

PRODUCT SAFETY MEASURES FOR ONLINE SHOPPERS DURING COVID-19 PANDEMIC

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ABSTRACT

Any growth in e-commerce activity has consequences for online protection, customer care, delivery, and how a website holds traffic on the rise. This research focused on the millennials' online shopping insights and experience including buying decision, satisfaction and influences in terms of Information Service and System Qualities and causes, effects and issues to be used as inputs in developing product safety measures. The descriptive method and statistical tools percentage, sample size, average mean, weighted mean, ranking, t-test, Likert scale, ranking, and ANOVA were used. Results showed the poor quality of products, late delivery issues non-delivery or variation of items. The authors conclude that conveniences, patronage, taste and preferences, method of searching purchases, delivery process, delivery time and payment method help to enhance the level of consumer's satisfaction on online shopping during pandemic, however satisfaction will be obtained provided that online shopping websites are secured and reliable/accurate products, promotions and loyalty programs are ensured. The results proved that there is a significant difference on the influence of online shopping when grouped according to their profiles and extent of influence of online shopping on the level of consumer satisfaction. With this result, the authors recommended "*A Guide for Online Shoppers during Pandemic*" to help reduce problems on online shopping.

Keywords: Online shopping, descriptive, product safety measures, Philippines