

**FACTORS INFLUENCING ONLINE SHOPPING IN AGRIBUSINESS
RELATED PRODUCTS IN SELECTED HIGHER EDUCATION
INSTITUTION (HEI's) DIGOS CITY**

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**THESIS SUBMITTED TO THE FACULTY OF THE INSTITUTE
OF BUSINESS EDUCATION AND GOVERNANCE, DAVAO DEL
SUR STATE COLLEGE, MATTI DIGOS CITY IN
PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR
THE DEGREE**

**BACHELOR OF SCIENCE IN AGRI-BUSINESS
(Major in Enterprise Management)**

MAY 2024

ABSTRACT

ABRIGANA, IREN JOY B., Davao del Sur State College (DSSC)-Institute of Business Education and Governance, Matti, Digos City. MAY 2024. **"FACTORS INFLUENCING ONLINE SHOPPING IN AGRIBUSINESS RELATED PRODUCTS IN SELECTED HIGHER EDUCATIONS INSTITUTIONS (HEI's) DIGOS CITY"**, Under Graduate Thesis.

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The aim of this study was to ascertain the level of factors influencing online shopping among students in Davao del Sur State College and other higher education institution (HEI's) Digos City. From October to December 2023, Factors influencing online shopping among students in Davao Del Sur State College, and HEI's In Digos City in terms of: Convenience, Time saving and Website design, using a descriptive and correlational research design. A modified survey questionnaire was used to survey 186 respondents from the different schools. The data collected was analyzed using both descriptive and inferential statistics. The findings indicated that in terms of convenience the stud has a high rate, and when it comes to website design the level of factors influencing online shopping among students has a high rate this means that students highly value the efficiency through online shopping Furthermore, the data revealed that there is

significant difference among students in Davao del Sur State and other higher education institution (HEI's) Digos College based on their Socio-Demographic Profile. All p-values are all less than the 0.05 level of significance. Thus, fail to reject H_0 . Moreover, the p-value age ($p=0.462$) gender identity ($p= 0.592$) school ($p= 0.228$) course ($p=0.588$) civil status ($p= 0.953$) ethnicity ($p=0.017$) which is less than the 0.05 level of significance.

Keywords: Factors, Influencing, online shopping, Related products, higher education institution.