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Shopping Behaviour Factors and their Relationship on Consumer Preferences Between In-Store and Online Shopping

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ABSTRACT

Even if online shopping is already widely used, it shouldn't be assumed that in-store shopping is now irrelevant. Lots of buyers still purchase in-store. The shopping decision of the consumers in the municipality of Cabanglasan, Bukidnon is significantly affected by time, cost, availability, convenience, and experience. Consumers' webrooming and showrooming behaviour are caused by various sets of online and offline elements. The research studied how shopping behaviour factors relates to the shopping preferences of people in Poblacion, Cabanglasan in order to discover this dynamic. Using a descriptive-quantitative approach, data were collected from 384 respondents using a structured questionnaire. The research used Spearman's Rank Correlation because of the Theory of Planned Behaviour which guidance of the variables. The results showed that all found variables of shopping behaviour affect the preference of consumers significantly. Price and convenience affected them the most. Those who replied had good attitudes towards both online buying and store buying, suggesting that there is a hybrid mode of shopping, where people switch between the two depending on the situation. This study shows that consumers' behaviour is an important determinant of their choices. The advice is that businesses should increase online system affordability, access and efficiency. In-store should improve engagement, personalized assistance and instant product availability. According to these insights, retailers and local policymakers can develop strategies in light of the evolving dual-channel retail world.

INTRODUCTION

As we are living amidst both online and physical retail channels, today's shopping experience allows consumers to have as many buying options. Shopping in physical stores can give you instant satisfaction and allows you to physically check out the merchandise. In contrast, online shopping is convenient, easy and highly efficient. The bricks-and-mortar store is fundamental to the retail industry. This is despite the rapid growth of e-commerce. Moreover, retailers are under pressure to innovate. Thus, creating New Shopping Experiences as competition intensifies. Shifts in consumer behaviour reveal demand to understand what factors influence the purchases of individuals.

Changes in technology have caused individuals to be less cautious about the things they buy. With the help of modern e-commerce platforms, customers can shop for products to compare and buy anything and anytime. It is said online shopping is particularly popular with younger consumers. Still, there are a lot of people who prefer buying from the store due to customer service and touch and feel factor. People still love to go shopping. This is because they want to meet people and make sure they are getting the right product. However, many consumers are buying more online (Kumar *et al.*, 2022).

Consumers choose online or in-store shopping due to many factors. The factors like time, price, stock availability, access, and experience affect the consumer behavior quite largely (Raizha & Kurnlawati, 2022). Customers who prefer convenience like shopping online. Meanwhile, customers who want to see products before buying and meet people in person go to shops. Furthermore, motivators also have a powerful influence on how people use the platforms, as well as the historical factors that still exist by moderating these effects on shopping behaviour (Asanprakit & Kraiwanit, 2023). By understanding this, businesses can improve service quality, customer satisfaction and loyalty.

While many studies have examined online shopping behaviors, few have explored how these factors interact within smaller or rural communities. Since access to technology and retail infrastructure differs in areas like Cabanglasan, Bukidnon, most existing research tends to focus on urban consumers. This study, therefore, aims to investigate how various shopping behavior factors influence residents' preferences for online versus in-store purchasing. By doing so, it seeks to provide insights that can help local retailers, online sellers, and policymakers adapt to changing consumer trends and enhance the overall shopping experience in an increasingly dynamic retail environment.

LITERATURE REVIEW

This research is anchored in Ajzen's (1991) Theory of Planned Behavior (TPB), which posits that a person's actions are guided by their attitudes, perceived social expectations, and sense of control over the behavior. Applied to consumer decision-making, these components

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help explain how individuals choose between physical and online shopping environments. Attitude reflects consumers' evaluations of each channel, often influenced by factors such as convenience, affordability, and overall shopping experience. Subjective norms capture the social pressures that shape buying intentions, including opinions from peers and the influence of online trends or communities. Meanwhile, perceived behavioral control encompasses a person's confidence in their ability to perform the behavior, which may depend on access to digital tools, financial resources, and trust in online systems (Asanprakit & Kraiwanit, 2023). By employing TPB, this study aims to understand how psychological and situational variables collectively inform consumers' shopping choices in the evolving digital retail landscape.

Shopping Behaviour Factors

Customer motivations play a crucial role in shaping individuals' preferences for various shopping channels. According to Kumar *et al.* (2022), different patterns of consumer purchasing behavior are largely influenced by underlying motives that guide decision-making. Their findings highlight the significance of understanding key motivators such as convenience, pricing considerations, and social influence when formulating effective marketing strategies. In addition to motives, personality dimensions have also been found to influence shopping choices. Swaris (2021) demonstrated that personality traits strongly correlate with purchasing behaviors, showing that these characteristics can determine whether consumers favor online or offline shopping. For instance, individuals with high levels of extroversion and openness are more likely to shop online, whereas those who score high in conscientiousness tend to prefer traditional, in-person shopping experiences.

Shopping motives are also instrumental in determining consumers' preferred retail environments. Makhitha and Ngobeni (2021) analyzed how perceived risks shape attitudes toward online purchases, identifying trust and convenience as critical drivers of consumer motivation. Likewise, Singh *et al.* (2021) investigated customer acceptance of digital shopping assistants and found that trust plays a pivotal role in the adoption of technology-based shopping interactions. Understanding these motivational factors helps businesses tailor their marketing efforts to align with consumer expectations, particularly in relation to convenience, pricing, and social influence, depending on the target audience and chosen retail platform.

Expanding the discussion on consumer motivation, Koksal (2019) emphasized the experiential and social aspects of shopping that go beyond the act of purchasing. The study revealed that in-store shopping often appeals to individuals seeking entertainment, social engagement, and the immediate satisfaction of acquiring products. Meanwhile, Koch *et al.* (2020) explored how consumer motives evolved during the pandemic, identifying safety and convenience as the primary reasons behind the increased shift toward online retail. These findings demonstrate that external conditions can significantly alter what motivates consumers and influence their channel preferences.

Furthermore, Park *et al.* (2022) examined the phenomenon of "revenge spending" during the post-pandemic recovery period, attributing it to emotional and psychological impulses. This phenomenon illustrates how consumer motivations continuously evolve in response to broader social and economic circumstances. Therefore, businesses must stay flexible and sensitive to these changing drivers of behavior. Gaining a deeper understanding of how shifting motives shape both online and offline shopping preferences is essential for companies to craft targeted marketing strategies and sustain competitiveness in an increasingly dynamic retail market.

Time Constraint

Time limitations can have a considerable impact on consumer preferences by influencing how individuals process information, evaluate options, and make purchasing decisions. Even when consumers intend to carefully analyze available information, a lack of time may cause them to rely on quicker, less detailed evaluations of products or services.

According to Zheng (2023), when shoppers experience time pressure, they often depend on intuition or past experiences to make decisions. Under such conditions, consumers may focus more on unique product attributes rather than common ones. Zheng further noted that time scarcity can heighten the likelihood of impulsive purchases. Many retailers take advantage of this tendency by offering limited-time promotions that create urgency and prompt immediate buying behavior. Time pressure not only fosters impulsive buying but also encourages reliance on instinct and previous experiences instead of deliberate assessment of product benefits and drawbacks. However, some studies suggest that time limitations can sometimes reduce impulsive tendencies, as consumers may avoid making quick decisions under stress.

Recent findings by Yi *et al.* (2023) further support the idea that time constraints can enhance product appeal and stimulate consumer interest. However, when individuals are pressed for time, they often process information incompletely, especially when dealing with unfamiliar products. This limited evaluation process underscores how temporal factors can shape purchasing behavior and influence consumer decision-making in both online and in-store environments.

Price

Price plays a crucial role in influencing various aspects of consumer purchasing behavior and remains one of the most important factors in decision-making. According to Boyle (2023), price interacts with other considerations such as quality, brand reputation, and convenience during the buying process. Individuals differ in their level of price sensitivity; some consumers prioritize affordability

and are willing to compromise on quality if it means obtaining a lower price.

When a product is priced lower than competing alternatives, consumers often perceive it as offering greater value for money. This perception of a good deal can strongly motivate purchasing behavior, as buyers believe they are maximizing their benefits relative to cost (Upnify Journal, 2021). Moreover, many online shoppers engage in price comparisons before finalizing a purchase. A 2022 survey revealed that about 83% of respondents typically evaluate prices across multiple online platforms prior to buying, demonstrating how technology enables consumers to make more informed and cost-conscious decisions.

Product Availability

Furthermore, product availability is also a crucial factor that shapes consumer satisfaction and loyalty. When desired products are consistently in stock and accessible, customers are more likely to develop trust and repurchase intentions. Chong *et al.* (2019) emphasized that high product availability enhances online shopping satisfaction, while Park and Kim (2020) found that maintaining stock reliability and timely delivery performance significantly increases customer confidence in both online and in-store shopping. Consistent product availability is the essence of a positive shopping experience and the backbone that ensures a secure income stream and loyal customers. By failing to provide the right products at the right time and price, you can lose business to your direct competitors. One reason behind this should be apparent - you fail to offer the experiences that customers want.

Convenience

Convenience plays a vital role in shaping consumer shopping preferences, affecting their choices regarding where to shop, what products to purchase, and how much they are willing to spend. Silberstein (2021) noted that online shopping is generally perceived as more convenient than traditional retail because it provides easier access to products and eliminates the need for travel. In fact, more than nine out of ten consumers reportedly prefer brands that deliver a smooth and convenient shopping experience.

Convenience costs refer to the time, effort, and financial resources that consumers invest to overcome barriers of distance and accessibility when obtaining goods or services. According to the National Retail Federation (2020), shoppers often weigh product prices against these convenience costs when making purchasing decisions. This balance between affordability and ease of access significantly influences consumer behavior and their selection of shopping channels.

Customer Experience

Customer experience refers to the overall perception a consumer forms about a brand or organization based on their interactions with it. Understanding how this experience influences shopping preferences is essential, as it directly affects customer satisfaction, loyalty, and ultimately, sales performance (Franky *et al.*, 2023).

Several elements link customer experience to shopping preferences. According to Černikovaitė *et al.* (2021), adopting a customer-centric approach where organizations prioritize customer needs and cultivate a culture focused on client satisfaction can significantly enhance the overall experience. By anticipating consumer expectations and understanding their desires, businesses are better able to design products and services that align with customer needs.

Furthermore, regularly assessing the effectiveness of customer experience initiatives enables companies to determine which strategies are successful and which require adjustment. Various factors can shape consumer behavior in this context, including cultural background, social interactions, personal attributes, psychological aspects, marketing efforts, economic conditions, and individual preferences. These combined influences highlight the multifaceted role of customer experience in shaping modern shopping behavior.

Shopping Preference

The rise of online shopping has brought both advantages and challenges to traditional retail businesses (Fan *et al.*, 2019). Studies examining consumer preferences between digital and physical shopping environments show that offline retailers are under growing pressure to adjust to the evolving marketplace. Researchers emphasized the need for brick-and-mortar stores to innovate and enhance competitiveness to counter the convenience and efficiency offered by online platforms. Similarly, Retnowati and Mardikaningsih (2021) analyzed factors influencing online shopping interest, identifying consumer trust and positive experiences as critical to online adoption. Generational differences also play an essential role, as Agrawal (2022) discovered that digital familiarity and a preference for convenience make Generation Z, in particular, more inclined toward online shopping compared to older cohorts.

Shi *et al.* (2019) investigated how differences in consumer preferences affect competition between physical and online retailers. Their work highlighted the importance of understanding diverse consumer needs to design tailored marketing strategies. Agrawal and Gupta (2023) also introduced a theoretical model explaining shopping motivations and channel preferences, emphasizing that convenience, price sensitivity, and social influence are key drivers shaping consumer choices. They concluded that businesses must develop strategies that respond to these complex motivations to remain relevant in the digital economy. In addition, Wang *et al.* (2025) explored why consumers abandon their online shopping carts, noting that factors like high prices, shipping fees, and lack of trust discourage purchase completion. Addressing these issues, the authors suggested, can increase conversion rates. Similarly, Amin and Mahasan (2019) compared

consumer preferences between modern and traditional retail formats, emphasizing the importance of adapting to the changing expectations of contemporary shoppers. Diaz-Gutierrez *et al.* (2023) examined the effects of the COVID-19 pandemic on consumer shopping behavior and found that the global crisis accelerated online shopping adoption, producing long-term changes in consumer habits. Likewise, Titiloye *et al.* (2023) explored consumer purchasing of non-essential goods, revealing the growing trend of hybrid shopping where consumers integrate online and offline platforms to make better-informed decisions. This finding underscores the need for retailers to understand how dual-channel behaviors influence purchase outcomes. Moreover, Kleisiari *et al.* (2021) analyzed the growing dominance of e-commerce in retail supply chains and highlighted the necessity of adopting omnichannel strategies to satisfy evolving customer demands. Aioli *et al.* (2022) added that mobile phone use during in-store shopping can increase impulsive buying, showing how technology continues to shape consumer decisions.

Loupiac and Le Nagard (2024) explored the impact of physical product trials on consumer decisions, finding that sensory experiences are vital in shaping product evaluation and preference for in-store shopping. Similarly, Vithayathil *et al.* (2020) studied how social media platforms affect purchasing behavior, suggesting that online social interactions can influence both digital and offline buying. Štefko *et al.* (2019) also emphasized the role of digital devices in e-commerce, reinforcing how technology supports product discovery and purchasing decisions. Nwankwo *et al.* (2019) echoed this, identifying accessibility and convenience as the main drivers of e-commerce growth. However, Muntaqheem and Raiker (2019) argued that online and offline shopping are interconnected rather than exclusive. Their study found that many consumers use online platforms for product research and comparison but complete transactions in physical stores. This hybrid shopping pattern highlights the importance of integrating both retail channels to create a seamless customer experience.

In-Store Shopping

In-store shopping enables consumers to examine and test products physically, select preferred colors and sizes, and receive guidance from sales associates when making purchasing decisions. It also accommodates those without internet access, which remains a limitation in some areas of the Philippines, where digital literacy varies. Physical stores allow customers to take their purchases home immediately and provide convenient return policies usually within seven days along with promotions, discounts, and freebies during peak periods such as holidays and paydays. Despite these advantages, traditional shopping also has drawbacks. It can be time-consuming, as customers often walk-through multiple aisles or stores searching for products. The inability to recall previous prices makes it difficult to compare and evaluate options accurately. Additionally, waiting for fitting rooms and dealing with crowded stores can cause stress and reduce the enjoyment of shopping.

Muntaqheem and Raiker (2019) observed that, while technological advances have driven online shopping growth, many consumers still prefer in-person shopping because it allows them to assess product quality directly and provides a greater sense of trust, especially in payment transactions. Supporting this, Daylo *et al.* (2022) and Sivakumar and Kavin Prasath (n.d.) found that consumers consider physical shopping more satisfying and reliable. Participants in their studies preferred physical stores due to the ability to verify product quality firsthand and the convenience of simple return procedures. Concerns such as counterfeit products, data privacy, additional fees, and cybersecurity risks discourage some shoppers from purchasing online.

Online Shopping

Shopping behaviors have undergone dramatic changes, with consumers increasingly embracing online purchasing. Although many people still visit physical stores, online shopping offers advantages, particularly for individuals with busy lifestyles. Saha (n.d.) noted that the rapid growth of e-commerce has redefined trade and commerce globally, with businesses striving to create seamless, engaging, and efficient digital experiences. Effective online retailing depends on fast website performance, cross-device compatibility, high-quality product listings, secure payment methods, flexible delivery options, and strong customer support—all of which contribute to repeated purchases.

McAdams (2021) observed that consumers tend to shop online more when physical shopping becomes inconvenient or stressful. Retailers have thus adopted emerging technologies to enhance customer convenience and strengthen relationships with shoppers. Key advantages of online shopping include avoiding checkout queues, 24/7 accessibility, doorstep delivery, and access to customer reviews and product recommendations. However, online purchasing also has limitations, such as misleading product descriptions, poor customer service, delayed deliveries, and additional costs for returns. Customers may also experience frustration when items are backordered after checkout or when shipping fees are excessively high.

Kastro (2020) emphasized that businesses integrating online options into their retail strategies are better equipped for post-pandemic market conditions. As lifestyles evolve, many consumers now avoid crowded stores and prefer the convenience of online shopping, which offers 24-hour access and exposure to global brands from a single platform. Chaturvedi and Isswani (2019) added that online platforms attract customers with exclusive promotions and substantial discounts. Despite these advantages, Mofokeng (2021) pointed out that online retailing still faces challenges, including concerns about product quality, security, and delivery

reliability. Jones *et al.* (2023) noted that many Filipino consumers prefer to physically examine products before buying due to shipping costs, delivery delays, and trust issues. Nonetheless, convenience, safety, and accessibility continue to make online shopping appealing, contributing to reduced store visits and shifting consumer expectations.

Espinoza *et al.* (2021) found that while young consumers perceive in-store shopping as more authentic and reliable, they continue to purchase online due to convenience. Dipti (2019) supported this, observing that although many customers favor online platforms, they are not fully loyal to them because of issues such as product authenticity, security concerns, and lack of trust. These findings underscore the duality of consumer preferences and the importance of building credibility and reliability across both shopping environments.

H1: There is no significant relationship between shopping behavior factors and shopping preference.

MATERIALS AND METHODS

This study used a quantitative research method employing a descriptive-correlational design to determine the relationship between shopping behavior factors and shopping preferences among consumers. It was conducted in Poblacion, Cabanglasan, Bukidnon, where both online and in-store shopping activities are growing. The respondents were residents aged 18 and above who had experience in both shopping channels. A purposive sampling technique was used to select 384 participants who met the study's criteria, following Nikolopoulou (2022), who stated that purposive sampling involves selecting individuals relevant to the research objectives. The study utilized a researcher-made questionnaire adapted from previous studies to measure factors such as time constraints, price, product availability, convenience, and customer experience. The instrument was validated by experts, pilot-tested with 30 respondents, and achieved a Cronbach's Alpha of 0.89, confirming high reliability. Data were collected through Google Forms and printed surveys for accessibility, and analyzed using descriptive statistics and Spearman's rho correlation to determine the relationship between the variables at a 0.05 level of significance.

RESULTS AND DISCUSSION

Table 1: Demographic Profile of Respondent

Age		
18 - 22 years old	165	43.0
23 - 27 years old	147	38.3
28 - 32 years old	20	5.2
33 - 37 years old	18	4.7
38 - 42 years old	14	3.6
43 - 47 years old	10	2.6
48 - 50 years old	10	2.6
Total	384	100%
Sex		
Female	271	70.6
Male	113	29.4
Total	384	100%

The demographic profile shows that most participants were female (70.6%), while male participants made up 29.4%. This finding suggests that women are more engaged in shopping activities, especially those that involve choosing and purchasing products. Studies by (Daylo *et al.* (2022) and (Sivakumar & Kavin Prasath, n.d.) also observed that female shoppers tend to be more involved in shopping because they value seeing and checking products in person. They are often influenced by trust, satisfaction, and social interaction during the buying process. Similarly, Muntaqheem and Raiker (2019) explained that even with the rise of online shopping, many women still prefer shopping in physical stores because it feels more reliable and provides a sense of assurance.

In terms of age, most participants were 18 to 22 years old (43.0%), followed by those 23 to 27 years old (38.3%). A smaller number were between 28 and 32 years old (5.2%), 33 and 37 years old (4.7%), 38 and 42 years old (3.6%), 43 and 47 years old (2.6%), and 48 and 50 years old (2.6%). These results show that the participants were mostly from the younger generation, particularly Generation Z, who are familiar with digital platforms and prefer the convenience of online shopping. This supports Agrawal (2022), who stated that younger consumers, especially Gen Z, are more likely to shop online because it is easier, faster, and better suited to their technology-driven lifestyles.

Table 2: Summary of Shopping Behaviour Factors

No.	Indicators	Mean	SD	Interpretation
	Time Constraint			
1	I avoid crowded stores due to time constraints.	3.45	0.69	Highly influential
	Price			
2	I compare prices before making a purchase decision.	3.60	0.62	Highly influential
3	Discounts and promotions influence my shopping choices.	3.61	0.63	Highly influential
	Product Availability			
4	I choose a store based on product availability.	3.49	0.63	Highly influential

	Convenience			
5	A store's location affects my shopping preferences.	3.54	0.63	Highly influential
	Customer Experience			
6	I value customer service when shopping.	3.55	0.62	Highly influential
	Total	3.52	0.63	Highly influential

Legend: 1.00–1.49 = Strongly Disagree; 1.50–2.49 = Disagree; 2.50–3.49 = Agree; 3.50–4.00 = Strongly Agree

Table 2 revealed that all shopping behaviour factors were rated as highly influential (overall mean = 3.52, SD = 0.63), showing that these factors strongly affected customers' shopping behaviour. Price was the most influential factor, highlighting customers' strong sensitivity to cost when making purchases consistent with Boyle (2023), Chen and Wu (2022), and Kumar *et al.* (2022), who found that price and convenience drive consumer choices. Although time constraint also scored high, it had the lowest mean, suggesting it was less important than price and customer experience. This supports Li (2023), who noted that time pressure affects shopping by encouraging quicker decisions. Overall, the findings indicate that economic (price) and experiential (customer experience) factors most influence shopping behaviour, aligning with Berry *et al.* (2023), who highlighted the importance of satisfaction and convenience in modern consumer behaviour.

Table 3: Summary of Shopping Preferences

	Indicators	**Mean**	**SD**	**Interpretation**
	In-Store Shopping			
7	I prefer in-store shopping to physically evaluate products.	3.46	0.64	Highly chosen by customers
8	I enjoy the social aspect of shopping in physical stores.	3.46	0.65	
9	In-store promotions influence my shopping decisions.	3.46	0.67	
10	I shop in-store when I need an item urgently.	3.45	0.67	
11	I prefer in-store shopping for product variety.	3.49	0.65	
12	I shop in-store when I want to physically check a product.	3.54	0.61	
13	I enjoy shopping in physical stores due to the experience.	3.55	0.61	
14	Online shopping is convenient, but I prefer the in-store experience.	3.55	0.64	
	Total (In-Store)	3.49	0.64	Highly chosen by customers
	Online Shopping			
15	I prefer online shopping for convenience.	3.45	0.66	Highly chosen by customers
16	I rely on customer reviews when shopping online.	3.45	0.68	
17	I trust online platforms for secure transactions.	3.45	0.69	
18	I prefer shopping online because it saves time.	3.45	0.66	
19	I shop online because I can find better deals.	3.61	0.65	
20	I shop online for rare or hard-to-find products.	3.49	0.64	
21	I prefer online shopping due to home delivery services.	3.54	0.60	
	Total	3.54	0.66	Highly chosen by customers

Legend: 1.00–1.49 = Strongly Disagree; 1.50–2.49 = Disagree; 2.50–3.49 = Agree; 3.50–4.00 = Strongly Agree

Based on the results presented in the table 3, both in-store and online shopping were rated as highly chosen by customers, but there is a slight difference in their overall mean scores. In-store shopping obtained a total mean of 3.49 (SD = 0.64), while online shopping received a slightly higher total mean of 3.54 (SD = 0.66). This indicates that although participants still value the traditional in-store experience, online shopping is more strongly preferred overall. The findings suggest that consumers are drawn to online shopping primarily because of its convenience, time-saving features, better deals, and home delivery services, which scored among the highest indicators. This supports Silberstein (2021), who emphasised that convenience increasingly outweighs cost considerations in shaping shopping preferences, as well as Zheng (2023), who noted that time constraints push consumers toward quicker and more intuitive shopping choices. On the other hand, in-store shopping continues to hold significance, particularly in terms of the ability to physically check

products (M = 3.54) and the enjoyment of the shopping experience (M = 3.55), showing that sensory evaluation and social interaction remain important factors in consumer decision-making, consistent with Hagtvedt and Chandukala (2023), who highlighted the value of immersive in-store experiences.

Table 4: Correlation Between Shopping Behaviour Factors and Preferences

		Shopping Behaviour Factors	Shopping Preferences
Shopping Behaviour Factors	Spearman's rho	—	
	df	—	
	p-value	—	
	N	—	
Shopping Preferences	Spearman's rho	0.703***	—
	df	382	—
	p-value	<.001	—
	N	384	—

*Note. * p < .05, ** p < .01, *** p < .001*

The narrow margin between the mean scores suggests that customers are not exclusively committed to one channel but instead engage in hybrid shopping behaviour, choosing between online and in-store shopping based on their needs and circumstances. For example, customers may prefer in-store shopping when they want to evaluate products or enjoy the social experience physically. At the same time, they turn to online shopping when convenience, time efficiency, and cost savings are prioritised. This aligns with Titiloye *et al.* (2023), who observed that modern consumers increasingly adopt hybrid shopping patterns, flexibly shifting between online and offline channels. Overall, the results highlight that while online shopping is slightly more preferred, both physical and online shopping remain essential to consumers. Businesses must strategically cater to both channels to meet diverse customer expectations.

Table 4 shows that there was a statistically significant and strong positive relationship between shopping behaviour factors and preferences. This supported the Theory of Planned Behaviour (Ajzen, 1991), which proposed that consumer decisions were shaped by their intentions and perceived control. High scores on behaviour-related factors, particularly price sensitivity and convenience, positively influenced preferences toward specific shopping platforms. Specifically, the results showed that price, convenience, and customer experience were major contributors influencing consumers' preference for a specific channel. This aligned with the findings of Kumar *et al.* (2022), Berry *et al.* (2023), who concluded that shopping decisions were shaped by a combination of rational (economic) and affective (experiential) factors. Furthermore, the significant positive relationship supported the observations of Franky and Yanuar Rahmat Syah (2023), who noted that perceived ease of transaction and trust significantly increased online shopping preference.

Since the p-value was less than 0.05, the null hypothesis was rejected. Therefore, there was a significant relationship between shopping behaviour factors and shopping preferences.

CONCLUSION

The results of the study revealed that shopping behavior factors namely time constraint, price, product availability, convenience, and customer experience have a significant influence on consumers' shopping preferences. Among these, price was identified as the most influential factor, while time constraint had the least effect, though it remained relevant. This indicates that consumers in Cabanglasan, Bukidnon tend to base their shopping decisions more on affordability, quality, and overall satisfaction rather than urgency. These findings show that consumers' financial awareness and perceived product value strongly shape their purchasing decisions, especially in communities seeking practical and cost-efficient options.

Furthermore, the study found that consumers exhibit a hybrid shopping behavior, showing high preference for both online and in-store shopping. This suggests that customers are becoming more flexible, adapting their shopping methods according to convenience, accessibility, and product assurance. Online shopping was valued for its ease of access, time efficiency, and flexibility, while in-store shopping remained preferred for tangible product evaluation and personal interaction. This demonstrates that modern consumers increasingly blend both digital and physical experiences to meet their shopping needs. The significant positive correlation between shopping behavior factors and shopping preferences confirms that consumer attitudes, perceived control, and satisfaction shape purchasing intentions. This means that as consumers perceive greater convenience, affordability, and positive experiences, their preferences for particular shopping channels strengthen. Therefore, businesses in Cabanglasan and similar localities can benefit from integrating efficient, accessible, and customer-focused strategies that cater to both online and in-store shoppers. By balancing digital convenience with traditional service

quality, retailers can better meet the evolving expectations of today's consumers and enhance overall customer satisfaction.

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