

**Online and In-Store Shopping Preferences among Business and
Accountancy Students of a Private Higher
Education Institution**

A Research Study
presented to the Faculty
of the College of Business and Accountancy
Central Philippine University
Iloilo City

In Partial Fulfillment
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by

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Abstract

This research is a non-experimental quantitative study aimed to determine the level of preferences for online and in-store shopping among business and accountancy students from first year to fourth year of Central Philippine University. In gathering the data, a validated researcher-made questionnaire was utilized and distributed to the 339 respondents through an online platform. The respondents are classified according to age, sex, degree program, and location. The data gathered was utilized and analyzed by the researchers through the use of statistical tools such as Independent Samples t-test for comparing the level of preferences between online and in-store shopping, sex and location. On the other hand, One-way ANOVA was used to determine if there are significant differences level of preference for online and in-store shopping when respondents are grouped according to age and degree program. The 6Ps of marketing mix was used to measure the level of preference of the respondents. In terms of 6Ps and when classified according to the independent variables, only people in online shopping and promotion in in-store shopping are both preferred by the business and accountancy students, the rest are highly preferred for both modes of shopping. Furthermore, the results revealed that there are significant differences for the level of preference for online and in-store shopping in all 6Ps.

Keywords: preferences, online shopping, in-store shopping, business and accountancy students, 6Ps of preference

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