

ANALYZING THE MOVE FROM BRICK-AND-MORTAR RETAIL TO E-COMMERCE: A STUDY ON THE CONSUMERS' PURCHASING BEHAVIOR

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ABSTRACT

The study delves in analyzing the move from brick-and-mortar retail to e-commerce that focused on the consumers purchasing behavior in the apparel industry. It investigates the impact of perceived usefulness, perceived ease of use, attitude towards e-commerce, and subjective norms on consumer purchasing behavior provided in Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB). By employing a quantitative research design and survey methodology of 50 participants, this study aims to shed light on the underlying motivations driving the shift towards online. The findings reveal factors such as convenience, product variety, and competitive pricing are key drivers of e-commerce adoption. Furthermore, the study discussed the implications of these findings for business and policy makers emphasizing the need for strategies that enhance the online shopping experience and address evolving consumer expectations.

Keywords: Brick-and-mortar, Consumer's Purchasing Behavior, E-commerce, Technology Acceptance Model (TAM), and Theory of Planned Behavior (TPB).