Information Generation & Management

Volume 4 Issue 1 ISSN 3082-5067 (Online)

2025



# Check Out: The Information-Seeking Behavior of Ilonggo Online Shoppers

Leizelle May A. Beso, Leah Mae T. Dioso, and Joseph M. Yap

West Visayas State University

This work is licensed under Creative Commons Attribution 4.0 International. To view a copy of this license, visit https://creativecommons.org/licenses/by/4.0/. Authors retain copyright for their article content, while the Association of Special Libraries of the Philippines and Information Generation & Management holds copyright for the publication's design and layout.



Received 14 December 2024; Received in revised form 7 February 2025; Accepted 11 February 2025

Published online

Beso, L. M.A., Dioso, L.M.T., & Yap, J.M. (2025). Check out: The information-seeking behavior of llonggo online shoppers. *Information Generation & Management, 4*(1), 77-99. http://dx.doi.org/10.5281/zenodo.15321433

### Check Out: The Information-Seeking Behavior of Ilonggo Online Shoppers

Leizelle May A. Beso, Leah Mae T. Dioso, and Joseph M. Yap

## West Visayas State University leizellemay.beso@wvsu.edu.ph

#### Abstract

Statement of the Problem. This paper aims to determine the correlation of between the demographic characteristics of respondents' preferred information sources information-seeking behavior, and its relationship to purchase intention of llonggo online shoppers in the Province and City of Iloilo.

Methods. Descriptive - quantitative research design was used and employed a survey method. Through quota sampling, researchers prorated the population in each municipality in order to have an equal number of respondents.

Results. llonggo online shoppers highly value product reviews and blogs as information sources when shopping online. Meanwhile, price comparison sites were perceived as the least preferred. It was further revealed that llonggos have a strong agreement in starting and verifying information, while only agreeing on monitoring updates of information of their product of interest. However, they only occasionally monitor product updates, rather than regularly. Analysis indicates a significant positive relationship among all constructs-starting, monitoring, and verifying, to purchase intention, suggesting these behaviors influence purchasing decisions.

Conclusion. Ilonggo online shoppers rely on the product reviews and blogs to assess the quality of products of their interest. Ilonggos' purchase decisions were significantly influenced by their information-seeking behaviors. They prioritize initial product research and verification, but occasionally monitor product updates. Overall, their information-seeking behavior enhances their decision-making, leading to more informed purchase experiences.

Originality. This pioneering study investigates the information-seeking behavior of llonggo online shoppers. Analyzing how demographic factors influence their preferred information sources, information-seeking behavior, and relation to purchase intentions.

Keywords: Information-seeking behavior; Purchase intention; Information sources; Online shopping; Ilonggo; Iloilo

#### Introduction

The widespread adoption of the Internet, along with the introduction of the World Wide Web in 1991 and the first browser in 1993, significantly shifted most e-commerce activities online (Zwass, 2024). E-commerce involves building connections and executing business transactions that include the selling of information, services, and products through computer telecommunications networks (Zwass, 2024). Due to the pandemic, e-commerce has an unprecedented increase of \$244.2 billion in 2020 (Brewster, 2020). While in the Philippines, the country's Gross Domestic Product (GDP) in the same year increased by 3.4%, or USD 12 billion as measured by the Department of Trade and Industry (DTI) (*Philippines E-Commerce Market - Trends & Growth*, n.d.). It is not even surprising when a study reported that each Filipino spent an average of 4,362.59 pesos in online shopping (Eugenio, 2021). Factors contributing to e-commerce growth are high consumer spending, fast growing middle class, emerging technical population among others (Philippines E-Commerce Market - Trends & Growth, n.d.).

More recently, the global proliferation of smartphones and the availability of fast broadband connections have led to a further migration of e-commerce to mobile devices, which now include tablets, laptops, and wearable technology such as smartwatches (Zwass, 2024). Currently, there are 1.8 million more Filipinos online, bringing the total number of internet users in the Philippines to 86.98 million, which is a 2.1% increase from the previous year (Howe, 2024). Filipinos are on social media 10 hours a day, seven times a week–with the country's popular social media sites such as Facebook, YouTube, Instagram, TikTok, and X (formerly Twitter) (Chan, 2023). Additionally, the Philippines has the highest online shopping growth among SEA countries over the pandemic where 54% of consumers made their first online purchase during the pandemic, and 73% of new online shoppers intend to continue their purchases after the restrictions are lifted (Chan, 2023). Just as data from Meltwater reveals that 84.1% of internet traffic is directed towards online shopping, auctions, or classifieds, highlighting the thriving e-commerce landscape and Filipinos' preference for online markets (Howe, 2024).

It is clear that consumers are using the Internet when searching for information and will increasingly rely on it in the future (Peterson & Merino, 2003). The Internet provides more and better information, which in turn leads to better consumer decision making, may not be completely warranted (Peterson & Merino, 2003). Although it is evident that consumers benefit from information before purchase decisions (Branco et al., 2016; Smith & Sivakumar, 2004), consumers have changed their purchasing behaviors both online and offline (Henderson et al., 2014). They browse websites, check physical store locations, and use smartphones to gather information. They evaluate products and prices before deciding on the best purchasing option (Henderson et al., 2014). By definition, consumer behavior is a study of how people make decisions about what they buy, want, need, or act regarding a product, service, or company (Stávková et al., 2008). In short, consumers conduct information search because of uncertainty, knowledge, perceived risk, price, experience and involvement (Haridasan et al., 2021). Since consumers develop complex shopping strategies in which achievement of purchase intention is preceded by securing prepurchase information (Bigné-Alcañiz et al., 2008), it is important to understand the key factors that motivate consumers to seek external information from both online and offline

sources while aiming to create targeted information provision strategies (Haridasan et al., 2021).

In connection with the study, the conscious effort to acquire information in response to a need or gap in your knowledge is called information seeking (Case & Given, 2016). Information seekers are interactive in directing attention to adapt to stimuli, reflect on progress, and evaluate the efficacy of the knowledge base. Information seeking is thus a cybernetic process in which knowledge state is changed through inputs, purposive outputs, and feedback (Ashikuzzaman, 2023).

It was outlined by the International Federation of Library Associations and Institutions (IFLA), where one of the fundamental knowledge areas is the information resources management where it requires knowledge and understanding of the nature of information resources, information discovery and retrieval, user needs and information seeking behavior. Since information literacy is part of the basic entitlement of every citizen, in every country in the world, it is necessary to be taught in formal and informal education, in course of, and as part of, the day-to-day activities and life of people (UNESCO, 2005). According to Republic Act No. 7743 Sec. 2, the National Library in collaboration with the Department of Interior and Local Government (DILG) shall undertake in establishing additional public libraries that will serve congressional districts, cities, and municipalities in the Philippines and establish reading centers in every barangay without existing public libraries or reading centers.

Although researchers have found information-seeking studies that took place specifically in lloilo City - Peñaflor (2008); Superio et al. (2019), (2021); Teope, (2015) among others, none of these studies focused on information-seeking behavior in the context of online shopping. Iloilo is situated in the southeastern part of Panay Island (Collins English Dictionary, n.d.). It is a region in Western Visayas, Philippines primarily composed of its city, Iloilo City and Provinces of 43 municipalities in total (About Iloilo | Iloilo Provincial Government, n.d.). Research on information-seeking behavior is commonly carried out in academic environments; examples are Adarkwah et al. (2023); Atoy et al. (2020); Htay et al. (2022); Miraj et al. (2021); Tulsankar (2022) where scholars aim to uncover patterns and trends in how people search for and access information. However, there is a lack of exploration into innovative strategies and unconventional approaches to information-seeking that may exist beyond the confines of academia. In particular, Zhang (2022) in his journal article suggests exploring variety-seeking behavior in the digital consumption world, which in his study has not fully been discussed.

#### Statement of the Problem/Objectives

While there were existing studies on information-seeking that took place specifically in lloilo City, none of these studies focused on information-seeking behavior in the context of online shopping. Research on information-seeking behavior is commonly carried out in academic environments where these scholars aim to uncover patterns and trends in how people search for and access information. However, there is a lack of exploration into innovative strategies and unconventional approaches to information-seeking that may exist beyond the confines of academia.

This study aims to fill the knowledge gap by providing a deeper understanding on the information sources used, the information-seeking behaviors of llonggo online shoppers, and whether there is a relationship to purchase intention.

Specifically, it seeks to answer the following questions:

- 1. What is/are the preferred information sources of llonggo online shoppers and its relationship to their demographic characteristics?
- 2. What is the information-seeking behavior of llonggo online shoppers?
- 3. What is the relationship between the llonggos'information-seeking behavior and their purchase intention?

#### **Review of Related Literature**

#### Information-seeking Behaviors of Online Shoppers

Consumers often rely on their memory for purchasing decisions but seek external information when needed (Kline & Wagner, 1994). Access to complete information is crucial for informed decision-making (Novak et al., 2000). Individuals typically search for information before making purchases, with younger consumers leaning toward technology products and older consumers focusing on health items (Hjorthol, 2009). However, formulating effective search terms can be challenging, leading to potential frustration and information overload (Gwizdka, 2010). Beliefs influencing online shopping attitudes and intentions tend to evolve based on factors like prior web experience and age (Crisp et al., n.d.). Factors such as product risk and convenience positively impact online shopping behavior, while financial risk has little effect (Tham et al., 2019). Ultimately, product quality is the most significant factor influencing purchasing behavior (Mesatania, 2022).

Shah and Paul's study in 2020, explores the application of Ellis' model to online shopping, focusing on how information-seeking behaviors influence user purchase intention. They identified seven features—starting, chaining, browsing, differentiating, monitoring, extracting, and verifying—but found that only three (starting, monitoring, and verifying) passed validity and reliability tests. Among these, only the verifying feature showed a significant positive relationship with online purchase intention. Despite this, all three features remain relevant for understanding consumer behavior in online shopping, emphasizing the importance of effective information-seeking strategies.

#### Online Shopping in the Philippines

The online shopping landscape in the Philippines has seen significant growth, driven by convenience, price sensitivity, and evolving consumer preferences. Factors such as product information, delivery times, and security are crucial for retaining customers (Bollozos et al., 2011). A 2020 study revealed that Filipino shoppers prioritize their online experiences, often making impulsive purchases influenced by convenience and discounts (Creencia et al., 2022). With the Philippines being identified as the world's social media capital in 2023, platforms like Facebook play a vital role in consumer trends, while Lazada, Zalora, and OLX dominate the market, emphasizing the need for quality service and competitive pricing (Chan, 2023; Rodelas et al., 2023). Despite the risks associated with online shopping, a considerable percentage of Filipinos prefer online transactions through smartphones, highlighting a shift away from traditional retail (Mayo et al., 2022).

#### Demographic Characteristics

Research has consistently shown that younger, wealthier, and more educated consumers are more likely to adopt new retailing methods, including online shopping (Eastlick, 1993; Korgaonkar & Smith, 1986). In contrast, older, less educated individuals tend to exhibit a more straightforward shopping process and prefer traditional methods, such as catalogs (Lumpkin et al., 1985; Schaninger & Sciglimpaglia, 1981). Gender differences also influence online shopping behaviors, with women prioritizing convenience and ease of use, while men focus on product variety (Eastlick & Feinberg, 1994; Hasan, 2010). Moreover, education significantly impacts attitudes towards technology, with higher education levels correlating with a more positive outlook on online shopping (Igbaria & Parasuraman, 1989; Mityko, 2012). Lastly, factors such as marital status affect customer satisfaction in online shopping, although socioeconomic factors, including income, have minimal influence on online shopping behaviors for essential items (Hernández et al., 2011; Nguyen & Homolka, 2021; Pallabi, 2015).

#### Sources of Information Used in Online Shopping

Consumers with low susceptibility to informational influence consider online brandrelated information, such as price promotions and product reviews, crucial in forming brand attitudes and making purchasing decisions (Chen et al., 2016; Widia et al., 2021). Notably, product reviews by regular internet users are viewed as more credible than those from manufacturers, significantly affecting consumer trust and intentions (Dou et al., 2012). Social media plays a significant role in shaping marketing strategies and enhancing brand image, as well as influencing consumer perceptions through advertising, which should balance information and entertainment to avoid irritation (Mohammadpour et al., 2014; Balroo, 2023). Furthermore, the effectiveness of recommendations from bloggers is tied to the level of trust and the perceived usefulness of their content, with informative and entertaining value contributing to consumer satisfaction (Hsu et al., 2013; Tolunay & Ekizler, 2021).

#### Methods

This study used descriptive-quantitative research design and employed a survey method of data collection to determine the information sources, information-seeking behavior and its relation to purchase intention in online shopping in the Province and City of Iloilo. Research questionnaire was conceptualized based on predetermined objectives of this study. Although Shah and Paul's (2020) research questionnaire were used to answer the information-seeking behavior and purchase intention problem, no available adequate questionnaire is applicable to answer the other research questions at hand. Three experts in the field of Library and Information Science with extensive knowledge and expertise in information-seeking research topics, have validated the questionnaire. The population of the study was derived from the total population of the Province and City of Iloilo based on the 2020 census from the Philippine Statistics Authority (PSA) (*Western Visayas (Region VI) Profile – PhilAtlas*, n.d.) With the total population of 2,509,525, the researchers calculated the population using the Raosoft

sample size calculator to get the sample size. Along with this, following the 95% significance level required for a reliable result, the researchers calculated the total population together with the significance level and came up with 385 sample size with 5% margin of error. The number of online shoppers in the Province and City of Iloilo will be realized from 385 respondents once survey questionnaire is answered. Respondents that will be included in this study are the people ages 18 and above, born and raised in the Province and City of Iloilo, or for migrants, at least five years of permanent residency in the Province and City of Iloilo and have an experience in online shopping.

To ensure that data collection is geographically distributed, quota sampling technique was used. Researchers prorated the population in each municipality to have an equal number of respondents according to municipalities' population.

Equation below is the formula used by the researchers:

1. Calculating the percentage of population in every municipality.

$$P\% = \frac{y}{x}$$

Where:

x = total population y = municipality population

2. Solving the municipality's sample size.

Where:

P% = municipality population percentage

x = total sample size

Therefore, respondents from each municipality are determined and was tabulated below:

	Municipality	Population	Percentage	Sample Size	Simplified Sample Size
1	Ajuy	53,462	2.13%	8.20	8
2	Alimodian	39,722	1.58%	6.08	6
3	Anilao	30,520	1.22%	4.69	5
4	Badiangan	27,056	1.08%	4.18	4

Table 1	Prorated	Sample	Size F	Þer	Munici	pality	and	Citv	1
	Toraccu	Campic			munici	panty	and	Oity	

5	Balasan	35,064	1.40%	5.39	5
6	Banate	33,376	1.33%	5.12	5
7	Barotac Nuevo	58,176	2.32%	8.93	9
8	Barotac Viejo	48,614	1.94%	7.46	7
9	Batad	22,157	0.88%	3.38	3
10	Bingawan	16,164	0.64%	2.46	2
11	Cabatuan	61,110	2.44%	9.39	9
12	Calinog	62,853	2.50%	9.62	10
13	Carles	72,637	2.89%	11.12	11
14	Concepcion	44,633	1.78%	6.85	7
15	Dingle	45,965	1.83%	7.04	7
16	Duenas	34,597	1.38%	5.31	5
17	Dumangas	73,899	2.94%	11.31	11
18	Estancia	53,200	2.12%	8.16	8
19	Guimbal	35,022	1.40%	5.39	5
20	lgbaras	32,197	1.28%	4.92	5
21	lloilo City	457,626	18.24%	70.22	70
22	Janiuay	66,786	2.66%	10.24	10
23	Lambunao	81,236	3.24%	12.47	12
24	Leganes	34,725	1.38%	5.31	5
25	Lemery	31,414	1.25%	4.81	5
26	Leon	51,990	2.07%	7.96	8
27	Maasin	38,461	1.53%	5.89	6
28	Miagao	68,115	2.71%	10.43	10

29	Mina	24,042	0.96%	3.69	4
30	New Lucena	24,314	0.97%	3.73	4
31	Oton	98,509	3.93%	15.13	15
32	Passi	88,873	3.54%	13.62	14
33	Pavia	70,388	2.80%	10.78	11
34	Pototan	78,298	3.12%	12.01	12
35	San Dionisio	39,048	1.56%	6.00	6
36	San Enrique	36,911	1.47%	5.65	6
37	San Joaquin	52,617	2.10%	8.08	8
38	San Miguel	30,115	1.20%	4.62	5
39	San Rafael	17,795	0.71%	2.73	3
40	Santa Barbara	67,630	2.69%	10.35	10
41	Sara	54,637	2.18%	8.39	8
42	Tigbauan	65,245	2.60%	10.01	10
43	Tubungan	23,021	0.92%	3.54	4
44	Zarraga	27,305	1.09%	4.19	4
	Total	2,509,525	100%	384.85	382

As a result, a total of 382 was being determined for respondents' sample size per municipality which does not match to the projected sample size of this research study - 385. To fill in the missing respondents, researchers consider the numbers closest to the threshold of 0.50 to round it off to the nearest number. Identified municipalities that will be rounded off to the nearest whole number are Barotac Viejo, Bingawan, and Lambunao (Table 1). Hence, finalized respondents in every municipality is shown below:

Table 2. Final Set of Res	pondents Per Munic	ipality and City
---------------------------	--------------------	------------------

Municipality	Sample Size	Municipality	Sample Size

1	Ajuy	8	23	Lambunao	13
2	Alimodian	6	24	Leganes	5
3	Anilao	5	25	Lemery	5
4	Badiangan	4	26	Leon	8
5	Balasan	5	27	Maasin	6
6	Banate	5	28	Miagao	10
7	Barotac Nuevo	9	29	Mina	4
8	Barotac Viejo	8	30	New Lucena	4
9	Batad	3	31	Oton	15
10	Bingawan	3	32	Passi	14
11	Cabatuan	9	33	Pavia	11
12	Calinog	10	34	Pototan	12
13	Carles	11	35	San Dionisio	6
14	Concepcion	7	36	San Enrique	6
15	Dingle	7	37	San Joaquin	8
16	Duenas	5	38	San Miguel	5
17	Dumangas	11	39	San Rafael	3
18	Estancia	8	40	Santa Barbara	10
19	Guimbal	5	41	Sara	8
20	Igbaras	5	42	Tigbauan	10
21	lloilo City	70	43	Tubungan	4
22	Janiuay	10	44	Zarraga	4
	Total	385			

Confirmed number of responses who fully accomplish answering the survey is yet to be determined according to how the respondents answer the pre-qualifying questions.

Overall, the primary rationale in dividing the sample size by the municipality's population is to ensure a fair geographic representation within the Province and City of Iloilo. In allocating respondents proportionally to the population of each municipality, the researchers will be able to reduce biases and avoid over and under representation of certain areas. This will also enhance the generalizability and increase the likelihood that the findings will be the representative of the entire study population.

The data collection process will be carried out in two ways: (1) online survey and (2) offline survey. To ensure that respondents will not answer the survey more than once. Google Forms response setting will be managed—limiting to one response only. Researchers will monitor which municipalities have a low response after a month of posting the survey on Facebook and two weeks after the email was sent to the LGUs. In municipalities with low response rates, hard copies of the survey questionnaires will be made available for answering offline. In line with this, to avoid the risk of duplicate responses, key identifying information from online and offline survey was manually checked for potential matches in each location. At least one month time duration is allocated for data gathering or when researchers meet the target number of respondents but will not be exceeding more than two months. Meanwhile, to verify if a respondent is gualified to answer the above-mentioned research survey, three prequalifying questions will be asked first. The pre-qualifying questions confirm if the respondents are true llonggo while for migrants, they will be asked for their years of residency. Most importantly, along with these is a question whether the respondents have experienced online shopping. After then, researchers can gauge if a respondent can move forward and answer the rest of the survey.

The research questionnaire aiming to answer the information-seeking behavior of llonggos and its relationship to purchase intention was adopted from Shah and Paul's (2020) study. Variables used include demographic factors such as age, sex, educational attainment, marital status, income, and location; information sources; information-seeking behavior; and purchase intention. In addition, the researchers used 5-point Likert scales to measure the respondents' perceptions of various given statements related to information-seeking behavior. Each number has corresponding remarks where 5 is the highest and 1 is the lowest. To determine the llonggos' information-seeking behavior, the mean was used. For purchase intention, Pearson correlation was used to determine its relationship to the information-seeking behavior namely starting, monitoring, and verifying.

#### **Results and Discussions**

The researchers gathered 149 responses from the online survey, while 236 responses from the offline survey. Out of 385 respondents (Table 2), 365 llonggos were identified as online shoppers, which the majority of whom were from the Province of Iloilo.

Among the respondents, 275 were female and 90 were male (Table 3). Respondents' age range was categorized using Erikson's psychosocial stages of development, followed as young adult, ages 18-35 years old, middle adult, ages 36-55 years old, and late adults are those 56 years old and above. Hence, most participants were young adults, several were middle adults and only a few were late adults. Fifty seven percent of the respondents have attained a high school education, a minority have

completed college, and only six respondents have a master's degree, and two respondents hold PhDs. The result of marital status within the surveyed population reveals that a majority of individuals identify as single. In contrast, the number of married individuals was significantly lower, with 81 participants, and nine respondents were separated. The Philippine Institute for Development Study (PIDS) classified monthly income into seven categories as follows; *Poor*: less than P10,957; *Low Income (not poor):* P10,957 to P21,194; *Lower Middle Class:* P21,194 to P43,828; *Middle Class:* P43,828 to P76,669; 5) *Upper Middle Income:* P76,669 to P131,484; *High Income* (not rich): P131,484 to P219,140; and *Rich:* P219,140 and above (Peña-Reyes, 2022). According to the survey data collected, a minority of respondents were classified as poor, several were in the low-income category, a few were considered lower middle class.

Nevertheless, it was clear that the variables were not evenly distributed. While ideal research conditions aim for equal variables to ensure unbiased and accurate results, real-world constraints require flexibility and adaptability. The researchers encountered situations where maintaining equal variables was not feasible. Due to a lack of financial support and the large size of the study population, the researchers decided to allow anyone willing to participate in the study without any compensation. Although the researchers strive to balance the variables, they must also respect individuals who choose not to participate. Importantly, it is not the intention of the researchers to jeopardize the result of the study. Therefore, the decision to engage an experienced statistician was crucial, aimed to preserve the validity and reliability of the findings.

Table 3. Respondent's profile					
Demographic profile	f	%			
Age					
18-35 years old	316	86.6			
36-55 years old	41	11.2			
56 years old and above	8	2.2			
Sex					
Male	90	24.7			
Female	275	75.3			
_, , , , , , ,					
Educational attainment					
High School	208	57.0			
College	149	40.8			
Master's	8	2.2			
PhD					
Marital status					
Single	275	75.3			
Married	81	22.2			

Separated	9	2.5
Income		
10,000 and below	169	46.3
10,001 - 20,000	80	21.9
20,001 - 40,000	67	18.4
40,001 - 75,000	26	7.1
75,001 and above	23	6.3
Location		
lloilo City	67	18.4
Iloilo Province	298	81.6

Preferred Information Sources of Ilonggo Online Shoppers and its Relationship to Their Demographic Characteristics

	Table 4. Information Sources
PS1	Price comparison sites (iprice.ph, smartprix.com, priceme.com, Google Shopping)
PS2	Product advertisement (TV, radio, newspaper, magazine, billboards, posters)
PS3	Product reviews and blogs
PS4	Product website/s
PS5	Recommendations from my family and friends
PS6	Social media ads (Facebook, Instagram, X, Tiktok, Youtube)
PS7	Social media posts and videos (Facebook, Instagram, X, Tiktok, Youtube)
PS8	Social media short clips (Facebook, Instagram, X, Tiktok, Youtube)
PS9	Search engines (Google, Microsoft Bing, Yahoo,etc.)



Figure 1. Result of llonggo online shoppers' preferred sources \*See Table 5 for data interpretation.

Among the nine information sources evaluated, PS3—product reviews and blogs

(m = 4.28)—emerged as the most preferred source for llonggo online shoppers (Figure 1). This was closely followed by PS5—recommendations from family and friends (m = 4.20). In contrast, PS1—price comparison sites—ranked as the least preferred source among respondents. Additionally, the other information sources, including PS2, PS4, PS6, PS7, PS8, and PS9, exhibited similar scores, indicating a relatively uniform preference among these sources (Table 4).

	Range	Interpretation
5	5.00-4.21	Strongly Agree
4	4.20–3.41	Agree
3	3.40–2.61	Neither
2	2.60–1.81	Disagree
1	1.80–1.00	Strongly Disagree

Table 5. Scale-type Question Data interpretation guide

		Locatio	Sex	Age	Education	Marital	
		n			al	Status	Income
					Attainme		
					nt		
	Chi-	.338	2.063	2.821	5.210	3.973	11.288
	square						
PS1	df	4	4	4	4	16	4
	Signific	.987	.724	.588	.266	.410	.791
	ance						
	Chi-	1.368	5.714	9.770	7.423	5.456	20.540
	square						
PS2	df	4	4	4	4	16	4
	Signific	.850	.222	.044	.115	.244	.197
	ance						
	Chi-	5.428	1.665	8.312	8.523	5.907	11.364
	square						
PS3	df	4	4	4	4	16	4
	Signific	.246	.797	.081	.074	.206	.787
	ance						
	Chi-	1.829	6.813	5.290	7.565	1.500	14.959
	square						
PS4	df	4	4	4	4	16	4
	Signific	.767	.146	.259	.109	.827	.528
	ance						
	Chi-	1.877	13.45	7.469	.154	1.359	9.852
	square		1				
PS5	df	4	4	4	4	16	4
	Signific	.758	.009	.113	.997	.851	.874
	ance						
	Chi-	6.432	2.671	10.08	2.817	6.696	18.406
	square			5			
PS6	df	4	4	4	4	16	4
	Signific	.169	.614	.039	.589	.153	.301
	ance		-				
	Chi-	4.040	.822	2.085	3.566	1.909	13.541
	square						
PS7	df	4	4	4	4	16	4
	Signific	.401	.936	.720	.468	.753	.633
	ance						
	Chi-	6.410	.372	2.379	2.262	6.628	5.545
	square						
PS8	df	4	4	4	4	16	4

	Signific	.171	.985	.667	.688	.157	.992
	ance						
	Chi-	2.799	1.178	1.618	4.575	4.692	7.359
	square						
PS9	df	4	4	4	4	16	4
	Signific	.592	.882	.805	.334	.320	.966
	ance						

Based on the table 6, demographics with the p value less than the conventional value of 0.05 (p<0.05) is deemed to reject the null hypothesis. Thus, signifies a statistically significant relationship between the information sources and the demographics.

The findings implied that age has a significant relationship to PS2–product advertisement and PS6–social media ads, with a p value of (p = 0.044) and (p = 0.039) respectively. Younger llonggo online shoppers both value these information sources. This suggests that both sources are effectively meeting the informational needs of younger online shoppers likely due to their adaptability to changing retailing methods. In the older age group, however, while there is a preference for both sources, PS2–product advertisement has a slight edge. This denotes that PS2–product advertisement offered contents or features that are accessible or relatable within this age group. Nonetheless, it highlights that older llonggo online shoppers.

Additionally, PS5–*recommendations from family and friends* may be influenced by sex (p = 0.009). Female online shoppers tend to rely on recommendations from family and friends compared to male counterparts. This indicates that social networks and opinions are more influential to female consumers than to males.

Information-seeking Behavior of Ilonggo Online Shoppers

Construct	Statement	Mean	Ν	Std. Deviation
Starting	I identify multiple online sources from which I could potentially purchase my product of interest before making the actual purchase.	4.413	365	.60907
	Before making an online purchase, I start surfing the web for finding websites which sell the product of my interest.	7		

Table 7. Information-Seeking Behavior Mean Results

Monitoring	I usually keep abreast with developments for my product of interest by regularly visiting related web pages.	3.956	365	.76280
	I sometimes use Google alert features or push notifications to keep me updated regarding my product of interest.	2		
Verifying	I check the accuracy of information given by checking how many other people have bought my product of interest before making an online purchase.	4.501 4	365	.58542
	I check the accuracy of information given by reading my product of interest's reviews before making an online purchase.			

\* See Table 5 for data interpretation

The findings indicate that llonggos exhibit a strong tendency to start engaging with sources of information when shopping online. However, their engagement in monitoring product updates shows a more moderate agreement, suggesting they only occasionally track the developments related to products of interest. In contrast, llonggos demonstrate a robust commitment to verifying information prior to making purchases, reflecting a careful and informed approach to online shopping.

Relationship Between the Ilonggos' Information-seeking Behavior and Their Purchase Intention

Purchase Intention	Starting	Monitoring	Verifying	
I choose to buy products online.	Pearson Correlatio n	.366**	.452**	.300**
I will frequently purchase products online in the future.	Sig (2- tailed)	.000	.000	.000
	Ν	365	365	365

 Table 8. Result of Pearson's Correlation of Information-Seeking Behavior to

 Purchase Intention

The results on Table 8 indicate statistically significant positive relationships among all constructs—starting, monitoring, and verifying—in relation to purchase intention, as evidenced by their correlation coefficients and significance levels (p = .000). This suggests that llonggos' information-seeking behavior is conducive to positive purchase intentions. Specifically, *starting* demonstrates that when llonggos express interest and engagement in products of interest, they actively gather information prior to making a purchase. The *monitoring* shows a positive correlation with purchase intention, indicating that individuals who consistently monitor and stay informed about a product exhibit greater confidence in their potential purchase intention suggests that individuals who engage in the validation of information feel more assured and develop a higher level of trust in the product of interest, thereby fostering positive purchase intentions.

#### Conclusion

llonggo online shoppers highly prefer product reviews and blogs and seconded by recommendations from family and friends as their information sources when shopping online while least preferred using the price comparison sites. It was further revealed that older llonggo online shoppers prefer traditional shopping methods over younger shoppers. Meanwhile, recommendations from family and friends influence female consumers more than male consumers. The examination of llonggos information-seeking behavior highlights that online shoppers are likely to start searching for information about their product of interest and are committed to verify the information they find before making a purchase. However, it was found that these online shoppers only pay moderate attention in monitoring updates and product information, checking them occasionally rather than consistently. Furthermore, the study indicates that llonggos' information-seeking behavior is positively related to their purchase intention, creating a positive environment for making informed buying decisions.

#### References

- Adarkwah, M. A., Ying, C., Mustafa, M. Y., & Huang, R. (2023). Prediction of learner information-seeking behavior and classroom engagement in the advent of ChatGPT. In C. Anutariya, D. Liu, Kinshuk, A. Tlili, J. Yang, & M. Chang (Eds.), *Smart Learning for A Sustainable Society* (pp. 117–126). Springer Nature Singapore. <u>https://doi.org/10.1007/978-981-99-5961-7\_13</u>
- Ashikuzzaman, M. (2023, December 26). What is information seeking? *Library & Information Science Education Network*. <u>https://www.lisedunetwork.com/what-information-seeking/</u>
- Atoy, M. B., Garcia, F. R. O., Cadungog, R. R., Cua, J. D. O., Mangunay, S. C., & De Guzman, A. B. (2020). Linking digital literacy and online information searching strategies of Philippine university students: The moderating role of mindfulness. *Journal of Librarianship and Information Science*, 52(4), 1015–1027. <u>https://doi.org/10.1177/0961000619898213</u>

- Balroo, S. A. (2023). Social media advertisements and purchase intention: Attitude as a mediator. *Journal of Economics, Management and Trade*, 29(10), 160– 174. <u>https://doi.org/10.9734/jemt/2023/v29i101152</u>
- Bigné-Alcañiz, E., Ruiz-Mafé, C., Aldás-Manzano, J., & Sanz-Blas, S. (2008). Influence of online shopping information dependency and innovativeness on internet shopping adoption. *Online Information Review*, 32(5), 648–667. <u>https://doi.org/10.1108/14684520810914025</u>
- Bollozos, S. L., Candido, K., Pao, K. M., & Ursua, M. J. (2011). *Consumer behavior: Factors affecting online shopping in Metro Manila.* <u>https://animorepository.dlsu.edu.ph/etd\_bachelors/17975</u>
- Branco, F., Sun, M., & Villas-Boas, J. M. (2016). Too much information? Information provision and search costs. *Marketing Science*, 35(4), 605–618. <u>https://doi.org/10.1287/mksc.2015.0959</u>
- Brewster, M. (2022, April 27). Annual retail trade survey shows impact of online shopping on retail sales during COVID-19 pandemic. United States Census Bureau. <u>https://www.census.gov/library/stories/2022/04/ecommerce-sales-</u> <u>surged-during-pandemic.html</u>

Case, D. O., & Given, L. M. (2016). Looking for information: A survey of research on

- *information seeking, needs, and behavior*. Emerald Group Publishing. <u>https://informationr.net/ir/15-4/paper448.html?fbclid=lwAR29Tj-</u> zycx7Mkt4Ytvw C1Tspeph-7L7Cz2QwS20RfCkkf7g iCsTWJA
- Chan, N. (2023, March 8). Filipino online shopping behavior: Statistics & trends. Spiralytics. <u>https://www.spiralytics.com/blog/filipino-online-shopping-behavior-statistics-trends/</u>
- Chen, J., Teng, L., Yu, Y., & Yu, X. (2016). The effect of online information sources on purchase intentions between consumers with high and low susceptibility to informational influence. *Journal of Business Research*, *69*(2), 467–475. <u>https://doi.org/10.1016/j.jbusres.2015.05.003</u>
- Chu, C. M., Raju, J., Cunningham, C., Jimenez, V. O.-R., Slavic, A., Talavera-Ibarra, A. M., & Zakaria, S. (2022, April). *IFLA Guidelines for Professional Library and Information Science (LIS) Education Programmes*. IFLA.
- Creencia, S. L. L., Cruz, A. C., Legaspi, M. M., & Paredes, C. D. C. (2022). Factors influencing the attitude of Filipino consumers to shop online amidst COVID-19 pandemic. *Journal of Undergraduate Research in Business Administration*, 1(2), 1-10. <u>https://doi.org/10.5281/zenodo.6596737</u>
- Crisp, C. B., Jarvenpaa, S. J., & Todd, P. A. (1997). *Individual differences and Internet shopping attitudes and intentions* [Text]. <u>https://informationr.net/ir/12-</u> <u>2/Crisp.html</u>

- Dou, X., Walden, J. A., Lee, S., & Lee, J. Y. (2012). Does source matter? Examining source effects in online product reviews. *Computers in Human Behavior*, See28(5),1555–1563. <u>https://doi.org/10.1016/j.chb.2012.03.015</u>
- Eastlick, M. A. (1993). Predictors of videotext adoption. *Journal of Direct Marketing*, 7(3), 66–76. <u>https://doi.org/10.1002/dir.4000070309</u>
- Eastlick, M. A., & Feinberg, R. A. (1994). Gender differences in mail-catalog patronage motives. *Journal of Direct Marketing*, 8(2), 37–44. <u>https://doi.org/10.1002/dir.4000080206</u>
- Ellis, D. (1993). Modeling the information-seeking patterns of academic researchers: Grounded theory approach. *The Library Quarterly*, *63*(4), 469–486. <u>https://doi.org/10.1086/602622</u>
- Eugenio, A. (2021, February 16). *How much did the average Filipino add to cart in 2020? Enough for an airfryer*. Reportr.World. <u>http://www.reportr.world/news/online-shopping-philippines-2020-add-to-cart-explained-a4713-20210216</u>
- Gwizdka, J. (2010). Distribution of cognitive load in Web search. *Journal of the American Society for Information Science and Technology*, *61*(11), 2167–2187 <u>https://doi.org/10.1002/asi.21385</u>
- Haridasan, A. C., Fernando, A. G., & Saju, B. (2021). A systematic review of consumer information search in online and offline environments. *RAUSP Management Journal*, 56(2), 234–253. <u>https://doi.org/10.1108/RAUSP-08-2019-0174</u>
- Hasan, B. (2010). Exploring gender differences in online shopping attitudes. *Computers in Human Behavior*, 26(4), 597–601. <u>https://doi.org/10.1016/j.chb.2009.12.012</u>
- Henderson, C. M., Steinhoff, L., & Palmatier, R. W. (2014). Consequences of customer engagement: How customer engagement alters the effects of habits, dependence, and habits, dependence, and relationship-based intrinsic loyalty. *Marketing* Science Institute Science Working Paper Series.
   <u>https://foster.uw.edu/wpcontent/uploads/2016/07/5\_Henderson\_Steinhoff\_Palmatier\_2014.pdf</u>
- Hernández, B., Jiménez, J., & José Martín, M. (2011). Age, gender and income: Do they really moderate online shopping behaviour? *Online Information Review*, 35(1),113–133. <u>https://doi.org/10.1108/14684521111113614</u>
- Hjorthol, R. J. (2009). Information searching and buying on the Internet: Travelrelated activities? *Environment and Planning B: Planning and Design*, *36*(2), 229–244. <u>https://doi.org/10.1068/b34012t</u>

- Howe, S. (2024, May 3). Social media statistics in the Philippines [Updated 2024]. Meltwater. <u>https://www.meltwater.com/en/blog/social-media-statistics-philippines</u>
- Hsu, C., Chuan-Chuan Lin, J., & Chiang, H. (2013). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*,*23*(1), 69–88. <u>https://doi.org/10.1108/10662241311295782</u>
- Htay, M. N. N., Parial, L. L., Tolabing, Ma. C., Dadaczynski, K., Okan, O., Leung, A. Y. M., & Su, T. T. (2022). Digital health literacy, online information-seeking behaviour, and satisfaction of Covid-19 information among the university students of East and South-East Asia. *PLOS ONE*, 17(4),e0266276.https://doi.org/10.1371/journal.pone.0266276
- Igbaria, M., & Parasuraman, S. (1989). A path analytic study of individual characteristics, computer anxiety and attitudes towards microcomputers. *Journal of Management*, *15*(3), 373–388.
- Kline, B., & Wagner, J. (1994). Information sources and retail buyer decisionmaking:The effect of product-specific buying experience. *Journal of Retailing*, *70*(1), 75–88. <u>https://doi.org/10.1016/0022-4359(94)90030-2</u>
- Korgaonkar, P. K., & Smith, A. E. (1986). Psychographic and demographic correlates of electronic in-home shopping and banking service. 1986 American Marketing Association Proceedings, 167–169. <u>https://scholar.google.com/scholar?cluster=1405086247782538376&hl=en&oi= scholarr</u>
- Lumpkin, J. R., Greenberg, B. A., & Goldstucker, J. L. (1985). Marketplace needs of the elderly: Determinant attributes and store choice. *Journal of Retailing*, 61(2), 75–105. <u>https://psycnet.apa.org/record/1986-23322-001</u>
- Mayo, J. A., Layante, J. P., De Lara, R. P., Macasojot, R. C., Carunungan, A. L., & Flores Melo, M. C. (2022). Perceived risk and online purchase intention of selected public school teachers: A study in Calapan City, Oriental Mindoro, Philippines. World Journal of Advanced Research and Reviews, 16(2), 908– 925. <u>https://doi.org/10.30574/wjarr.2022.16.2.1264</u>
- Mesatania, C. P. (2022). Factors influencing online buying behavior: A case of Shopee customers. *Management Science and Business Decisions*, 2(1), 18– 30. <u>https://doi.org/10.52812/msbd.34</u>
- Miraj, M., Chuntian, L., Mohd Said, R., Osei-Bonsu, R., & Rehman, R. U. (2021). How information-seeking behavior, essential technologies, and resilience enhance the academic performance of students. *Frontiers in Psychology*, 12, 651550. <u>https://doi.org/10.3389/fpsyg.2021.651550</u>
- Mityko, D. (2012). Consumers' education level impact on the perception of the search experience credence products Empirical evidence. *Journal of Internet and E-Business Studies*, 1–8. <u>https://doi.org/10.5171/2012.617588</u>

- Mohammadpour, A., Arbatani, T. R., Gholipour, T. H., Farzianpour, F., & Hosseini, S. (2014). A survey of the effect of social media marketing on online shopping of customers by mediating variables. *Journal of Service Science and Management*, 07(05), 368–376. <u>https://doi.org/10.4236/jssm.2014.75034</u>
- Nguyen, T. T. N., & Homolka, L. (2021). Marital status and satisfaction of online shoppers in the beauty and cosmetic sector in Vietnam. *The Journal ofAsian Finance, Economics and Business*, 8(2), 1005–1015. <u>https://doi.org/10.13106/JAFEB.2021.VOL8.NO2.1005</u>
- Novak, T. P., Hoffman, D. L., & Yung, Y.-F. (2000). Measuring the customer experience in online environments: A structural modeling approach. *Marketing Science*, *19*(1), 22–42. <u>https://doi.org/10.1287/mksc.19.1.22.15184</u>
- Pallabi, M. (2015). Motivator of Online Shopping: The Income Factor. Asian Journal of Research in Banking and Finance, 5(11), 34. <u>https://doi.org/10.5958/2249-7323.2015.00132.7</u>
- Peñaflor, M. J. B. (2008). Breast cancer survivors in Iloilo City: Profile, knowledge, and health seeking behaviors. https://repository.cpu.edu.ph/handle/20.500.12852/450
- Philippines E-commerce Market—Trends & Growth. (n.d.). https://www.mordorintelligence.com/industry-reports/philippines-ecommercemarket
- Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the internet. *Psychology & Marketing*, 20(2), 99– 121.<u>https://doi.org/10.1002/mar.10062</u>
- Rodelas, N. C., Rubio, A. J., Valdoz, J. J., Dimaano, K., Pasilan, A., & Dela Cruz, E. B. (2023). Behavioral analysis and evaluation of online shoppers in the Philippines using the proposed online shopping website. *International Journal* of Computing Sciences Research, 7, 1973–1985. <u>https://doi.org/10.25147/ijcsr.2017.001.1.153</u>
- Schaninger, C. M., & Sciglimpaglia, D. (1981). The influence of cognitive personality traits and demographics on consumer information acquisition. *Journal of Consumer Research*, 8(2), 208-216. <u>https://doi.org/10.1086/208857</u>
- Schultz-Jones, B., & Oberg, D. (Eds.). (2015). *IFLA School Library Guidelines*. International Federation of Library Association and Institutions.
- Shah, C. S., & Paul, A. (2020). Information seeking behaviour in online shopping. In S. K. Sharma, Y. K. Dwivedi, B. Metri, & N. P. Rana (Eds.), *Re-imagining Diffusion and Adoption of Information Technology and Systems: A Continuing Conversation* (Vol. 617, pp. 439–450). Springer International Publishing. <u>https://doi.org/10.1007/978-3-030-64849-7\_39</u>

- Smith, D. N., & Sivakumar, K. (2004). Flow and internet shopping behavior. *Journal* of Business Research, 57(10), 1199–1208. <u>https://doi.org/10.1016/S0148-2963(02)00330-2</u>
- Stávková, J., Stejskal, L., & Toufarová, Z. (2008). Factors influencing consumer behaviour. *Agricultural Economics (Zemědělská Ekonomika)*, *54*(6), 276–284. <u>https://doi.org/10.17221/283-AGRICECON</u>
- Superio, D. L., Anderson, K. L., Oducado, R. M. F., Luceño, M. T., Palcullo, V. E. V., & Bendalian, M. V. T. (2021). The information-seeking behavior and levels of knowledge, precaution, and fear of college students in Iloilo, Philippines amidst the COVID-19 pandemic. *International Journal of Disaster Risk Reduction*, 62, 1-14. <u>https://doi.org/10.1016/j.ijdrr.2021.102414</u>
- Superio, D. L., Nemiz, E. S., Oliveros, M. G. H., Palcullo, V. E. V., Yap-Zerrudo, A. M. A., & Canaman, J. B. (2019). Responsible aquaculturists: The information-seeking behavior of milkfish farmers in Iloilo, Philippines. *Information Development*, 35(5), 767–780. <u>https://doi.org/10.1177/0266666918798675</u>
- Teope, V. S. (2015). Users' information needs and information seeking behavior at the WVSU-Pototan campus library. https://repository.cpu.edu.ph/handle/20.500.12852/448
- Tham, K. W., Dastane, O., Johari, Z., & ISMAIL, N. B. (2019). Perceived risk factors Affecting consumers' online shopping behaviour. *The Journal of Asian Finance, Economics and Business*, 6(4), 249–260. https://doi.org/10.13106/JAFEB.2019.VOL6.NO4.249
- Tolunay, A., & Ekizler, H. (2021). Analyzing online shopping behavior from the perspective of YouTube: Do vlog content and vlogger characteristics matter. *OPUS Uluslararası Toplum Araştırmaları Dergisi*, *18*(41), 3041–3065.<u>https://doi.org/10.26466/opus.874722</u>
- Toral, J. (2024, January). *Philippine E-commerce 2024: Trends, digital payments,* and sustainable practices. <u>https://www.sunstar.com.ph/cebu/philippine-e-</u> <u>commerce-2024-trends?fbclid=lwAR0ujCTJ\_-</u> Xs1SJOsed7\_kNa826wJbEotv1D-rYYD-LVeb9M0FMC8-vWXNo
- Tulsankar, T. A. (2022). *Information seeking behaviour of college students: A case study*. *11*(1), 83–94. <u>https://doi.org/10.5281/ZENODO.7090477</u>
- Western Visayas (Region VI) Profile PhilAtlas. (n.d.). https://www.philatlas.com/visayas/r06.html?fbclid=lwAR1uPpXUaKuMWdb-n XgpHZNMmXmS8diJ8yWYDjX6bivOG4xKB6Dh9KidM\_aem\_AR6HDXyyrtZF7 THWomvaefyrvjoccW6Lwz3nRNpTQldFTR\_Eu\_v\_qe1C7FJAPXPUgpJxRrfx30 amJ1K6iubqC9
- Widia, Puji, A., Nurdin, H., & Nuhammad, Y. (2021). The effect of price and product quality on customer loyalty with customer satisfaction as an intervening variable in the coffee shop. *International Journal of Current Economics & Business*

*Venture*, *1*(2), 1–13. http://repository.fe.unj.ac.id/10281/9/JURNAL%20%2845%29.pdf

- Zhang, Y. (2022). Variety-seeking behavior in consumption: A literature review and future research directions. *Frontiers in Psychology*, *13*, 874444. <u>https://doi.org/10.3389/fpsyg.2022.874444</u>
- Zwass, V. (2024, December 17). *e-commerce*. Britannica Money.<u>https://www.britannica.com/money/e-commerce</u>