



CUSTOMER'S EXPERIENCES ON TRUSTWORTHINESS OF ELECTRONIC COMMERCE: ONLINE SELLING IN FOCUS

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ABSTRACT

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The primarily goal of this study was to help internet users in the field of electronic commerce. The researcher intended to learn about customer perspectives and insights on online commerce. They also hoped to assist online business owners in developing beneficial strategies and techniques that would increase their company's sales. This study also aims to learn from customers who have already had enough experience with online shopping in order to guide other customers toward online shopping, to assist online business owners, and to provide information to netizens. In this study I employed the qualitative – phenomenological research of which primary instrument was the data gathering through in-depth interview. On the participants' experiences, the following emerged as the themes: trust, honesty and integrity. In this study, the respondents are 4 Male and 4 Female from residents of Gen. Malvar Brgy. 7-A. In the Chapter 3, the final results with the discussions are shown, presents the perspectives and insights of customers who have sufficient experience in online shopping in order to guide other customers toward online shopping, assist online business owners, and provide information to netizens.

KEYWORDS: Customer's Experiences, Trustworthiness, Electronic Commerce, Online Selling

INTRODUCTION

We are all aware that electronic commerce is gaining popularity around the world due to the convenience it provides for both online sellers and online customers. E-commerce has been around for a long time, but it has grown even more during this pandemic because almost no one can go out to buy, sell, or conduct any transactions face to face. Businesses need to learn how to manage consumers' trust in e-commerce. Customers find you credible and want to do business with you when they have faith in your company. This establishes the tone for your company, and as customers advocate, businesses will be able to attract more customers.

Electronic commerce, or e-commerce, is the act of selling goods and services over the internet. Purchasing

products or transferring money via various electronic means, primarily via the internet and mobile applications (Rouse, 2019), Despite growing popularity among the general public, electronic commerce still faces numerous challenges in online shopping, affecting both online sellers and online customers. According to Tamturk (2017), global netizens with internet access were hesitant to engage in online business due to privacy and security concerns, which hampered the growth and development of the digital market.

Meanwhile, in Davao City, the practice of using online social media is beneficial to small online business owners and to our farmers in that they can promote their products through online posting and advertising. However, despite the expanding market, there are still

problems that need to be addressed (Uy et al., 2019). An innovation that promotes and helps small businesses without having a physical store helps a simple or normal citizen create a business and gain profit from it. Also, you can open a business without spending a lot of money to start one. An e-market that is very broad is not only limited to local consumers but also impacts the global. Hence, further study is needed to address some of the problems consumers may encounter (e.g., limited delivery drivers in some local areas).

In the national context, e-commerce in the Philippines was deemed as a rising trend in business due to the adoption of mobile technologies particularly by the young users (Vicente, 2016). Despite this growing popularity and acceptance in the country, it was not exempted from the common problems.

As stated by Segovia (2016), e-commerce was falling behind despite its fast acceleration in the Philippines. One of the reasons was the lack of establishment in the infrastructure which commonly involved the connectivity of the internet, electronic payments, regulatory environment, and logistics. Internet problems were also present as hindrances towards the further blooming of e-commerce in the Philippines.

Also, Toral (2016), indicated that delivery delays were depressing the Philippines' e-commerce sector. Various complaints from customers surfaced due to these distressing delivery delays induced by the traffic, weather, and primarily by the scarcity of courier providers. Another problem faced by the Philippines' e-commerce sector was trustworthiness issues. Domingo (2017), reported that trust issues were holding back the development and growth of the country's electronic commerce as distrust was still in the minds of the people. Most of the Filipinos were afraid that they would get conned or scammed by online shopping sites which caused their doubt towards this electronic commerce.

METHODOLOGY

Research Design

Through the use of qualitative methodology, a phenomenological approach was chosen for this study. This study employed an in-depth interview in which the researchers asked the research participants to provide their perceptions on the trustworthiness of electronic commerce via a process of face-to-face questions and answers using the interview guide created by the researcher, which the participants answered based on their views and insights related to this study. In-depth-interview is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their

perspectives on a particular idea, program, or situation (Boyce and Neale 2006).

Interviews are primarily done in qualitative research and occur when researchers ask one or more participants general, open-ended questions and record their answers. Often audiotapes are utilized to allow for more consistent transcription (Creswell, 2012). Interviews are particularly useful for uncovering the story behind a participant's experiences and pursuing in-depth information around a topic. Interviews may be useful to follow-up with individual respondents after questionnaires, e.g., to further investigate their responses (McNamara, 1999). All participants interviewed for the study are individuals who already have experience in e-commerce or online shopping. The participants were selected because they have experience in electronic commerce. A common bond is established, which allows the comparison of the respondents' views and insights.

To gain a broader insight, a phenomenological approach is used. Phenomenology is an approach to qualitative research that focuses on the commonality of a lived experience within a particular group. The fundamental goal of the approach is to arrive at a description of the nature of the particular phenomenon (Creswell, 2013).

Participants and Sampling

The research participants are individuals who already have experience in e-commerce or online shopping. Their ages ranged from 18 years old and above, and they are from Barangay 7-A, Malvar, Davao City, Philippines. Convenience sampling was done in choosing the participants. There were 4 men and 4 women, for an equal distribution of the chosen participants. The participants were selected because they have experience in electronic commerce.

Research Instruments

The researcher made use of researcher-made interview questionnaire to serve as a guide in questioning the participants in the data gathering procedure. The used of interview questionnaire also served as the instrument to know the customers' perception on the trustworthiness of electronic commerce.

Qualitative interviews use open-ended questions, which are questions that a researcher poses but does not provide answer options for. Open-ended questions are more demanding of participants than closed-ended questions for they require participants to come up with their own words, phrases, or sentences to respond.

Data Analysis

The data gathered from the in-depth interview done with the respondents was analyzed one by one. Since the data was gathered with the use of smartphone recorder, it was thoroughly listened and was written in field notes and was then encoded for the filing of the Chapter 3. Answers from the respondents were encoded verbatim and was given connection to the study.

The following tool was used in interpreting the responses and information in this study.

In-depth Interview (IDI): This was used by the researcher to learn the views and insights of the customers' perceptions of the trustworthiness of electronic commerce.

Thematic Content Analysis. This was used in interpreting the responses made by the key participants in determining the views and insights of the customers' perception on the trustworthiness of electronic commerce in Davao City.

Their responses were processed and conducted through analyses. Transcripts were coded in considerable detailed with the focus shifting back and forth from the key claims of the participants to the researcher's interpretation of the meaning of the responses and subjectively interpreted.

Phases utilized the Positioning Triad as a framework to analyze the data generated from Phase. Slocum & Lagenhove (2004) posits that the positioning triad is an analytical tool that highlights the relationship between the building blocks of meaning, which are constituted by informants' thoughts, informants' experiences, and the conversation experiences.

This is supported by Positioning Theory, a relatively recent approach of (Boxer, 2010) to understand discursive practices, which endeavors to understand people position rather than the roles they assume. By doing so, the dynamics of unfolding story lines and metaphors used to describe situations can unveil what is happening in a given group.

RESULTS AND DISCUSSION

Based on the results, the following implication is presented:

The contribution of ecommerce in improving the customers' experiences had both a positive and a negative impact on the customers. Given today's generations' proclivity for technology, technology-based purchasing engages them more fully in an efficient purchasing experience. They become more active when

they receive good feedback, for example. As a result, some of them have a favorable impression of e-commerce.

Based on the results of the data analysis from the interview, the sharing of experiences and pointing out their insights, I have found out that it is a fact that e-commerce enhances the customers' shopping experiences in Davao City.

Because of the adoption of ecommerce into their buying habits, customers have grown passionate. They get commodities via purchasing products online, which is a necessity. With the use of e-commerce, vendors can easily sell products locally, nationally, and internationally without any hassle. Customers have also liked the new approach to purchasing things, which enhances their online shopping knowledge. I also discovered beneficial effects on customers' views regarding online purchasing, such as people feeling more successful while shopping online, being willing to make another purchase, and increasing their trust in e-commerce.

FUTURE DIRECTIONS

Based on the conclusions of this study, the following recommendations are presented

Customers should know the limitations of the use of e-commerce and be careful when ordering online. Customers must be more careful when ordering online. This helps them not to get scammed. It is also important to read reviews about the product that they will buy to know if the seller or the product is real and legit.

The sellers should ensure that their buyers will be satisfied with their products. They should ensure that their products are secure and safe so the buyers will be satisfied with their services and give good feedback on the product. More importantly, sellers should also read some feedback about their products and shop; this could help them to know what the problem is and what to improve about their shop and services.

Lastly, to the future researchers, conduct a study that is aligned with what is not said in this study and also look for the other perceptions of customers about e-commerce. It is also recommended to learn about customer perceptions of the trustworthiness of e-commerce.

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