# Innovations

## Attitude and Adoption of Filipino Senior Citizens Toward Online Shopping

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*Abstract*

*This study generally aims to determine the adaptation rate of Filipino Senior Citizens toward online shopping platforms.The researcher conducted a quantitative research technique. Purposive sampling was also used in this study in choosing respondents. In this study, the researcher used a survey questionnaire via google forms in collecting the data from the respondents.The questionnaire served as the instrument for collecting data.Wherein, the data collected were analyzed by the researcher through descriptive statistics. The results revealed that all of the respondents or one-hundred percent of them are Senior Citizens from Science City of Munoz Nueva Ecija and Online Shoppers. The majority of the respondents are 60-65 years old. More than half of them are Female. In terms of sources of income,40% are Pensioners. Their monthly salary ranges from 10-15 thousand a month. More than half of the respondent's answer agree that they love doing online shopping. Most of the respondent's answered"Disagree" that the online shopping process is complicated for them. Almost ninety percent of the respondents answered"Agree" that the online shopping process makes them flexible to interact with others. Almost a hundred percent of the respondent's answers Agree that the website/application is easy to use. More than half of the respondents answer that the online shopping process is easy to understand. A hundred percent of the respondents answered Agree that it would be easy for them to use online shopping rather than going toa physical store. All of the respondents answered"Disagree" that online shopping is not for them. 100% of the respondent's answers Agree that online shopping helps me to explore more about the new setup of online shopping. 70% of the respondent's answered Disagree that buying online is more difficult for them. 90% of the respondents answer that the website/application that they are using mostly makes them adopt more what online shopping today. 100% of the respondent's answers Agree that online shopping makes them aware of Digital shopping today. 90% of the respondent's answers agree that using online shopping makes their life improve. All of the respondent's answers agree that they find it more convenient to shop for their needs at their trusted online shopping store. Positively, all of the respondents' answers agree that they are much more aware to use their trusted online application/ website in doing online shopping.*

*Keywords: 1.attitude, 2.adoption, 3.online shopping, 4.senior citizen, 5.digital, 6.aware*

## Introduction

The Philippines is on its way to becoming an aging society in 2032 (2018) reported to the Philippine Institute for Development Studies (PIDS) in thirteen years that the Philippines aged person will increase to 7% of the population. The elderly are the most senior members of a generation. Because people`s social networks tend to shrink as they age, gerontologists suggest that older people prefer to spend their time on socially meaningful activities rather than learning new skills before the era of new technologies (Carstensen, Isaacowitz, & Charles, 1999). According to the Oxford dictionary, online shopping is a website or application that sells goods or services through the internet. Amid the pandemic, Filipino senior citizens continue to experience and try online shopping with their necessities to be delivered and done by the internet. The psychological state of consumers when it comes to making purchases over the internet is referred to as their attitude toward online shopping. The products acquired online are referred to as the online buying behavior process.

E-commerce in the Philippines based on Statisticsin the first quarter of the year leading Shopee was the most popular e-commerce site inthe Philippines with around 54.6 million monthly web visitors. Coming in second was Lazada, with about 38.3 million monthly visitors.

Senior citizens are the most aged person in a generation. They are numerous and have less attention to our society.  When it comes to digitalization, but not most of them are not familiar with digital access. That attitude of the consumer's senior citizens toward online shopping, through their experience using it in their everyday life. The group of the elderly continues to contribute as users of different online stores.

The most well-known website and application for online shopping in the Philippines. The top three internet stores are located throughout Asia, not just in the Philippines. Lazada is an online department store and platform for retailers to sell their items. It was founded in 2011 by Rocket Internet. Shopee is a predominantly mobile, varied online store that may offer a traditional web experience, making it a key participant in the mobile-first Philippines. Zalora is Southeast Asia's most popular fashion-focused e-commerce platform. Zalora was launched in 2012 by Rocket Internet to let fashion businesses sell their products to the site's visitors.

The consumer buying behavior on online shopping, a UTAUT and LUM Model Approach is a previous study that seeks to define Filipino consumers' online shopping behavior using the Unified Theory of Acceptance and Use of Technology (UTAUT) and the Lazy User Model (LUM) of Solution Selection. The goal of this study is to figure out what influences purchasers' decisions in terms of technology use and user selection. Meanwhile, there is limited study on the Attitude and Adoption of Filipino Senior Citizens toward online shopping.

Thus, this paper aims to fill this gap by describing the socio-demographic characteristics of Filipino senior citizens, identifying the websites and applications that Filipino senior citizens use for online shopping, determining the level of attitude of Filipino senior citizens toward online shopping, and determining the level of adoption of online shopping platforms by Filipino senior citizens. Primarily this study on the Attitude and Adoption of Filipino senior citizens toward online shopping may affect the learning of the senior citizens' capability to access in today's generation. Since online shopping has been an essential part of people's lives, senior citizens now engage with this setup that involves the information and knowledge to make it more reliable. Online shopping makes more senior citizens capable to contribute to Philippine eCommerce on online shopping today. Knowledge of the future and the Filipino seniors today on how they can have interfaced with the reality given today and also have the potential to share the possible and new way to discover as digital shoppers.

The goal of this study is to identify the various platforms that older persons utilize for online buying, as well as to determine their degree of attitude and rate of adoption of online shopping. Because the elderly now is one of the highest consumers in today and eCommerce of the Philippines.

As new members of today's generation, senior adults who are capable of accessing digital material may also expand their knowledge habits and have the opportunity to learn about new things that may contribute to their literacy.

**Objectives of the Study**

1. To describe the socio-demographic profile of the respondents, such as age, gender, source of income, and monthly income.
2. To identify the applications and websites that Filipino Senior citizens use in online shopping.
3. To identify the level of attitude of senior citizens toward online shopping.
4. To determine the adoption rate of senior citizens toward online shopping platforms.

## Review of Related Literature
### E-commerce in the Philippines

Every day, around 10 million people shop online in the Philippines. Filipinos become more efficient, as a result of e-commerce because they don't waste time stuck in traffic and can work more and earn more money for the country (Balci, 2017). Modern and late consumers have demonstrated to be more satisfied when they seek convenience and speed in online shopping (Yu and Wu, 2007).

E-commerce is becoming a new way of online shopping capability now. As the Philippines is exposed, senior citizens continue to become one of these new means of internet buying. The price and services are available through a direct website and application utilizing a mobile phone or smartphone as a tool for visualizing online purchasing. Smartphones and other mobile gadgets have brought online shopping into our palms (Tomlinson, 2015). Tick with it and make it work most of the time now, that smartphones can make way as a tool to make an individual's reliable for online shopping.

According to statistics, the traditional market is still present at this time, but e-commerce here in the Philippines is highly boosted contributing to the scheme of online shopping. As the number of internet users emerges in the Philippines and also in Asian countries, the Philippines has an average of time spent on the internet 10 hours a day on the web, the online shopping taste spending on playing online games, searching for a fashion, etc.

COVID-19 has a substantial impact on e-commerce, as seen by retail sales of the product. By 2023 the market is estimated to be worth $6.5 trillion (Jones, 2020). Online shopping has been the most accessible. There is a possibility to help the house and the community purchase online now. And it will probably continue to be so in the future. Some products are in high demand in the market.

Furthermore, many challenges by e-commerce companies, such as extended delivery times, difficulties encountered during movement control, and social media lockdown and distance (Hasanat et al., 2020)

**Importance of Online Shopping Platforms**

Internet became a hot issue today that people may influence through their everyday life; entertainment, habit, online shopping, lifestyle, etc. Socially inclined now with this digital life. Technologies enable them to stay independent and socially inclusive. Being connected to older people prevent their loneliness and social isolation. (Fan, 2016; Liyanagunawardena and Williams, 2016).

Taken from the study of (Pilik et al. 2017) the motive of online shoppers is to find the lower price of the products sold on different platforms, convenience, and shop at Home.

According to (Davis 1989) TAM technology acceptance model, is the usefulness and the ease of using a belief of the consumers about the use of different websites and applications. To the other platforms, there is a different experience to be done by using it, but it depends on the users to manifest it.

According to the International Trade Administration data report has a tremendous effect on higher demand for e-commerce in the Philippines. The Filipino population is social media users. There are 76 million active social media users on Facebook, Twitter, etc. The fastest-growing e-commerce market in the Philippines and the most popular online shopping platforms are Lazada, Shopee, Zalora, eBay, and Kimstore.

**Attitude toward Online Shopping**

Good feelings affected by emotion, feeling, and influence are the outcomes of what is done by one action. The goodness of the purchase makes the consumer experience attitude as the pattern of what online shopping can be to them.

Consumer attitudes are known as the number of positive feelings about buying. Can assume that having a favorable attitude gives consumers more purchasing possibilities (Suleman et al., 2019; Hsu et al., 2014). The good feeling may connect to the attitude of the elderly who wants to purchase and where they can purchase, which can lead to the decision phase of their satisfaction.

Consumer attitudes regarding online shopping are defined as a customer's favorable or negative thoughts about completing a purchase over the internet. (Chiu et al., 2005; Schlosser, 2003).

According to the 2014 study on consumers' buying behavior in online shopping, more individuals rely on mobile phones in purchasing products online as it enables them to do it on the go. The Ease is 73.3 percent and convenience is 71.9 percent. These are cited as most of the reasons why Filipinos are satisfied to shop online.

A study developed an analysis that has ten effects that are relevant to online consumer attitude. These ten factors could be classified as independent (attitude, intention, decision making, online purchasing, and consumer satisfaction through online shopping) and independent variables (external environment, demographics, personal characteristics, service characteristics, and website quality Li and Zhang (2002).

Despite the increasing complexity of technologies, the types of constructs used in individual-level adoption research have primarily been technology-centric perceptions, and while there has been a call for richer theorizing, the types of constructs used in individual-level adoption research have primarily been technology-centric perceptions (e.g., Venkatesh et al., 2003; Jasperson, Carter, & Zmud, 2005)

**Senior Citizens as the Growing market in the Philippines**

Markets today are more than ever focusing on elder customers (Gilleard, 2018). Most online shopping targets the elderly as the consumer adoption through their promotion of products. Because of enhancements and targeting tactics, online markets are focused on the elderly. They are those who have the comfort of knowing some purchase from the comfort of their own homes.

According to Harrington & Harrington (2000) that those who design interfaces must be direct in part to the elderly. People try out the devices on them, allow them to help with the ideas, recommend designers, and otherwise, the elderly will have to learn to communicate in a new way.

**Research Methodology**

In this study, the research design was quantitative to measure the level of Attitude on how Filipino Senior Citizens identify if they senior citizens are adopted toward online shopping.The researcher used purposive sampling in selecting participants.The researcher used a questionnaire that served as the instrument for collecting data through google forms.While the gathered data were analyzed with the use of descriptive statistics.

## Result and Discussion
**Sociodemographic profile of the respondents**
One of the most important factors is the age of the respondent. If he/she is a senior citizen
Based on the data that the research compiled on the survey 8 respondents or 80% of them are 60-65 years of their age. and 2 respondents or 20% of them are in 66-70 years of their age (Figure 1).The majority of the respondents 80% are female and 20% are males (Figure 2).
Some of the respondent's ( 40%) source of income came from their pensions. While 40% of the senior citizen's source of income came from their monthly salary. Only 10 % of thesource of income came from their housewife.On the other hand, other 10% of the respondent's source of income came from their Allowance (Figure 3).Half of the respondents or 50% have a monthly salary of 10-15 thousand monthly. Data revealed that 30% of the respondents have a P15 thousand and above monthly salary. 2 respondents or 20% of the senior citizens have a monthly salary of 5- 10 thousand a month (Figure 4).

**Applications and websites that senior citizens use in online shopping.**

The majority of the respondents 80% are using Shopee as their application/website for online shopping. While 20% of them used Lazada as an application/ website for online shopping (Figure 5). E-commerce in the Philippines based on Statisticsin the first quarter of the year the leading Shopee was the most popular e-commerce site in the Philippines with around 54.6 million monthly web visitors. Coming in second was Lazada with about 38.3 million monthly visitors.

**Level of the attitude of Filipino Senior citizens toward online shopping.**

Findings revealed that 70% of the respondents answer Agree that they love online shopping. Some of them or 30% of the answer neither agree nor disagree with their love of online shopping (Figure 6). Consumer attitudes regarding online shopping are defined as a customer's favorable or negative thoughts about completing a purchase over the internet(Chiu et al., 2005; Schlosser, 2003).

The majority of the respondents80% answered Agree that they find online shopping easy to use. While 20% of them answeredneither agree nor disagree that they find online shopping is easy to use (Figure.7).On the other hand, 70% of the respondents answereddisagreed to the process of online shopping is complicated. Few of the respondents 30% answeredneither agree nor disagree to the system of online shopping is complicated (Figure 8).

Results show that 90% of the respondent's answers Agree that the online shopping process makes them more flexible to interact with others. While only 10% of the respondent's answered neither agree nor disagree that the online shopping system makes them more flexible to interact with others (Figure 9).Figures show that 90% of the respondents answered Agree that the website/ application is easy to use. Few or 10% of the respondents answer Strongly Agree that the website/ application is easy to use (Figure 10).

Findings revealed that 60% of the respondents answered Agree that the online shopping process is easy to understand. While only 40% of the senior citizen's respondents answer neither agree nor disagree that the online shopping process is easy to understand. (Figure11)All respondents or 100% of the respondents answers Agree that it would be easy for them to use online shopping rather than going to a physical store (Figure 12).

All respondents or 100% of the respondents answered Disagree that they thought online shopping is not for them (Figure 13).On the other hand,100% of the respondent's answers Agree that online shopping helps them to explore, wherever they are (Figure 14).

The majority of the respondents 70% answered Disagree that buying online is more difficult for them. However, 30% of the respondents answers neither Agree nor Disagree that buying online is more difficult for them (Figure 15).

**The adoption level of Filipino Senior Citizens toward online shopping platforms.**

90% of the respondent's answers Agree that the application/ website that they are using mostly makes them adopt more of what online shopping does today.While only 10%of respondents answered neither agree nor disagree that the application/ website that they are using mostly makes them adopt more online shopping today (Figure 16).

Despite the increasing complexity of technologies, the types of constructs used in individual-level adoption research have primarily been technology-centric perceptions, and while there has been a call for richer theorizing, the types of constructs used in individual-level adoption research have primarily been technology-centric perceptions (e.g., Venkatesh et al., 2003; Jasperson, Carter, & Zmud, 2005).

Findings show that 100% of the respondent's answers Agree that online shopping makes them aware of Digital shopping today (Figure 17).While 90% of them answered Agree that using online shopping makes their life improve. Only 10% of the respondent answeredneither agree nor disagree that using online shopping makes their life improve (Figure 18).

All respondents or 100% answers Agree that they find it more convenient to shop for their needs through their trusted online shopping store (Figure 19). Similarly, all respondents, or 100% of answers Agree that they are much more aware to use their trusted online application/ website in doing online shopping.Markets today are more than ever focusing on elder customers (Gilleard, 2018). Most of the market for online shopping targets the elderly as the consumer adoption through their promotion of products. Due to the enhancement and the target techniques, the online markets are focusing on the elderly due to the good feeling that some of the purchases can be done through their own home (Figure 20).

The past Modernization Theory says that the concurrent pressures of industrialization and modernization are the fundamental cause of the elderly losing power and influence in society. Elders' standing declines as civilizations modernize, and they are more prone to endure social isolation(Cowgill and Holmes 1972). But today as a present growing ICT and the presence of media in the lane of the aging population brought by the present situation of the Covid19 Pandemic in the country. Aging society continues to contribute as one of the most efficient in using the Internet becoming a hot issue today, that people may influence through their everyday life; entertainment, habit, online shopping, lifestyle, etc. Socially inclined now with this digital life. Technologies enable them to stay independent and socially inclusive. Being connected enables older people to prevent their loneliness and social isolation. (Fan, 2016; Liyanagunawardena and Williams, 2016).

Now, this study is presently positive to the enhancement of the knowledge and information for the aging society as a new member of the fastest growing economic and social incline not only in the young once but in all ages.

**Conclusion**

To identify the level of the attitude of Filipino senior citizens toward online shopping, respondents don't have a negative outcome in terms of their attitude. Mostly their response isto Agree that they love doing online shopping, they find it easy doing online shopping, the process of online shopping is not complicated for them, the website/ application for them are easy to use, and the online shopping process is easy to understand for them also.

Lastly, to determine the level of adoption of senior citizens toward the online shopping platform. The majority of respondents agree and chose Shopee as their online buying application of choice they can adapt to digital shopping nowadays as a Pandemic phase of life, with elderly citizens contributing the most eCommerce users this year.

**Recommendation**

The study attitude and adoption of Filipino senior citizens toward online shopping by describing the socio-demographic profile, identifying the website and application used for online shopping, and identifying the level of attitude and adoption of the senior citizens. These may help to continue the growing e-commerce in the country. That may seek to know the senior citizen's attitude and adoption towards using and experiencing those new technological updates through digitization. These years' senior citizens could make up for the digital gap, wherein age could not define but must be in the knowledge and the open hand to accept the new and improved changes in society. Further, understanding those new things must be for all ages.

This may help the senior citizens in knowing those attitudes and adoption towards online shopping. That this study proves in identifying the is the application/ website that could be best for senior citizens. This study would help future researchers in knowing those levels of attitude and adoption, identifying the website or application that could be best for the senior citizens in doing online shopping. Later on, hopefully, they can give more broaden and utilize those future matters in this study.

Sooner, for the benefit and advancement of the study, the results of this study may comprehend the value of acceptance and innovation in light of current trends and changes in technology and communication.

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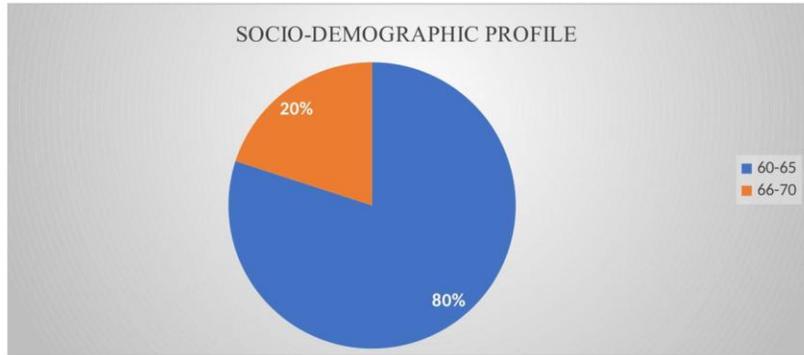
**Figure 1: Age**
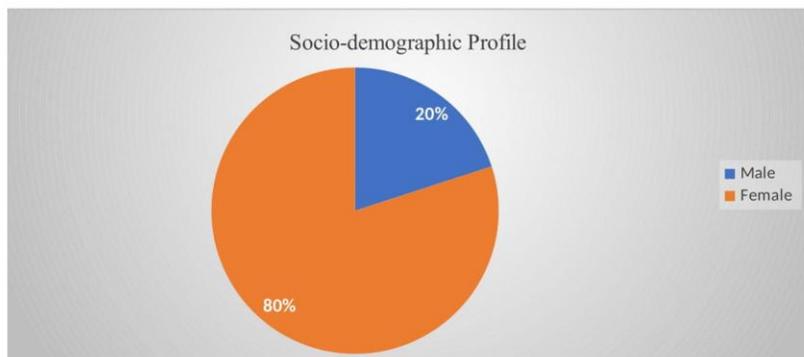


**Figure 2. Gender**
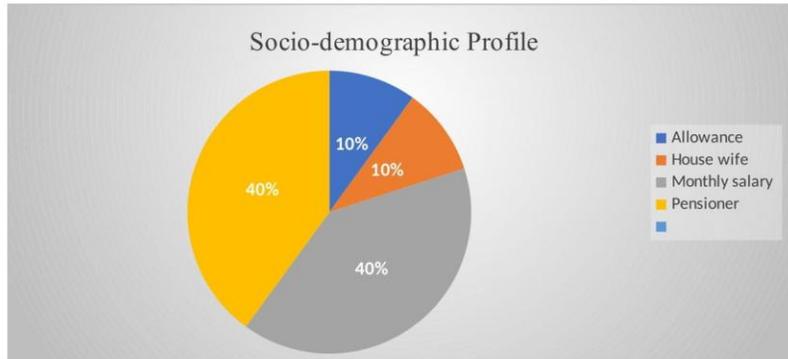
**Figure 3. Source of income**
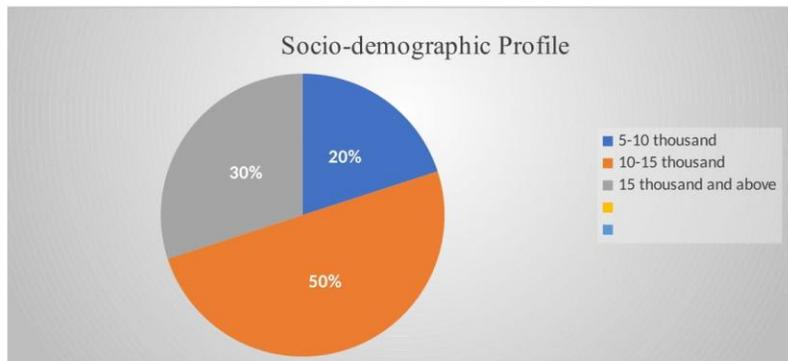


**Figure 4: Monthly income**
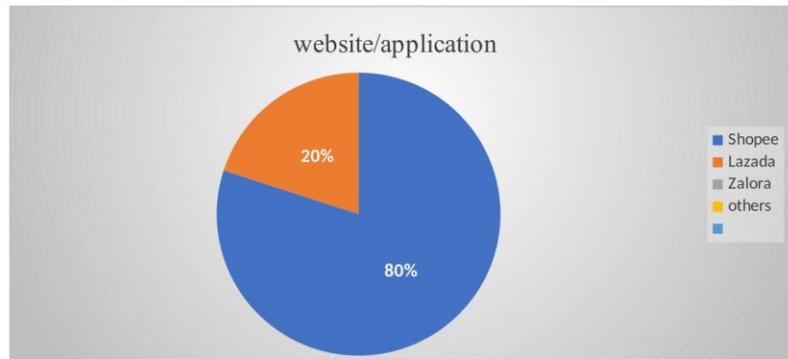
**Figure 5: Application did use for online shopping?**
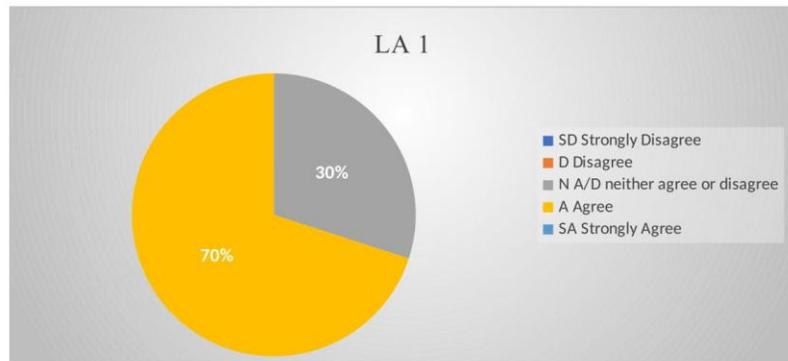


**Figure 6: I love online shopping.**

## LA 1.2

20%

80%

- ■ SD Strongly Disagree
- ■ D Disagree
- ■ N A/D neither agree or disagree
- ■ A Agree
- ■ SA Strongly Agree
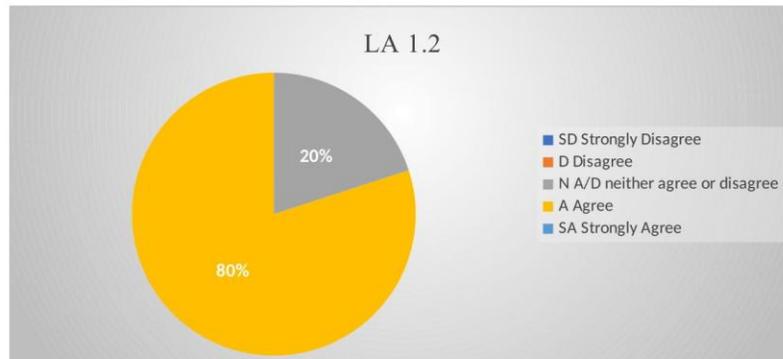
**Figure 7: I find online shopping easy to use.**

## LA 1.3

30%

70%

- ■ SD Strongly Disagree
- ■ D Disagree
- ■ N A/D neither agree or disagree
- ■ A Agree
- ■ SA Strongly Agree
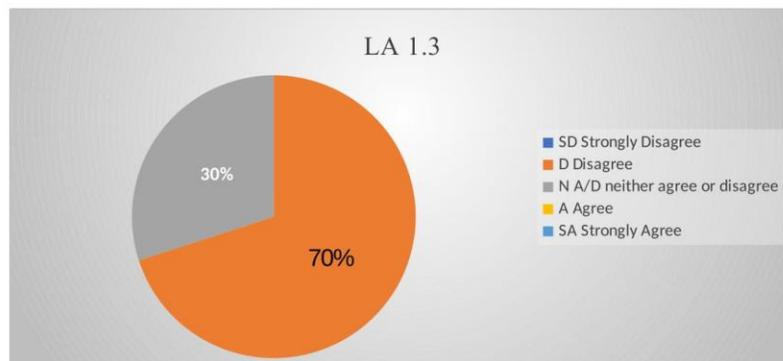
**Figure 8: The process of online shopping is complicated.**
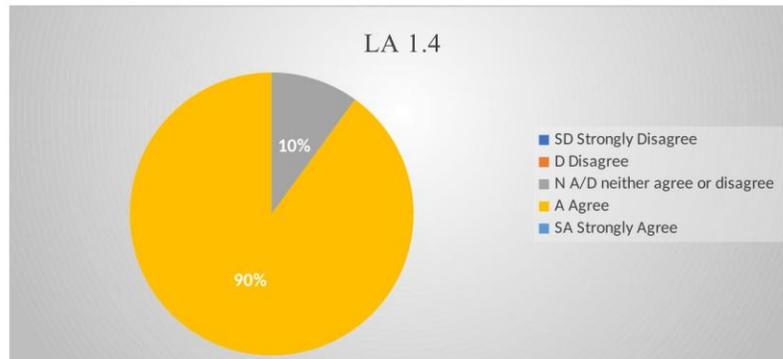
**Figure 9: The online shopping process makes me more flexible to interact with others.**
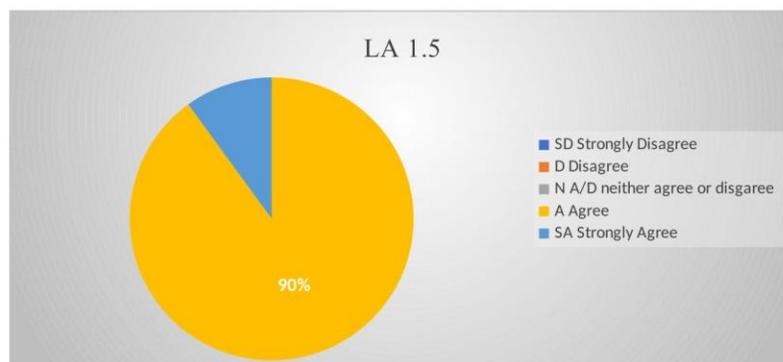


**Figure 10: The website/application is easy to use.**

## LA 1.6



- SD Strongly Disagree
- D
- N A/D neither agree or disagree
- A Agree
- SA Strongly Agree

40%
60%
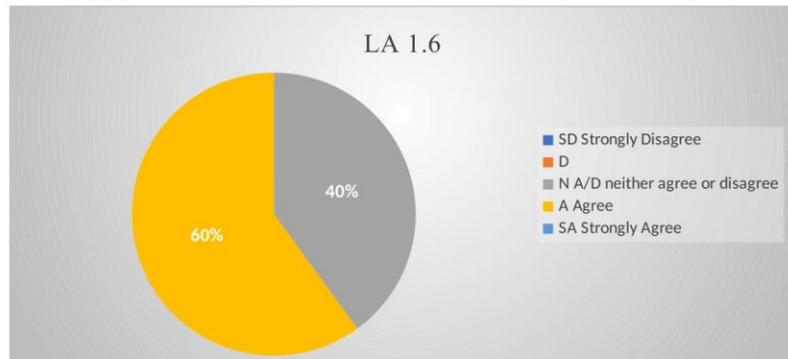
Figure 11: Online shopping process is easy to understand.

## LA 1.7



- SD Strongly Disagree
- D Disagree
- N A/D neither agree or disagree
- A Agree
- SA Strongly Agree

100%
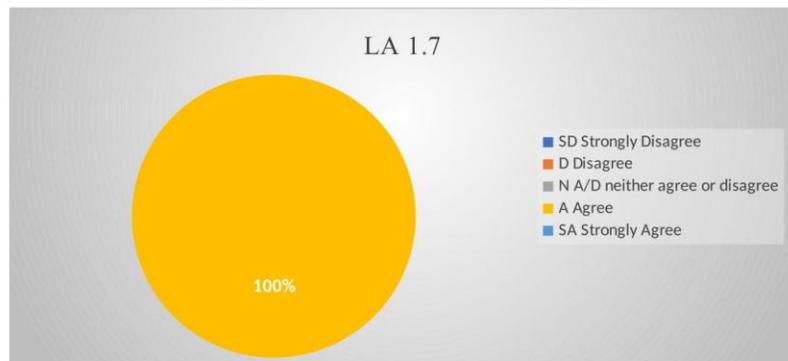
Figure 12: It would be easy for me to use online shopping rather than going to a physical store.
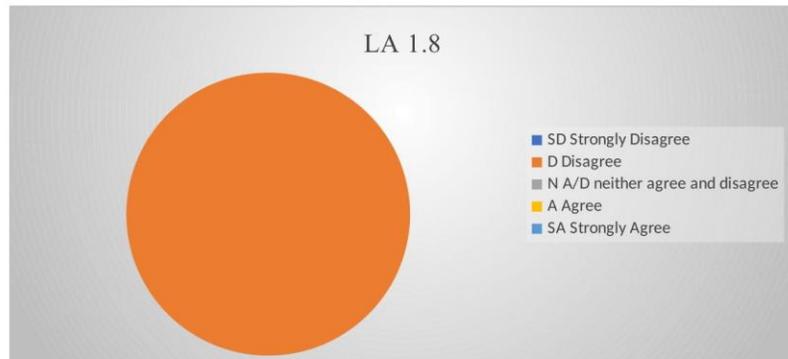
Figure 13: I thought online is not for me.
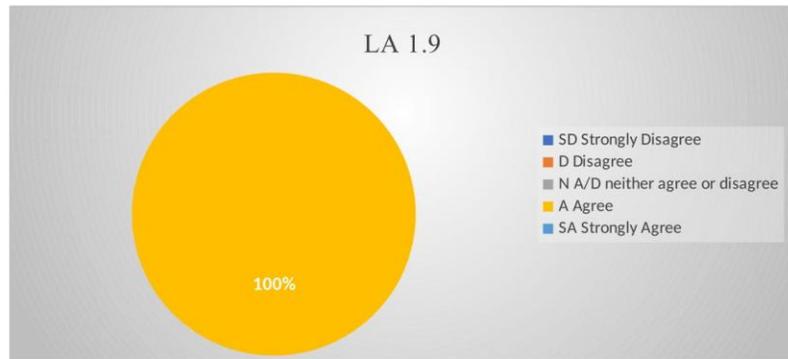


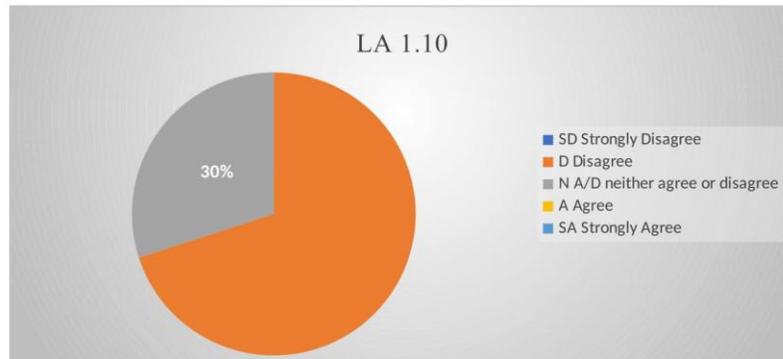Figure 14: Online shopping helps me to explore more about the new setup of online shopping.

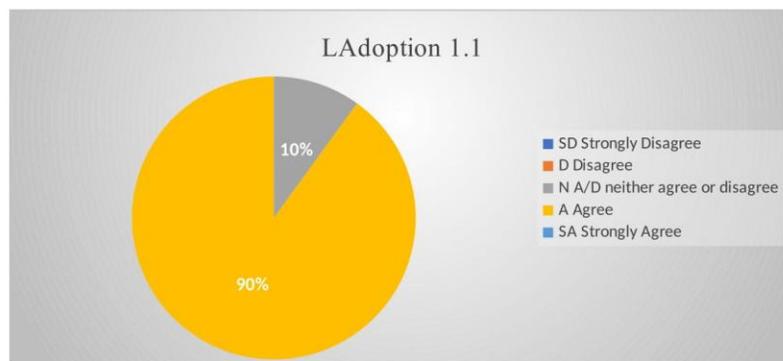**Figure 15: Buying online is more difficult for me.**



**Figure 16: The website/ application that I am using mostly makes me adopt more online shopping today.**
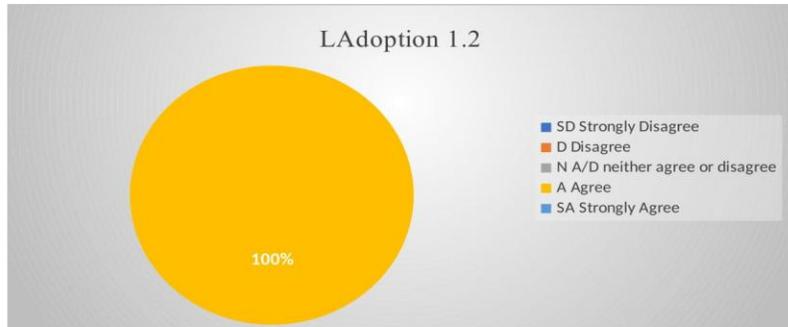
LAdoption 1.2



■ SD Strongly Disagree
■ D Disagree
■ N A/D neither agree or disagree
■ A Agree
■ SA Strongly Agree

100%

**Figure 17: Online Shopping makes us aware of what Digital shopping is today.**

LAdoption 1.3



■ SD Strongly Disagree
■ D Disagree
■ N A/D neither Agree or Disagree
■ A Agree
■ SA Strongly Agree

10%

90%
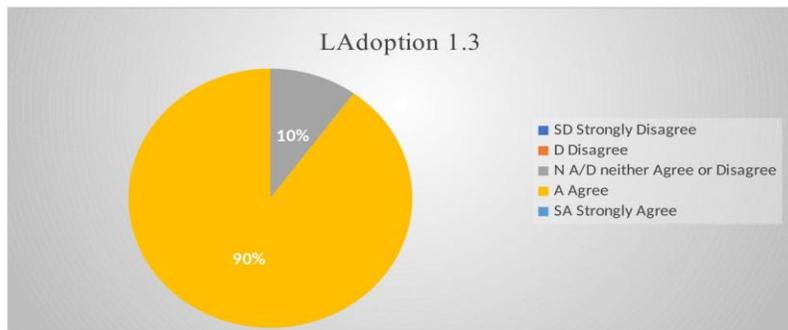
**Figure 18: Using online shopping makes my life improve.**

LAdoption 1.4

- SD Strongly Disagree
- D Disagree
- N A/D niether agree or disagree
- A Agree
- SA Strongly Agree

100%
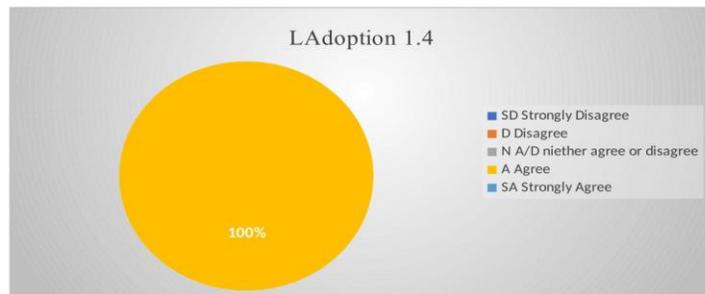
Figure 19: I find it more convenient to shop for my needs at my trusted online shopping store.

LAdoption 1.5

- SD Strongly Disagree
- D Disagree
- N A/D neither agree or disagree
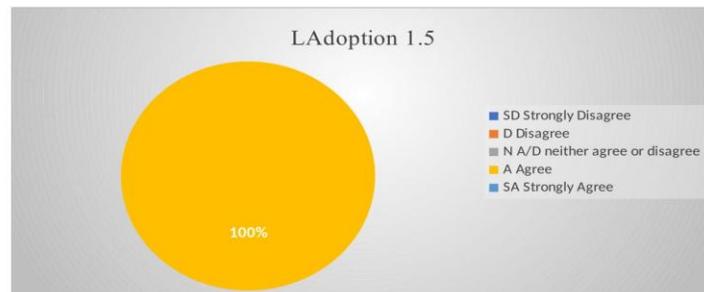- A Agree
- SA Strongly Agree

100%

Figure 20: I am much aware to use my trusted online application/website in doing online shopping.

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