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

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 Ilonggo 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 Ilonggo 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. Ilonggo 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 Ilonggos 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 Ilonggo 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 (Schultz-Jones & Oberg, 2015). 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 Iloilo 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 Iloilo 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 Ilonggo 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 Ilonggo online shoppers and its relationship to their demographic characteristics?
2. What is the information-seeking behavior of Ilonggo online shoppers?
3. What is the relationship between the Ilonggos'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 brand-related 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.

$$y = P\% * x$$

Where:
P% = municipality population percentage
x = total sample size

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

Table 1. Prorated Sample Size Per Municipality and City

	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

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	Igbaras	32,197	1.28%	4.92	5
21	Iloilo 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 Respondents Per Municipality 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	Iloilo 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 qualified to answer the above-mentioned research survey, three pre-qualifying questions will be asked first. The pre-qualifying questions confirm if the respondents are true Ilonggo 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 Ilonggos 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 Ilonggos' 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 Ilonggos 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, while only 7.1% were middle class, and 6.3% belonged to the upper 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		
Iloilo 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.)

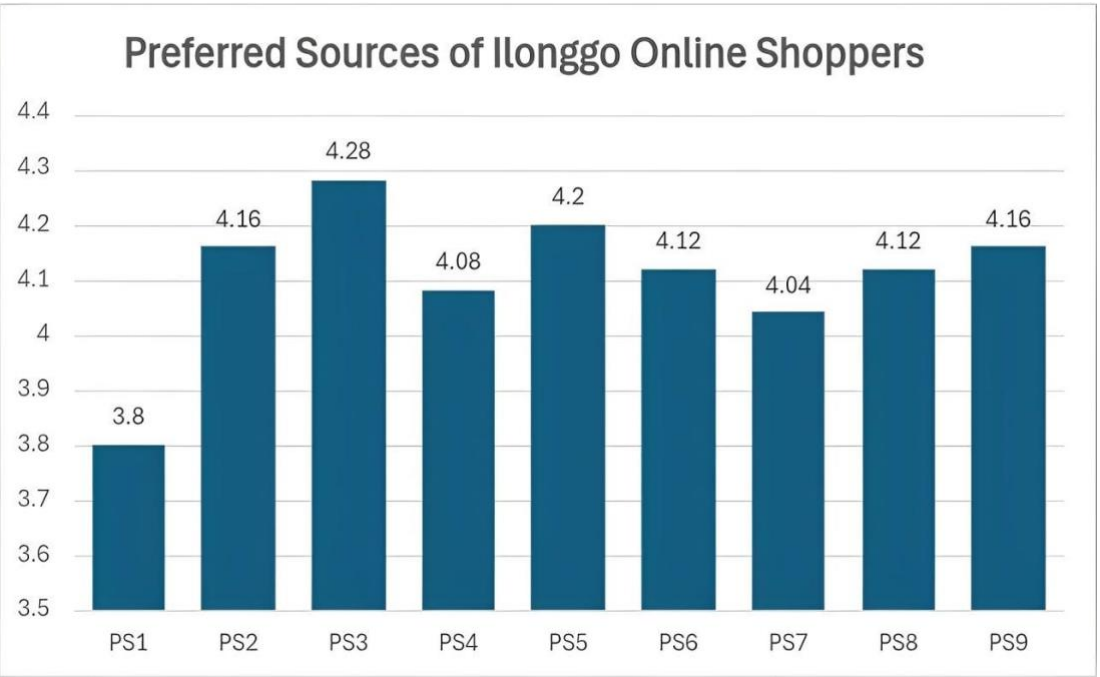

Figure 1. Result of Ilonggo online shoppers' preferred sources
*See Table 5 for data interpretation.

Among the nine information sources evaluated, PS3—product reviews and blogs
(m = 4.28)—emerged as the most preferred source for Ilonggo 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).

Table 5. Scale-type Question Data interpretation guide

	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 6. Pearson Chi-Square Tests Result for Preferred Information Sources

		Location	Sex	Age	Educational Attainment	Marital Status	Income
PS1	Chi-square	.338	2.063	2.821	5.210	3.973	11.288
	df	4	4	4	4	16	4
	Significance	.987	.724	.588	.266	.410	.791
PS2	Chi-square	1.368	5.714	9.770	7.423	5.456	20.540
	df	4	4	4	4	16	4
	Significance	.850	.222	.044	.115	.244	.197
PS3	Chi-square	5.428	1.665	8.312	8.523	5.907	11.364
	df	4	4	4	4	16	4
	Significance	.246	.797	.081	.074	.206	.787
PS4	Chi-square	1.829	6.813	5.290	7.565	1.500	14.959
	df	4	4	4	4	16	4
	Significance	.767	.146	.259	.109	.827	.528
PS5	Chi-square	1.877	13.451	7.469	.154	1.359	9.852
	df	4	4	4	4	16	4
	Significance	.758	.009	.113	.997	.851	.874
PS6	Chi-square	6.432	2.671	10.085	2.817	6.696	18.406
	df	4	4	4	4	16	4
	Significance	.169	.614	.039	.589	.153	.301
PS7	Chi-square	4.040	.822	2.085	3.566	1.909	13.541
	df	4	4	4	4	16	4
	Significance	.401	.936	.720	.468	.753	.633
PS8	Chi-square	6.410	.372	2.379	2.262	6.628	5.545
	df	4	4	4	4	16	4

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

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 Ilonggo 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 Ilonggo online shoppers prefer traditional shopping methods compared to younger 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

Table 7. Information-Seeking Behavior Mean Results

Construct	Statement	*Mean*	*N*	*Std. Deviation*
Starting	I identify multiple online sources from which I could potentially purchase my product of interest before making the actual purchase.	4.4137	365	.60907
	Before making an online purchase, I start surfing the web for finding websites which sell the product of my interest.			

Monitoring	I usually keep abreast with developments for my product of interest by regularly visiting related web pages.	3.9562	365	.76280
	I sometimes use Google alert features or push notifications to keep me updated regarding my product of interest.			
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.	4.5014	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 Ilonggos 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, Ilonggos 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

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

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

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 Ilonggos' information-seeking behavior is conducive to positive purchase intentions. Specifically, *starting* demonstrates that when Ilonggos 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 purchasing decisions. Finally, the positive correlation between verifying and 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

Ilonggo 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 Ilonggo 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 Ilonggos 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 Ilonggos' information-seeking behavior is positively related to their purchase intention, creating a positive environment for making informed buying decisions.

References

About Iloilo | Iloilo provincial government. (n.d.). Retrieved March 22, 2024, from □https://www.iloilo.gov.ph/en/about-iloilo?fbclid=IwAR0FyPzkCKpwf8_9XRPQPvMnW_ZCijLcoDmOh5aEpqsuHKdMndmw879vsVA□

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. https://doi.org/10.1007/978-981-99-5961-7_13

Ashikuzzaman, M. (2023, December 26). What is information seeking? *Library & Information Science Education Network*. https://www.lisedunetwork.com/what-information-seeking/

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. https://doi.org/10.1177/0961000619898213

Balroo, S. A. (2023). Social media advertisements and purchase intention: Attitude as a mediator. *Journal of Economics, Management and Trade*, *29*(10), 160–174. https://doi.org/10.9734/jemt/2023/v29i101152

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. https://doi.org/10.1108/14684520810914025

Bollozos, S. L., Candido, K., Pao, K. M., & Ursua, M. J. (2011). *Consumer behavior: Factors affecting online shopping in Metro Manila.* https://animorepository.dlsu.edu.ph/etd_bachelors/17975

Branco, F., Sun, M., & Villas-Boas, J. M. (2016). Too much information? Information provision and search costs. *Marketing Science*, *35*(4), 605–618. https://doi.org/10.1287/mksc.2015.0959

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. https://www.census.gov/library/stories/2022/04/ecommerce-sales-surged-during-pandemic.html

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

information seeking, needs, and behavior. Emerald Group Publishing. https://informationr.net/ir/15-4/paper448.html?fbclid=IwAR29Tj-zycx7Mkt4Ytvw_C1Tspeph-7L7Cz2QwS20RfCkkf7g_iCsTWJA

Chan, N. (2023, March 8). Filipino online shopping behavior: Statistics & trends. *Spiralytics*. https://www.spiralytics.com/blog/filipino-online-shopping-behavior-statistics-trends/

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. https://doi.org/10.1016/j.jbusres.2015.05.003

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.

Collins English Dictionary. (n.d.). Retrieved February 27, 2024, from https://www.collinsdictionary.com/dictionary/english/iloilo?fbclid=IwAR0P-xiWJsoZrZVTimTm3jkhEOcy9aKQmvcUpyLif6K1wjXuYTrSmPsqIto#google_vignette

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. https://doi.org/10.5281/zenodo.6596737

Crisp, C. B., Jarvenpaa, S. J., & Todd, P. A. (1997). *Individual differences and Internet shopping attitudes and intentions* [Text]. https://informationr.net/ir/12-2/Crisp.html

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*, See*28*(5),1555–1563. https://doi.org/10.1016/j.chb.2012.03.015

Eastlick, M. A. (1993). Predictors of videotext adoption. *Journal of Direct Marketing*, *7*(3), 66–76. https://doi.org/10.1002/dir.4000070309

Eastlick, M. A., & Feinberg, R. A. (1994). Gender differences in mail-catalog patronage motives. *Journal of Direct Marketing*, *8*(2), 37–44. https://doi.org/10.1002/dir.4000080206

Ellis, D. (1993). Modeling the information-seeking patterns of academic researchers: Grounded theory approach. *The Library Quarterly*, *63*(4), 469–486. https://doi.org/10.1086/602622

Eugenio, A. (2021, February 16). *How much did the average Filipino add to cart in 2020? Enough for an airfryer*. Reportr.World. http://www.reportr.world/news/online-shopping-philippines-2020-add-to-cart-explained-a4713-20210216

Gwizdka, J. (2010). Distribution of cognitive load in Web search. *Journal of the American Society for Information Science and Technology*, *61*(11), 2167–2187 https://doi.org/10.1002/asi.21385

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. https://doi.org/10.1108/RAUSP-08-2019-0174

Hasan, B. (2010). Exploring gender differences in online shopping attitudes. *Computers in Human Behavior*, *26*(4), 597–601. https://doi.org/10.1016/j.chb.2009.12.012

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. https://foster.uw.edu/wpcontent/uploads/2016/07/5_Henderson_Steinhoff_Palmatier_2014.pdf

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. https://doi.org/10.1108/14684521111113614

Hjorthol, R. J. (2009). Information searching and buying on the Internet: Travel-related activities? *Environment and Planning B: Planning and Design*, *36*(2), 229–244. https://doi.org/10.1068/b34012t

Howe, S. (2024, May 3). *Social media statistics in the Philippines [Updated 2024]*. Meltwater. https://www.meltwater.com/en/blog/social-media-statistics-philippines

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. https://doi.org/10.1108/10662241311295782

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 decision-making:The effect of product-specific buying experience. *Journal of Retailing*, *70*(1), 75–88. https://doi.org/10.1016/0022-4359(94)90030-2

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. https://scholar.google.com/scholar?cluster=14050862477825383 76&hl=en&oi=scholarr

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. https://psycnet.apa.org/record/1986-23322-001

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. https://doi.org/10.30574/wjarr.2022.16.2.1264

Mesatania, C. P. (2022). Factors influencing online buying behavior: A case of Shopee customers. *Management Science and Business Decisions*, *2*(1), 18–30. https://doi.org/10.52812/msbd.34

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. https://doi.org/10.3389/fpsyg.2021.651550

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. https://doi.org/10.5171/2012.617588

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. https://doi.org/10.4236/jssm.2014.75034

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. https://doi.org/10.13106/JAFEB.2021.VOL8.NO2.1005

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. https://doi.org/10.1287/mksc.19.1.22.15184

Pallabi, M. (2015). Motivator of Online Shopping: The Income Factor. *Asian Journal of Research in Banking and Finance*, *5*(11), 34. https://doi.org/10.5958/2249-7323.2015.00132.7

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-ecommerce-market

Peterson, R. A., & Merino, M. C. (2003). Consumer information search behavior and the internet. *Psychology & Marketing*, *20*(2), 99–121.https://doi.org/10.1002/mar.10062

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. https://doi.org/10.25147/ijcsr.2017.001.1.153

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. https://doi.org/10.1086/208857

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. https://doi.org/10.1007/978-3-030-64849-7_39

Smith, D. N., & Sivakumar, K. (2004). Flow and internet shopping behavior. *Journal of Business Research*, *57*(10), 1199–1208. https://doi.org/10.1016/S0148-2963(02)00330-2

Stávková, J., Stejskal, L., & Toufarová, Z. (2008). Factors influencing consumer behaviour. *Agricultural Economics (Zemědělská Ekonomika)*, *54*(6), 276–284. https://doi.org/10.17221/283-AGRICECON

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. https://doi.org/10.1016/j.ijdrr.2021.102414

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. https://doi.org/10.1177/0266666918798675

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.https://doi.org/10.26466/opus.874722

Toral, J. (2024, January). *Philippine E-commerce 2024: Trends, digital payments, and sustainable practices*. https://www.sunstar.com.ph/cebu/philippine-e-commerce-2024-trends?fbclid=IwAR0ujCTJ_-Xs1SJOsed7_kNa826wJbEotv1D-rYYD-LVeb9M0FMC8-vWXNo

Tulsankar, T. A. (2022). *Information seeking behaviour of college students: A case study*. *11*(1), 83–94. https://doi.org/10.5281/ZENODO.7090477

UNESCO. *(2005). Information literacy for lifelong learning. Intergovernmental Council for the Information for All Programme Eight Meeting of the Bureau.*

Western Visayas (Region VI) Profile – PhilAtlas. (n.d.). https://www.philatlas.com/visayas/r06.html?fbclid=IwAR1uPpXUaKuMWdb-nXgpHZNMmXmS8diJ8yWYDjX6bivOG4xKB6Dh9KidM_aem_AR6HDXyyrtZF7THWomvaefyrvjoccW6Lwz3nRNpTQldFTR_Eu_v_qe1C7FJAPXPUgpJxRrfx30amJ1K6iubqC9

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. https://doi.org/10.3389/fpsyg.2022.874444

Zwass, V. (2024, December 17). *e-commerce*. Britannica Money.https://www.britannica.com/money/e-commerce