



CONSUMER PURCHASING BEHAVIOR OF BSBA STUDENT IN AN ONLINE BUYING PROCESS IN ONLINE SHOPPING BUSINESS

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ABSTRACT

This study aimed to analyze consumer purchasing behavior of BSBA student in an online buying process in online shopping business. This study utilized the descriptive method. The respondents of the study were 50 sensus marketing students in DFLCMCFI Nasugbu Batangas. Frequency counts/Percentage, Weighted Mean and Standard Deviation, F-Test and T-Test and Pearson r were used in data analysis. The findings revealed that assessment of consumer purchasing behavior of BSBA student in an online buying process in online shopping business in terms of Habitually Buying Behavior, Variety Seeking Behavior, Dissonance Reducing Buying Behavior and Complex Buying Behavior. A Financial Plan must be drawn based on the findings of the study.

Keywords: *Consumer purchasing behavior of BSBA student in an online buying process in online shopping business in terms of Habitually Buying Behavior, Variety Seeking Behavior, Dissonance Reducing Buying Behavior and Complex Buying Behavior*

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