

INFLUENCE OF SOCIAL CONFORMITY ON ONLINE SHOPPING BEHAVIOR AMONG 2ND YEAR PSYCHOLOGY STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

AUTHORS

Harriet Ebrano
Kier Samantila
Angel Mae Sollogue
Rica Trigueros
Christina Mhay Villalino

RESEARCH ADVISER

Adora Angeline E. Babia,
PhD

AFFILIATION

Bestlink College of the
Philippines

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This study examines the influence of social conformity on the online shopping behavior of second-year psychology students at Bestlink College of the Philippines. With the growing popularity of online shopping, understanding the role of social factors—such as peer influence, social expectations, and societal norms—has become increasingly important. The research seeks to determine how these elements contribute to students' purchasing decisions in a digital context, where consumer behavior is often shaped by trends, group preferences, and the desire for social acceptance. A quantitative research design using a descriptive correlational approach was employed in this study. Data were collected from 265 second-year psychology students at Bestlink College of the Philippines, the majority of whom were female and aged between 19 and 23. The structured survey assessed levels of social conformity, frequency, and preferences in online shopping, the influence of peers, and individual decision-making behaviors. Statistical analysis was conducted to examine the relationship between social conformity and online shopping behavior, with a focus on how interpersonal dynamics and emotional influences shape purchasing decisions in an online setting. The findings indicate that social conformity has a minimal impact on the online shopping behavior of students, as evidenced by a very weak and negative correlation. Most respondents reported shopping online at least once a month, often choosing platforms beyond Lazada and Shopee. Influential factors in their purchasing decisions included peer influence, stress, impulsiveness, and a lack of self-awareness. Meanwhile, factors such as sustainability, ethical considerations, product quality, and thoughtful planning were rarely taken into account during the decision-making process. Students identified the convenience and time efficiency of online shopping as primary factors influencing their purchasing behavior. Platform reliability and security also played a critical role, with students preferring trusted websites for their transactions. Emotional triggers, especially stress, had a stronger impact on their buying decisions than social conformity. This indicates that individual emotional states—particularly during academically stressful periods—were more influential than peer pressure or societal expectations in shaping online shopping habits.

RECOMMENDED CITATION

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