

Factors Affecting Online Purchasing Behavior of Consumer in High Efforts Category

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Abstract — This study sought to analyze the factors influencing online purchasing behavior among high-effort consumers with a specific focus on understanding the impact of product quality, word-of-mouth recommendations, detailed product information, and the overall online shopping experience. The objective is to identify key patterns and preferences within these demographics, enabling businesses to tailor their strategies effectively and enhance customer satisfaction and loyalty in the online retail market. The study utilized a quantitative research design employing a descriptive-survey approach. Respondents are aged between 25 and 65, were surveyed using a checklist questionnaire designed on Google Forms. The questionnaires were distributed to participants through social media and emails. The study employed statistical tools such as frequency counts and average weighted means for analysis. Results show that majority of the consumers in high effort category exhibit distinct preferences and behaviors in their online purchasing decisions. Specifically, consumers in this category tend to prioritize products with high specifications and often conduct thorough research before making a purchase. They rely heavily on authentic marketing videos and customer reviews during their information search and consider factors such as quality, popularity of the brand, and return/refund policies when evaluating products. The identified key challenges faced by consumers in the high-effort category are issues related to product quality and unsatisfactory return/refund policies. Additionally, the study highlighted the importance of low-cost, high-quality products and emphasized consumers' preference for businesses offering free shipping and favorable return/refund policies. Based on the research findings, online businesses targeting high-effort consumers should focus on specific strategies; including encouragement through positive word-of-mouth recommendations as it significantly impacts purchasing decisions. Prioritizing product quality and providing detailed, accurate information enhances customer trust. Strengthening the online shopping experience through user-friendly interfaces and prompt customer support is crucial. Tailoring strategies to meet the unique needs of high-effort clients ensures a seamless and satisfying shopping journey. These strategies, rooted in the study's insights, are essential for businesses aiming to engage effectively with discerning online consumers.

Keywords — Online Shopping, Consumer Behavior, Online Buying Behaviour, High Category Clients

I. Introduction

The popularity of online shopping has soared globally due to its unmatched convenience, attracting consumers from diverse backgrounds. One significant demographic engaging in this trend is individuals displaying high-effort behaviors (Claudia, 2016). These consumers, characterized by their deliberate and controlled approach, meticulously evaluate their options before making purchases, especially concerning high-value items such as gadgets and appliances (Oxford, 2020). High-effort consumer behavior, as explained by Hoyer (2018), involves conscious processing, where consumers invest effort in forming attitudes about products. The challenges posed by the pandemic have led businesses dealing in high-involvement products to embrace online platforms. Despite concerns about scams and product quality, the ease and cost-effectiveness of online shopping, particularly during the COVID-19 pandemic, have driven a significant portion of consumers and businesses online.

Research indicates a substantial global surge in online shopping, with an estimated 2.14 billion individuals expected to engage in online purchases by 2021 (Maryam Mohsin, 2021). Forecasts suggest that global e-commerce sales could reach significant figures by 2024. In countries like the Philippines, online shopping has become increasingly popular due to its time-saving nature, quick deliveries, and cost-effectiveness. Consumers appreciate the freedom to browse and make purchases at their convenience, making it an attractive option for busy individuals. However, challenges persist, notably the inability to physically inspect products before buying, potentially leading to dissatisfaction with low-quality items.

This surge in online shopping activities has prompted companies to establish their online presence, giving them a competitive edge in the market. In municipalities like Binalonan, Pangasinan, online shopping has become a norm, with various brands offering their products online. For businesses catering to high-effort consumers, understanding the intricacies of the decision-making process is vital. Therefore, this study aims to unravel the factors influencing online purchasing behavior among consumers with high-effort behaviors in Binalonan, Pangasinan. By comprehending the needs and preferences of this demographic, marketers can tailor their strategies to effectively engage with this discerning consumer base.

In this research, the primary objective is to search into the factors that influence the online purchasing behavior of consumers belonging to the high-effort category. To achieve this main goal, the study focuses on several specific sub-problems. Initially, it aims to understand the purchasing habits of high-effort consumers, including the types of items they commonly buy online and the frequency of their online purchases. Furthermore, the study investigates the features considered by these consumers during their online shopping journey. This involves examining

their problem recognition process, how they conduct information searches, the criteria they employ when evaluating alternatives, their decision-making process, and the criteria used for post-purchase evaluations. Additionally, the research explores the challenges faced by high-effort consumers when making online purchases. The study endeavors to formulate practical marketing tips. These strategies are designed to assist new online businesses in effectively catering to the specific needs and desires of consumers in the high-effort category. By addressing these sub-problems comprehensively, the study aims to provide nuanced insights that can significantly contribute to enhancing the online shopping experiences for both consumers and businesses involved.

Literature Review

Claudia (2016) conducted a comprehensive review of high-effort consumer behavior, exploring the factors that influence it and the implications for marketers. This study emphasizes the deliberate and controlled approach of high-effort consumers, particularly when purchasing high-value items, and the significance of understanding their motivations and decision-making processes to develop effective marketing strategies.

Oxford (2020) delved further into the psychology of high-involvement purchases, emphasizing the role of emotions, cognitive biases, and social influence in shaping consumer choices. This research highlights the complexity of high-effort decision-making, especially for expensive and complex products, and the need for marketers to consider these factors when developing their strategies.

Hoyer (2018) provided a foundational understanding of consumer behavior, distinguishing between high-effort and low-effort decision-making processes. The study emphasized that high-effort consumers engage in conscious processing, investing significant effort in forming attitudes about products. This distinction is crucial for marketers as it necessitates different approaches for each type of consumer. Maryam Mohsin (2021) conducted a critical review of the literature on online shopping, examining its growth, benefits, and challenges. The review highlighted the increasing prevalence of online shopping globally, driven by its convenience and cost-effectiveness, but also noted challenges such as the inability to physically inspect products before purchase.

Lee and Lee (2022) investigated the impact of social media marketing on consumer purchase intention, particularly for high-effort consumers. They found that social media can significantly influence purchase decisions through brand image and price sensitivity. This study underscores the importance of social media as a marketing tool for targeting high-effort consumers.

Kim and Kim (2023) conducted a meta-analysis of the effect of online reviews on consumer purchase decisions, highlighting their persuasive power and influence on high-effort

consumers. This research emphasized the importance of positive online reviews in building trust and credibility for products and services.

Liang et al. (2021) examined the impact of e-service quality on customer satisfaction and loyalty in online shopping. The study found that factors such as website design, customer service, and delivery significantly influence consumer satisfaction and loyalty. This research provides valuable insights for online retailers seeking to attract and retain high-effort consumers by improving their service quality.

In the Philippine context, David (2022) explored the factors influencing online shopping behavior of Filipino consumers during the COVID-19 pandemic. This study provides valuable insights into the unique characteristics of the Philippine market and the challenges faced by consumers. Santos (2020) investigated the role of online reviews in shaping the purchase intention of Filipino consumers, highlighting the importance of leveraging online reviews for businesses in the Philippines. Cruz (2021) examined the adoption of e-commerce by MSMEs in the Philippines, emphasizing the challenges and opportunities they face in this evolving landscape.

Previous studies provide valuable insights into high-effort consumer behavior, which are beneficial for the present study. Claudia (2016) and Oxford (2020) highlight the deliberate, controlled approach and complex decision-making processes of high-effort consumers, emphasizing the need for marketers to understand these factors. Hoyer (2018) distinguishes between high-effort and low-effort decision-making, stressing different marketing approaches. Maryam Mohsin (2021) notes the growth of online shopping and its challenges, which is essential for understanding the online behavior of high-effort consumers. Lee and Lee (2022) demonstrate the influence of social media on high-effort consumers, while Kim and Kim (2023) emphasize the importance of positive online reviews in building trust. Liang et al. (2021) identify e-service quality factors that affect consumer satisfaction and loyalty, providing strategies for attracting high-effort consumers. In the Philippine context, David (2022), Santos (2020), and Cruz (2021) explore online shopping behavior, the role of online reviews, and e-commerce adoption, respectively. These studies highlight unique challenges and opportunities, offering targeted strategies for the present study to address high-effort consumer behavior in the Philippines.

II. Methodology

The study adopts a quantitative research design, specifically utilizing the descriptive-survey approach, a method recognized for researching specific subjects and laying the groundwork for more extensive quantitative studies (Shuttleworth, 2008). The research centers on a limited sample of 30 respondents residing in diverse barangays in Binalonan, Pangasinan, aged between 25 to 65 years and actively engaged in employment. Respondents are chosen through the snowball sampling technique, a non-probability sampling method where initial participants identify others for study inclusion (Cresswell & Piano, 2001). To gather data, a checklist questionnaire was

utilized, structured into three sections: exploring purchasing habits, investigating features considered during online purchases, and scrutinizing encountered challenges. The questionnaire's indicators, ranging from 5 to 10 items each, draw information from consumer behavior literature, primarily Lazar and Shiffman (2019). Due to the pandemic, the survey is conducted online using Google Docs, ensuring adherence to safety protocols. Data analysis entails organizing and tabulating responses for quantitative evaluation. Frequency counts and the Percentage Method are employed to illustrate the percentage of results related to purchasing habits. Additionally, the Average Weighted Mean is used to assess features considered and challenges faced by high-effort consumers. Responses are rated using a Likert's Scale, with specific numerical values corresponding to descriptive ratings. Ethical considerations are of utmost importance in this study. Respondents participate voluntarily and are fully apprised of the research objectives. The questionnaire refrains from offensive language and intrusive inquiries, ensuring respondents' privacy. These ethical precautions safeguard the rights and well-being of the respondents.

III. Results and Discussion

This section presents the analysis and interpretation of the study on the Factors affecting online purchasing behavior of consumer in high effort category. The context of this chapter are the responses of the respondents gathered through online survey. Through interviews respondents were able to unconsciously cover the set of questions.

Purchasing Habits of Consumers in High-Effort Category

This section presents the purchasing habits of consumers in high-effort category when asked according to items purchased online and frequency of purchases. The statistical tool used is the frequency counts and percentage method. Responses are presented in Tables 2 to Table 3.

Items Purchased Online. Table 1 presents the frequency distribution of online purchases made by consumers in the high-effort category, totaling 30 responses. Among the 30 respondents, 22 (21.35%) chose Apparel as their preferred category, ranking first, followed by Mobile Accessories at 16.50% (ranked 2), Mobiles & Gadgets at 15.34% (ranked 3), Health & Personal Care at 13.60% (ranked 4), Groceries at 11.65% (ranked 5), Appliances at 10.68% (ranked 6), Hobbies & Stationery at 8.77% (ranked 7), and Others (1.94%) specified by respondents.

Table 1. Frequency Distribution of Purchasing Habits of Consumers in High-Effort Category in term of Items Purchased Online (n=30)

Purchasing Habits of Consumers in High-Effort Category In term of Items Purchased Online	Frequency (f)	Percentage (%)	Rank
Apparels	6	21.35	1
Mobiles & Gadgets	5	15.34	3
Mobile Accessories	5	16.50	2
Appliances	3	10.68	6
Groceries	3	11.65	5
Hobbies & Stationery	3	8.77	7
Health & Personal Care	4	13.60	4
Others: accessories	1	1.94	8
TOTAL	30	100	

The survey conducted by the researchers highlights that Apparels are among the most frequently purchased items online in this category. This contrasts with a study by the Statista Research Department (2021) conducted by Rakuten Insight in the Philippines, which reported that 66 percent of both female and male respondents bought food and groceries online during the COVID-19 pandemic as of May 2020.

Frequency of purchases. Table 2 reveals the Frequency of purchases of the respondents and how often they purchased a product online. The majority of the respondents with 15 responses out of 30 respondents is once a week. Ranked 1: (50%) who responses “once a week”, ranked 2: (20%) once a month, ranked 3.5 (10%) once every two weeks, once a year. Ranked 5: (6.66%) for everyday, ranked 6: (3.33%) once every six months. Based on the survey conducted by the researchers the consumer are purchasing products online once a week. In contrast with the result of the present study, Contrary to the study of Rakuten Insight survey, only 31% of respondents said they will buy at least multiple times a month online during the COVID-19 outbreak in the Philippines starting in May 2020. In comparison, only 3% said they bought something online every day. According to a survey conducted by rakuten insight and cited by Sanchez 2020, 31% of females and 30% of males shopped online at least several times per month during the COVID-19 pandemic in the Philippines as of May 2020. In comparison, just 3% of females and 4% of males said they made daily purchases online.

Table 2. *Frequency distribution of Frequency of purchases of the Respondents (n=30)*

Purchasing Habits of Consumers in High-Effort Category In term of Frequency of purchases	Frequency (f)	Percentage (%)	Rank
Everyday	2	6.66	5
once a week	15	50	1
once every two weeks	3	10	3.5
once a month	6	20	2
once every six months	1	3.33	6
once a year	3	10	3.5
TOTAL	30	100	

Features Considered by the Consumers in High-Effort Category in Purchasing Products Online

This section presented the Features considered by the consumer in high-effort category in purchasing products online in terms of Problem recognition, Information search, Evaluation and alternatives, Purchased decisions and Post-purchased decisions. Frequency counts and percentage was used. Responses are presented in Tables 3 to Table 7.

Problem Recognition. Table 3 reveals the Features considered by the consumers in high-effort category in purchasing products online in Problem recognition with an overall mean rating of 2.44 or a descriptive equivalent of highly considered. The respondents highly considered the following are, recognizing a need for a product/services based on high specification (WM=2.66), ranked 1: Financial risk (highly priced item) (WM=2.63), ranked 2: Serve as alternatives solution for the product/services (WM=2.36), and Social risk (product that are important to peer group) (WM= 2.36), ranked 3.5: Product is a replacement of an items/product commonly use at home (WM=2.33), the respondent moderately considered the following: Psychological risk (the wrong decision may cause the consumer some concern and anxiety) (WM=2.33) ranked 5.5: the very least moderately considered, among the choices that earns lowest response is Detailed information of the products whether it is economical can help household and others before consider buying it (WM=2.4).

Based on findings, this implies that respondents are recognizing a need for a product/services based on a high specification and the research result was revealed that consumer are investigating the product first if they can use it before deciding to buy the product in online shop.

Table 3. Features considered by the consumers in high-effort category in purchasing products online section in Problem recognition (n=30)

PROBLEM RECOGNITION	Rating Scale			Overall		
	3	2	1	WM	DE	RANK
Recognizing a need for a product/services based on high specification	21 (63)	8 (16)	1 (1)	2.66	HC	1
Product is a replacement of an items/product commonly use at home	12 (36)	16 (32)	2 (2)	2.33	MC	5.5
Detailed information of the products whether it is economical can help household and others before consider buying it	14 (42)	14 (28)	2 (2)	2.4	MC	7
Serve as alternatives solution for the product/services	14 (42)	13 (26)	3 (3)	2.36	HC	3.5
Financial risk (highly priced item)	21 (63)	7 (14)	2 (2)	2.63	HC	2
Social risk (product that are important to peer group)	12 (36)	17 (34)	1 (1)	2.36	HC	3.5
Psychological risk (the wrong decision may cause the consumer some concern and anxiety)	15 (45)	10 (20)	5 (5)	2.33	MC	5.5
OVERALL WEIGTHED MEAN				2.44		

Legend:

WM= Weighted Mean

DE= Descriptive Equivalent

3 – 2.34 – 3 Highly Considered

2 – 1.67 – 2.33 Moderately Considered

1 – 1.00 – 1.66 Do not Consider

According to Peep Laja (2019) stated that people do research on product to get an ideas and learn what products and services they may need to determine the advantages of one product over another, investigate alternatives, compare pricing, and anything else that may be relevant to making a purchase. Approximately 87 percent of buying decisions begin with online research, usually on Amazon or Google.

Information search. Table 4 shows the Features considered by the consumers in high-effort category in purchasing products online in Information Search with an overall mean rating 2.36 or a descriptive equivalent of highly considered. The respondents highly considered the following are, Consider true-to-life-story-base marketing videos (WM=2.43) ranked 1: Consider wants or does not wants (WM=2.36) and Pricey versus low price, high quality (WM=2.36) and Considering the reviews, feedbacks of the previous customers (WM=2.36) ranked 2.5: The very least moderately considered, among the choices that earns lowest response are; Comparison of shopping stores (WM=2.33) ranked 3: Consider buying the new item or the second hand item (WM=2.26) ranked 4: Consider public sources such as online reviews (WM=2.16) ranked 5: Seeking the advice of an expert, knowledgeable, acquaintance, and sales person can be involved

(WM=2.6) ranked 6: conduct external search if needed more information about the product (WM=2.4) ranked 7: Word of mouth (WM=2.3) ranked 8.

Table 4. Features considered by the consumers in high-effort category in purchasing products online section in Information search (n=30)

INFORMATION SEARCH	RATING			OVERALL		
	3	2	1	WM	DE	RANK
Seeking the advice of an expert, knowledgeable, acquaintance, and sales person can be involved	20 (60)	8 (16)	2 (2)	2.6	MC	6
Consider buying the new item or the second hand item	11 (33)	16 (32)	3 (3)	2.26	MC	4
Consider wants or does not wants	15 (45)	11 (22)	4 (4)	2.36	HC	2.5
Pricey versus low price, high quality	15 (45)	11 (22)	4 (4)	2.36	HC	2.5
Word of Mouth	13 (39)	13 (26)	4 (4)	2.3	MC	8
conduct external search if needed more information about the product	15 (45)	12 (24)	3 (3)	2.4	MC	7
Comparison of shopping stores	12 (36)	16 (32)	2 (2)	2.33	MC	3
Consider public sources such as online reviews	12 (36)	11 (22)	7 (7)	2.16	MC	5
Consider true-to-life-story-base marketing videos	16 (48)	11 (22)	3 (3)	2.43	HC	1
Considering the reviews, feedbacks of the previous customers	14 (42)	13 (26)	3 (3)	2.36	HC	2.5
OVERALL MEAN RATING				2.36		

Based on the survey conducted by the researchers, the majority of the consumer when it comes to information search of the products is, Consider true-to-life-story-base marketing videos. Story base marketing is creating customer experiences that include brand and they take it into their daily lives and post it on social media as to help the consumer to get ideas about the products they want to purchase online.

According to survey of GE Shopper Research Study (2019) 81 percent of shoppers look online before going to the store, a 20 percent increase from the previous year, and they spend an average of 79 days gathering information before making a large purchase. Which is similar to the present study that the consumer are allowed to search information in the internet or watch reviews regarding with the product they want to purchase in order for them to get an ideas what is the features or what to their expect of that products.

Evaluation and alternatives: Table 5 reveals the Features considered by the consumers in high-effort category in purchasing products online in Evaluation and alternatives with an overall mean rating of 2.40 or a descriptive equivalent highly considered.

Table 5. Features considered by the consumers in high-effort category in purchasing products online section in Evaluation and Alternatives (n=30)

EVALUATION AND ALTERNATIVES	RATING			OVERALL		
	3	2	1	WM	DE	RANK
Rank/weight alternatives	15 (45)	9 (18)	6 (6)	2.3	MC	6.5
Resume search	13 (39)	13 (26)	4 (4)	2.3	MC	6.5
If not satisfied, return considering search phase	13 (39)	12 (24)	5 (5)	2.26	MC	3
Searching and adding to cart variety of product before deciding to specific items are to check out	17 (51)	11 (22)	2 (2)	2.5	MC	4.5
Comparing price before purchasing of the product	17 (51)	11 (22)	2 (2)	2.5	MC	4.5
Looking for products that are considered to replace my high possession items with high benefits	16 (48)	11 (22)	3 (3)	2.43	HC	2
Observing the reviews, ratings, comments of the previous customers	16 (48)	12 (24)	2 (2)	2.46	HC	1
OVERALL MEAN RATING				2.40		

The respondents highly considered the following are, Observing the reviews, ratings, comments of the previous customers (WM 2.46), ranked 1: Looking for products that are considered to replace my high possession items with high benefits (WM 2.43) ranked 2: The respondents moderately considered the following are, If not satisfied, return considering search phase (WM 2.26) ranked 3: Searching and adding to cart variety of product before deciding to specific items are to check out and Comparing price before purchasing of the product (WM 2.5) ranked 4.5: The very least moderately considered, among the choices that earns lowest response are; Rank/weight alternatives and Resume search (WM 2.3) ranked 6.5.

Purchased Decisions. Table 6 shows the Features considered by the consumers in high-effort category in purchasing products online in Purchased decision with an overall mean rating of 2.31 or a descriptive equivalent moderately considered. The respondents moderately considered the following are, Low-cost product high quality (WM=2.33) and Popularity of product brand (WM=2.33) ranked 1.5: Replacement for the items that are useful to them (WM=2.26) ranked 3: Consider the product in general, package, store, method of purchase etc. (WM=2.23) ranked 4: Influence a product feature (WM=2.3) and Product availability (WM=2.3) ranked 5.5: Choose buying alternatives (WM=2.4) ranked 7.

Table 6. Features considered by the consumers in high-effort category in purchasing products online section in Purchased decisions (n=30)

PURCHASED DECISIONS	3	2	1	WM	DE	RANK
Low-cost product high quality	15 (45)	10 (20)	5 (5)	2.33	MC	1.5
Choose buying alternatives	14 (42)	14 (28)	2 (2)	2.4	MC	7
Consider the product in general, package, store, method of purchase etc.	12 (36)	13 (26)	5 (5)	2.23	MC	4
Replacement for the items that are useful to them	11 (33)	16 (32)	3 (3)	2.26	MC	3
Popularity of product brand	15 (45)	10 (20)	5 (5)	2.33	MC	1.5
Influence a product feature	13 (39)	13 (26)	4 (4)	2.3	MC	5.5
Product availability	13 (39)	13 (26)	4 (4)	2.3	MC	5.5
OVERALL MEAN RATING				2.31		

Legend:

WM= Weighted Mean
 DE= Descriptive Equivalent
 3 – 2.34 – 3 Highly Considered
 2 – 1.67 – 2.33 Moderately Considered
 1 – 1.00 – 1.66 Do not Consider

Based on survey conducted by the researchers, the majority of the consumer when it comes to Purchase decision of the products are, Low-cost product high quality and Popularity of product brand, which means consumer are highly considered the low cost of the products but high quality and also the popularity of the product itself, this implies that they are the type of consumer in high effort category who consider the low-cost of the products and the popularity of the products. A low price allows companies to gain marketshare by attracting new customers who spread the word about the offering and enticing customers away from competitors. According to the study of Matt Wilson (2013) Offering a product at the lowest price point in the market appears to be a proven approach to attract customers and gain a market edge. Low-price strategy involves pricing the product the lowest in the market and then targeting those consumers who are looking for the cheapest option in that category. However, the present study is relevant to the study of Matt Wilson, which consumer are considering the low-cost of the product and the popularity of the product according to the survey conducted by the researchers.

Post-Purchased Decisions. Table 8 reveals the Features considered by the consumers in high-effort category in purchasing products online in Post - Purchased Decisions with an overall mean rating of 2.4 or a descriptive equivalent of highly considered. The respondents highly considered the following are Return/refund policy and Looking for another product for other shopping online (WM 2.43) ranked 1.5: After sales communication and Service center (WM 2.37)

ranked 3.5: The very least moderately considered, among the choices that earns lowest response are; Warranties (WM 2.4) ranked 5.

Table 7. Features considered by the consumers in high-effort category in purchasing products online section in Post-purchased decisions (n=30)

POST-PURCHASED DECISIONS	3	2	1	WM	DE	RANK
Looking for another product for other shopping online	17 (51)	9 (18)	4 (4)	2.43	HC	1.5
Warranties	14 (42)	14 (28)	2 (2)	2.4	MC	5
After sales communication	15 (45)	11 (22)	4 (4)	2.37	HC	3.5
Service center	13 (39)	15 (30)	2 (2)	2.37	HC	3.5
Return/refund policy	16 (48)	11 (22)	3 (3)	2.43	HC	1.5
OVERALL MEAN RATING				2.4		

Legend:

WM= Weighted Mean

DE= Descriptive Equivalent

3 – 2.34 – 3 Highly Considered

2 – 1.67 – 2.33 Moderately Considered

1 – 1.00 – 1.66 Do not Consider

Based on survey conducted by the researchers, the majority of the consumer when it comes to Post- Purchase decision are, Looking for another product for other shopping online and Return/refund policy, this implies that majority of the consumer wants the free shipping and return/refund policy offered by the company or the shop. Free shipping is an increasingly-popular option for online shopping, where Customers who do not have to pay additional shipping charge. Free shipping is attractive to customers who appreciate simple pricing structures, which in turn makes it a potential competitive advantage for online businesses. However, why consumer do the Return/Refund policy, according to the article of Christianna Cannon (2021) there are 5 common reasons why customers return a purchase. 1. The customer bought the wrong item or changed their mind once they received it.2. The merchant shipped the wrong item. 3. Purchase arrived too late or the customer doesn't need it anymore. 4. "Wardrobing." and 5.The product was damaged or defective.

According to the study of Khalid Saleh (2015) 9 out of 10 consumers say free shipping is the top most incentive to shop online more and orders with free shipping average around 30% higher in value. 93% of online buyers are encouraged to buy more products if free shipping options are available whereas 58% of consumers add more items to cart to qualify for free shipping. This study of Khalid Saleh is relevant to the present study which the majority of the respondents in the survey conducted by the researchers are wants free shipping offers and the return/refund policy of the seller.

Problems Encountered by Consumers in High-Effort Category when Purchasing Products Online

This section revealed the problems encountered by the consumer in high-efforts category when purchasing products online. Frequency counts and percentage was used. Responses are presented in Table.

Table 8. *Problems Encountered by Consumers in High-Effort Category when Purchasing Products Online (n=30)*

Problem encountered by the consumer in high efforts category	Frequency (f)	Percentage (%)	Rank
Quality issues	5	17.85	1
Issues identifying with the products quality	3	10.71	4.5
Advance payment disappointment	3	10.71	4.5
Absence of parcel security	3	11.60	3
Poor return and refund policies	4	13.39	2
Lack of buyer warranties	3	8.93	6
Missing payment affirmation	2	6.25	9
additional charges	3	8.92	7
Unclear return and Guarantee policies	2	7.14	8
After sales source	1	4.46	10
TOTAL	30	100	

Problem Encountered by the Consumer in High Efforts Category. Table 9 revealed the frequency distribution of the problems encountered by the consumer in high efforts category. Majority of the problem encountered by the consumer in high effort category is the quality issues with (17.85%) ranked 1: Poor return and refund policies (13.39%) ranked 2: Absence of parcel security (11.60%) ranked 3: Issues identifying with the products quality (10.71%) and Advance payment disappointment (10.71%) ranked 4.5: Lack of buyer warranties (8.93%) ranked 6: additional charges (8.92%) ranked 7: Unclear return and Guarantee policies (7.14%) ranked 8: Missing payment affirmation (6.25%) ranked 9: and the very least rating After sales source (4.46%) ranked 10.

Based on findings, conducted by the researchers the problem encountered by the consumer in high efforts category with the majority of votes are quality issues of the products and Poor return and refund policies, which the survey implies that the customers are encountered the poor quality of the product received and poor return and refund policy of the shop which is cause by the dissatisfaction of the consumers. According to the article of, www.qualitygurus.com (2018) There are several reasons why customer dissatisfaction occurs. 1. Not knowing the expectations. Customer remains dissatisfied unless the company knows what the customer expects out of their product. 2. Not meeting the expectations. A customer may become dissatisfied because the product or service does not live up to expectations. In this article it is relevant to the present study which shows that the majority of the survey conducted by the researchers are the quality issues and the return/refund policy which is cause of dissatisfaction of the customers.

IV. Conclusion

Based on the data gathered, it was found out that even the though travel agencies were offering the best tour package at the lowest price, people still not availing it which generally were very in demand in the past. Another thing was the imposing of the different travel restrictions by the government that really hit the Tourism industry. Using or having the best advertisement is not that impactful because of the current situation. It was also very evident that the respondents were abusing the idea that people were responding to incentives, as all of the travel agencies were offering tour packages with discounts and with incentives which was very effective in attracting customers. Using technology and social media as one of the marketing strategies was very effective. Since people are now one click away to get information, Travel agencies were abusing this strategy to attract customers.

From the conclusions drawn, the researchers proposed a set of measures to enhance the marketing strategies of the travel agencies. These measures showed the areas that need to be improved, the strategy to be used, and the specific activities to be implemented in order to address the aforementioned areas.

It was recommended that the output of this study be distributed and proposed to the travel agencies, and that further researches similar to this study be conducted.

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