Purchase	I have no concerns when doing a payment on the purchasing site.	3.21	Agree
	It is acceptable if the product does not fulfill my expectations.	3.01	Agree
Overall Mean		3.12	Agree

The table illustrates that most respondents agreed that online shopping applications are easy to use, resulting in a mean score of 3.05 (SD = 0.67). The statement "I can enhance my purchasing skills effortlessly by utilizing an internet shopping application" received the highest mean score (M = 3.19), suggesting that consumers view online shopping tools as resources that improve efficiency and facilitate decision-making processes. This observation supports Davis's (1989) Technology Acceptance Model, which posits that the perceived ease of use positively influences the adoption of technology. In contrast, the lowest mean score (M = 2.95) was associated with the assertion, "I find it effortless to execute shopping transactions in internet buying applications," indicating that some consumers may still face challenges during the checkout or payment process. As noted that the complexity of transactions could impair usability perceptions, subsequently affecting purchasing intentions (Chocarro et al., 2021). These results suggest that while online shopping applications are generally perceived as user-friendly, there is a need for developers to improve transaction simplicity to encourage wider acceptance.

The table presents respondents' evaluation of the usefulness of online shopping programs with a mean value of 3.12 (SD = 0.63), classified as Agree. Maximum mean value (M = 3.22) was marked with the statement "I consider online shopping programs useful for achieving my needs and wants" and indicates that consumers value the usefulness and convenience of the programs as tools in achieving their needs. This finding supports the Technology Acceptance Model (Davis, 1989), which posits that usefulness has a significant impact on the acceptance of technology by consumers. Conversely, minimum mean value (M = 2.98) was marked with the statement, "Using programs for online shopping increases my efficiency" and suggests that although online shopping programs are valued as providing a convenience, use of the programs is hardly congruent with efficiency gains. As echoed that although online shopping programs are successful at fulfilling consumers' needs effectively, their success hinges on systems' reliability and efficiency-optimized capabilities (Zhou et al., 2021). These findings suggest that online shopping programs are viewed first and foremost as useful tools for achieving consumers' needs although their features could further be optimized and utilized as tools supporting their use as tools of productivity.

The average score of 2.87 (SD = 0.66) indicates that respondents report a moderate level of agreement with the reliability of online shopping programs. The highest average score (M = 3.02) corresponds to the statement, "I am confident that internet purchasing retailers will protect my financial information," indicating consumers display a moderate level of confidence in the capability of such sites to protect sensitive data. In contrast, the highest average score (M = 2.58) corresponds with the assertion, "I deem internet payments and financial transactions as secure,"

indicating a continued mistrust of the safety of online payment processes. Such a finding mirrors that of Hajli et al., 2020, as they highlighted that problems of a security and privacy nature continue as major e-commerce adoption inhibitions. Embracing trust-promoting mechanisms, such as authentication of payment systems and openness regulation, is therefore crucial.

Participants show the highest degree of consensus (overall mean = 3.27, SD = 0.60), indicating that assessment at the initial stage holds a crucial position in the decision-making process of purchasing. The highest score (M = 3.35) goes with the statement, "I consider the ease of usage," and highlights the significant impact of easy-to-use interfaces on consumer consideration. On the other hand, the low score (M = 3.14) goes with the statement, "I seek information regarding online shopping websites," and reveals that although seeking information holds relevance, convenience has a greater influence on decision-making. As mentioned that navigational convenience and easy-to-use features significantly enhance online buying intentions through lessening cognitive overload at the decision-making stage (Liu et al., 2021).

The calculated average score of 3.12 (SD = 0.71) Indicates a consensus among respondents that weight needs to be given to comparing a variety of items and websites prior to making a purchasing choice. The highest-rated statement (M = 3.20) was, "I evaluate internet shopping programs based on their usefulness," and highlights the key function that consumers' use values play in their assessments. The low score (M = 3.02) of the assertion, "I often consider the safety of online payments on a number of e-commerce websites," implies that customers are conscious of the use of payment safety as an issue yet may not always consider it during product comparison exercises. It supports the findings, who concluded that convenience and perceived value are often rated more highly than technical assessments of safety during active purchase behaviors (Lim et al., 2022).

The results (overall mean = 3.12, SD = 0.71) suggest that participants largely express agreement with positive experiences encountered during the purchasing process. The highest rating (M = 3.21) relates to the assertion, "I have no concerns when making a payment on the purchasing site," which reflects a growing assurance in transaction procedures. Conversely, the lowest score (M = 3.01) is associated with the claim, "It is acceptable if the product does not fulfill my expectations," signifying that consumers retain a discerning viewpoint and emphasize the importance of post-purchase satisfaction. This finding is consistent with the work of Kim and Peterson (2017), who underscored that consumer confidence and contentment during the purchasing phase are essential predictors of repurchase intentions and customer loyalty.

Table 2: Test of Difference and Relationships of Variables

		Sum of	df	Mean	F	Sig.	Interpretation
		Squares		Square			
Test of Difference in Online Shopping Application when Grouped According to Age							
Perceived ease of use	Between	1.009	2	0.504	1.628	0.202	Not
	Groups						Significant
	Within	28.188	91	0.31			
	Groups						
Total		29.197	93				
Perceived usefulness	Between	0.175	2	0.087	0.386	0.681	Not
	Groups						Significant
	Within	20.604	91	0.226			
	Groups						
Total		20.778	93				
Trustworthiness	Between	0.044	2	0.022	0.088	0.916	Not
	Groups						Significant
	Within	22.742	91	0.25			
	Groups						
Total		22.786	93				

Table 2 (cont): Test of Difference and Relationships of Variables

Test of Difference in Online Shopping Application when Grouped According to Sex							
Perceived ease of use	Between	0.741	1	0.741	2.395	0.125	Not
	Groups						Significant
	Within	28.456	92	0.309			
	Groups						
	Total	29.197	93				
Perceived usefulness	Between	0.553	1	0.553	2.514	0.116	Not
	Groups						Significant
	Within	20.226	92	0.22			
	Groups						
	Total	20.778	93				
Trustworthiness	Between	0.18	1	0.18	0.735	0.394	Not
	Groups						Significant
	Within	22.606	92	0.246			
	Groups						
	Total	22.786	93				
Test of Difference in Purchase Decision when Grouped According to Age							
Initial Contemplation	Between	0.675	2	0.338	1.699	0.189	Not
	Groups						Significant
	Within	18.077	91	0.199			
	Groups						
	Total	18.752	93				
Active Assessment	Between	0.952	2	0.476	1.632	0.201	Not
	Groups						Significant
	Within	26.548	91	0.292			
	Groups						
	Total	27.5	93				
Moment of Purchase	Between	0.233	2	0.117	0.488	615	Not
	Groups						Significant
	Within	21.738	91	0.239			
	Groups						
	Total	21.971	93				
Test of Difference in Purchase Decision when Grouped According to Sex							
Perceived ease of use	Between	0.028	1	0.028	0.138	0.712	Not
	Groups						Significant
	Within	18.724	92	0.204			
	Groups						
	Total	18.752	93				

Table 2 (cont): Test of Difference and Relationships of Variables

Perceived usefulness	Between Groups	0.276	1	0.276	0.932	0.337	Not Significant
	Within Groups						27.224
Total		27.5	93				
Trustworthiness	Between Groups	0.386	1	0.386	1.647	0.203	Not Significant
	Within Groups						21.585
Total		21.971	93				

Relationship between the use of Online Shopping Application and Purchase Decision

Use of Online Shopping Application	Purchase Decision					
	Initial Contemplation		Active Assessment		Moment of Purchase	
	r-value	p-value	r-value	p-value	r-value	p-value
Perceived ease of use	.412**	<.001	.527**	<.001	.454**	<.001
Perceived usefulness	.530**	<.001	.512**	<.001	.493**	<.001
Trustworthiness	.463**	<.001	.350**	<.001	.697**	<.001

The results demonstrate that not a single statistically significant difference in perceived ease of use ($F = 1.628, p = 0.202$), perceived usefulness ($F = 0.386, p = 0.681$), and trustworthiness ($F = 0.088, p = 0.916$) exists among different age groups. That is, it indicates that customers, despite their age, hold similar opinions about online shopping apps in terms of usability, usefulness, and trust. This finding aligns with Davis's (1989) Technology Acceptance Model (TAM), according to which ease of use and perceived usefulness are essential determinants that influence the acceptance of technology irrespective of demographic variables. Similarly, Sharma and Jhamb (2020) found in one of their studies that despite younger customers' frequent use of e-commerce platforms, differences in terms of age lack significance as they pertain to perceptions regarding ease of use or confidence in digital media.

The result also suggests no statistical difference between male and female respondents in terms of perceived ease of use ($F = 2.395, p = 0.125$), perceived usefulness ($F = 2.514, p = 0.116$), and trustworthiness ($F = 0.735, p = 0.394$). This would suggest that both male and female individuals share similar perceptions about e-shopping platforms in terms of functionality and credibility. As specified that although shopping motivations differ between genders, digital environments reduce inhibitions such that relatively uniform perceptions about ease and helpfulness emerge across sexes (Kapoor et al., 2022). Correspondingly, Hasan (2010) mentioned that differences between genders tend to decline in virtual settings where convenience and platforms' efficiency largely impact decision-making.

The table do not reveal any significant distinction in purchase choices by age segments at initial consideration ($F = 1.699, p = 0.189$), active evaluation ($F = 1.632, p = 0.201$), and point of purchase ($F = 0.488, p = 0.615$). This would suggest that responding individuals exhibit consistent decision-making behaviors irrespective of age when they shop on-line. As argued, buying motivations tend to differ by generations, yet uniformity in shopping experience occurs through on-line sites due to relatively similar decision-making behaviors across generations by (Prakash and Singh, 2019). Similarly, Smith (2021) observed that Gen Z and Millennials tend to exhibit identical cognitive sequences for on-line buying decisions, especially owing to personalization through algorithmic influence as well as standard e-commerce formats.

The findings suggest that no distinction exists between male and female respondents in terms of initial consideration ($F = 0.138, p = 0.712$), active evaluation ($F = 0.932, p = 0.337$), and perceived credibility ($F = 1.647, p = 0.203$). People of both sexes are found to make online buying decisions in

a similar fashion, which implies that gender is not playing an important role in decision-making process through digital media. This finding is in line with findings, who discovered that online shopping habits are increasingly less gender-dependent and both genders are equally impacted by convenience, safety, as well as promotion strategies (Chen and Lai, 2020).

The table outlines the relationship between use of online shopping programs based on perceived ease of use, perceived usefulness, and trustworthiness and purchasing decision-making involving preliminary consideration, active evaluation, and point-of-purchase. All relationships identified proved both positive and statistically significant ($p < .001$), suggesting that greater perceptions regarding ease of use, usefulness, and trustworthiness are strongly associated with stronger purchasing decisions.

The correlation findings indicate moderate to strong positive relationships between all stages in purchasing decision: preliminary consideration ($r = .412, p < .001$), active evaluation ($r = .527, p < .001$), and point-of-purchase ($r = .454, p < .001$). The research finds that ease of use and navigation in e-commerce applications enhances the probability of consumer engagement at all levels of the decision-making process. This finding aligns with Davis (1989)'s Technology Acceptance Model (TAM), whereby ease-of-use interface greatly enhances technological innovations' acceptance among consumers. Similarly, Chocarro et al., (2021) noted that user-friendly platforms reduce cognitive load and help ease consumers' buying decisions.

The strongest correlations are also evident here: initial contemplation ($r = .530, p < .001$), active assessment ($r = .512, p < .001$), and moment of purchase ($r = .493, p < .001$). This indicates that users who consider shopping apps useful and effective in addressing their needs tend to pass through all stages of decision-making. As enriched the Technology Acceptance Model (TAM) through findings that perceived usefulness is a primary driver of behavioral intention, particularly in online shopping contexts (Venkatesh and Davis, 2000). Additionally, recent findings cited that customers greatly rely on perceived benefits throughout online purchases and thus reinforced their buying decisions by (Zhou et al., 2021).

The trait of trustworthiness demonstrates strong and significant relationships with the stages of initial consideration ($r = .463, p < .001$), active evaluation ($r = .350, p < .001$), and surprisingly enough, the buying moment ($r = .697, p < .001$). Notably, trustworthiness provides the highest

correlation with the point of purchase, emphasizing that consumer trust is central to the final point of buying. Without trust in platforms, products, or payment platforms, customers would not finalize their transactions. This agrees, who indicated that perceived trust is instrumental in dampening risk perceptions as well as enhancing purchase intentions among e-commerce users with (Hajli et al., 2020). Similarly, posited that trust is a strong predictor of customer loyalty and repurchase intentions, especially in online shopping environments (Kim and Peterson, 2017).

5. CONCLUSION

The results indicate that Laguna's Generation Z utilizes shopping applications actively and finds them convenient and helpful in fulfilling their needs. Nonetheless, moderate levels of concern about safety from these platforms, particularly in terms of payment safety and product reliability, are noted. Decision-making was found to be informed largely at the preliminary consideration stage such that usability and product availability become salient. Although demographics such as age and gender did not create large distributions in perceptions or purchasing decisions, correlation tests affirmed that perceived usability, functionality, and reliability are positively correlated with purchasing decisions. Of these measures, trustworthiness was identified as the best predictor at the point of transaction. This underscores the point that despite convenience and functionality offered by applications, how much a customer trusts dictates transaction completion.

RECOMMENDATION

According to the results of the study, it is suggested that online shopping application providers and retailers may improve the trust and safety measures of their sites through securing payment portals, having fraud protection measures, and implementing clear refund and return schemes to alleviate issues with financial safety and product genuineness among customers. Similarly, streamlining the process at checkout and cutting down on technological hindrances may also be ensured to enhance perceived ease of use, since some respondents continued to face issues in transaction processing. For maximizing perceived usefulness, applications must include functions like price comparisons, personalization through recommendations, and expedited delivery that would yield more benefits to customers. Marketing efforts must draw specific attention to teenagers since it was identified through the study that respondents aged between 13–17 years are the best users of online shopping sites; accordingly, social media usage, influencer campaigns, and interactive drives must engage this age group more effectively. Though no statistical difference was found through the study in buying habits between male and female respondents, retailers may consider crafting gender-sensitive promotion drives by emphasizing product categories specific to gender-driven liking such as apparel and cosmetics for women and electronics or gadgets for men. Furthermore, ongoing user education on how to use the Net safely, how to ensure data privacy and how to detect good retailers may be ensured for developing long-term confidence and customer loyalty. Finally, subsequent research may target other provinces, incorporate qualitative measures to understand attitudes among customers in greater detail, and take up post-purchase satisfaction and customer loyalty as extensions of our current study.

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