Click, Add to Cart, and Checkout: Unpacking E-Commerce Features Driving Loyalty among Online Users in Cauayan City, Isabela

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ABSTRACT

This study explored the influence of e-commerce platform features on buyer loyalty and commitment, focusing on key elements such as perceived security, product categories, customer preferences, delivery performance, and information quality. Conducted among 65 online financial management students at Isabela State University, Cauayan City, using purposive sampling, the research employed a descriptive survey method with a structured questionnaire as the primary data collection tool.

Findings reveal that customer satisfaction plays a crucial role in fostering consumer loyalty, particularly regarding platform usability and the reliability of delivery services. Additionally, the accuracy and timeliness of product information significantly enhance user trust and overall experience. Despite generally positive feedback, the study highlighted areas for improvement, particularly in product display and categorization.

Overall, the results underscore the importance of a seamless and secure online shopping experience, characterized by efficient delivery, clear communication, and strong safety protocols, in building and sustaining consumer trust and loyalty in the e-commerce sector.

Keywords: Add to Cart; Buyer Loyalty, Clicks; Check-out; E-commerce

INTRODUCTION

The rapid evolution of information and communication technologies has revolutionized the way consumers engage with retail markets by clicking, adding to cart, and checking out transactions through E-commerce has emerged as a dominant platform for commercial transactions, providing customers with unprecedented access to products and services at their convenience. The operation of e-commerce (EC) to execute transactions related to business is of increasing concern, Jain, V et al. (2021). With this digital transformation, understanding the dynamics that influence buyer behavior, particularly commitment and loyalty, has become essential for the sustainability and competitiveness of online businesses. E-commerce develops products and services to succeed, highlighting the necessity for calculated market attempts to augment e-service quality and lead selling progress (Savastano, 2024).

In today's marketplace, customer commitment is no longer driven solely by product quality or pricing. Instead, a multitude of online platform features—including website usability, delivery efficiency, product variety, information quality, and perceived security—now play significant roles in shaping consumer loyalty and purchase decisions. The theory of commitment is thus focal to realizing buyer behavior (Shukla, P. et al., 2016). These features collectively contribute to the overall user experience, which, when managed effectively, can build trust, encourage repeat purchases, and foster long-term consumer relationships.

Online retailers are increasingly focusing on enhancing their digital platforms to respond to evolving customer expectations. Social media is expected to be promising to convert a capable obtaining and selling program in the forthcoming, and has a pronounced chance to develop collective business (Rachmad Y. E.,2022). In a region like Cauayan City, Isabela, where internet penetration and digital literacy are steadily increasing, the online retail environment presents a unique context to investigate these behavioral shifts. Yet, there remains a gap in localized empirical evidence regarding which platform features most significantly influence buyer commitment within this setting. According to Zhang (2019). Rapid completion is a vital implementation gauge in online selling, and some sellers have attained immediate measures by accepting new models in their method of completion setup.

This study seeks to bridge that gap by analyzing the perceived influence of e-commerce features on customer loyalty among online users in Cauayan City. By identifying the factors that drive or hinder buyer commitment, this research aims to provide actionable insights for digital retailers, marketers, and platform developers. Ultimately, the findings may contribute to the formulation of customer-centric strategies that strengthen brand loyalty and improve the overall effectiveness of online commerce in regional markets.

The study was guided by the following sub-problems:

1. Which internet site is most accepted for online purchases?

2. How much time do electronic buyers usually devote to surfing and acquiring on an internet site?

3. What product classifications are most prevalent among electronic customers?

4. What are the online shopping qualities that affect buyer fidelity?

METHODOLOGY

This study investigated the relationship between e-commerce platform features and buyer commitment among online consumers in Cauayan City, Isabela. A quantitative, descriptive-correlational research design was employed to assess how various online shopping/e-commerce, namely customer satisfaction, product variety, delivery service, information quality, and perceived security, affect customer commitment.

The study utilized a structured survey questionnaire as the primary data collection tool. The instrument was divided into three sections: (1) respondent demographic profile (age, sex, and monthly spending), (2) online buying practices (websites used, usage frequency, and types of products purchased), and (3) online spending elements. Questions were adapted from validated tools and prior studies, including those by Mofokeng (2021). The questionnaire included multiple-choice and Likert-scale items.

The researcher followed a systematic data-gathering procedure, which involved securing permission from proper authorities, personally distributing the survey forms, collecting completed responses, and organizing the data for analysis.

The data were analyzed using frequency counts, percentages, arithmetic mean, and standard deviation to describe respondent characteristics and patterns. The Likert scale measured responses on the degree of agreement and frequency regarding online shopping behavior. Statistical analysis focused on identifying the extent of the relationship between platform features and buyer loyalty.

All ethical protocols were observed, including informed consent, voluntary participation, and confidentiality of responses.

RESULTS AND DISCUSSION

Table 1 Frequently Used Websites of Respondents

Monthly Spending	Frequency	Percentage
Shopee	50	83.33 %
Lazada	10	15.38%
Temu	5	7.69 %
Zalora		
Tiktok	40	72.73%
Others		

Table 1 illustrates the online shopping platforms most accessed by respondents. Shopee emerged as the leading platform, with 83.33% of the participants indicating it as their most frequently used website. This was closely followed by TikTok, which was used by 72.73% of the respondents, suggesting its growing influence not only as a social media app but also as an emerging e-commerce platform. Meanwhile, Lazada and Temu had significantly lower engagement, used by only 15.38% and 7.69% of respondents, respectively. Notably, Zalora and other platforms were not mentioned, indicating minimal to no usage within the sample group.

These findings implied that local and mobile-friendly platforms like Shopee and TikTok dominated the online shopping behavior of consumers in Cauayan City, Isabela. Their popularity could be attributed to accessible user interfaces, promotional campaigns, and integrated payment systems that appeal to younger shoppers. According to Gai, A. et al., (2024) client happiness is wedged by purchaser benefit. The minimal use of global platforms such as Temu may reflect regional limitations, such as shipping constraints or pricing. Overall, this usage pattern provides insights into which platforms are most influential in shaping online consumer commitment in the area.

Table 2 Length of Time Usage of Respondents

Length of time Usage	Frequency	Percentage
Daily	20	30.77
Once a Week	16	24.61 %
Two or More Times a Week	18	27.69%
Once a month	9	13.85 %
Others (irregular usage)	2	3.07%

Table 2 presents that most respondents, accounting for 30.77%, suggest using these websites daily. 13.85% of respondents use these websites once a month. Taher G. (2021), Upgrades on the net, by innovations in communication technology, and the advancement in logistics and transports have empowered closely every firm to acquire, trade and network on a worldwide s. A smaller percentage (24.61%) use them once a week, while 27.69% of the respondents use them twice or more. Only 3.07% falls under the "Others" category, possibly showing infrequent or irregular usage.

Table 3 Commodities Frequently Bought by Respondents

Products Usually Purchased	Frequency	Percentage
Clothing Apparel	48	87.72 %
Devices	3	5.45 %
Foodstuffs	11	20.00 %
Home Essentials	4	7.27 %
Beauty and Personal Care	21	38.18 %

| School Materials | 24 | 43.64 % |
| Jewelry or Accessories | 15 | 27.27 % |

The data revealed that clothing apparel was the most frequently purchased product among online consumers in Cauayan City, Isabela, with 87.72% of respondents indicating they buy clothes online. A rising number of sellers were utilizing electronic boards to push their goods (Zhu, T. et al., 2024). This suggests a strong preference for fashion-related items, possibly due to their variety and affordability on e-commerce platforms. Selling offers induce customer buying performance in the clothing business (Mishra et al., 2024).

School supplies ranked second, purchased by 43.64% of respondents, highlighted the relevance of online platforms for academic needs, particularly among student consumers. Beauty and personal care products followed closely at 38.18%, showing a growing trend in self-care and grooming purchases.

Meanwhile, jewelry and accessories (27.27%) and food items (20.00%) also had a notable presence among commonly bought items. Fewer respondents reported purchasing home essentials (7.27%) and gadgets (5.45%), which may be attributed to higher costs or less frequent need.

These findings indicated that online buyers in the area are primarily driven by practical, lifestyle, and academic necessities. E-commerce platforms that highlight clothing, school supplies, and beauty items are likely to see higher engagement and repeat purchases from this consumer segment. Alive market is a spilling transmitting mode of business that launches merchandise by connecting with customers across chat (Jeong, H, & Kim, D., 2022).

Table 4: Online Shopping Traits

ITEMS	Mean	Description
The website services are largely competent and sustain my prospects.	4.09	Agree
Using this website is enjoyable.	4.24	Strongly Agree
Pleased with this website's virtual services, it go beyond my hope.	4.00	Agree
Quality products and services meet my demands.	4.07	Agree
How a product connects with its customers greatly reinforces my loyalty.	4.15	Agree
Enthusiastically seek assurance that acquire tremendous value for my cash.	4.00	Agree
A brand's optimistic status preserves my loyalty.	4.20	Strongly Agree
Accessibility and a smooth approach are substantial influences for me as a consumer.	4.09	Agree
I'm intensely attracted to products that identify their presence, as it promotes a convincing perception of loyalty in me.	4.02	Agree

The findings indicate that respondents were generally satisfied with the e-commerce platforms they use. The highest-rated item was "Using this website is enjoyable" (Mean = 4.24), reflected strong user engagement and positive experiences. Similarly, the statement "A brand's optimistic status preserves my loyalty" received a mean of 4.20, suggesting that brand reputation plays a key role in customer retention.

Other items, such as service quality (Mean = 4.09), customer engagement (Mean = 4.15), and convenience (Mean = 4.09) were also rated highly, showing that functionality, interaction, and ease of access significantly influence customer satisfaction and loyalty. All items received a rating between 4.00 and 4.24, falling within the "Agree" to "Strongly Agree" range. According to Rachmad,Y.E (2022), Modifications in customer activities are a significant consideration concerning the movement of e-commerce users to e-business.

Overall, the results suggest that users were satisfied with the online services provided, particularly when platforms deliver enjoyable experiences, strong reputations, and convenient access. These factors collectively contribute to sustained customer commitment in online shopping platforms.
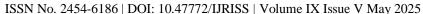
Table 4.1 Product Variety

ITEMS	Mean	Description
This website offers an apparent scale of products.	4.04	Agree
This website handles products from other related sites.	4.11	Agree
This website's item for consumption choice is obvious.	3.96	Agree
Can find most of the assembled goods I require on this site.	4.20	Strongly Agree
This website has a large variety of specific product types.	4.27	Strongly Agree
The variety of product options offered by this website gives me a greater sense of control over my purchase decision.	4.00	Agree
The wide range of product options shows that this website caters to a variety of customer needs.	4.11	Agree
The selection of product options offered by this website improves my overall insight into it.	4.11	Agree
The category of products offered by this website allows me to find exactly what I demand.	4.09	Agree
The collection of products offered by this brand helps me realize new products I may well like.	4.09	Agree
POOLED MEAN	4.10	Agree

Respondents generally agree that the website provides a wide and diverse range of products, with a **pooled mean of 4.10.** Key highlights include strong agreement on the website's ability to offer a large variety of specific product types and its effectiveness in helping users find the items they need (mean scores of 4.27 and 4.20, respectively). Overall, the product selection contributes positively to the shopping experience by enhancing consumer choice, meeting varied customer needs, and introducing users to new products they might like, among the products available on the website. Publicizing approach progressively demands greater quantities of data to improved and recognize customer demands, which develops the probe of selecting the suitable advertising scheme to effective matched user outlook, Rosario, A. & Raimundo, R. (2021).

Table 4.2 Product Delivery

ITEMS	Mean	Description
The website delivers on time, as promised.	3.78	Agree
I accepted what I bought from this site.	4.05	Agree
The website parcels and ships items steadily, guaranteeing they be delivered completely.	4.15	Agree
I'm pleased with the website's distribution options (e.g., postal, courier, and residential delivery).	4.29	Strongly Agree
The parcel was delivered to the accurate and right location.	4.31	Strongly Agree
The parcel delivered is precise and fulfilled.	4.31	Strongly Agree
The parcel was delivered on time as specified.	4.04	Agree
Rider carries easy delivery difficulties/ challenges like improper address, bad weather, and uneven customer preferences.	4.11	Agree
Feel secure in their distribution operations.	4.20	Strongly Agree
Acceptable fee for transport.	4.18	Agree
POOLED MEAN	4.14	Agree

The data indicates that respondents generally agreed with the efficiency and reliability of the website's delivery and distribution services, reflected by a pooled mean of 4.14. Customers particularly strongly agree with

accurate delivery locations (4.31), satisfaction with delivery options (4.29), and feeling secure in the distribution process (4.20). Currently, online stores are offering a diversity of delivery choices entailing of varying mixtures of distribution qualities Arbaugh, J.B. (2014).

Additionally, users affirm that parcels are delivered correctly and as expected, with timely shipments and the ability of delivery personnel to manage common challenges (e.g., incorrect addresses or poor weather). While the score for on-time delivery (3.78) is slightly lower compared to other indicators, it still falls within the "agree" range, suggesting room for improvement in delivery punctuality. Home distribution facilities, which are normally the favored choice by the virtual consumers, give to the fragmentation of parcel streams thus affecting precise obstacles surrounded by the urban zones, Morganti et al., (2014). Overall, customers view the platform's delivery service as reliable, secure, and satisfactory.

Table 4.3 Information Quality

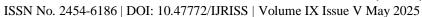| ITEMS	Mean	Description
This site keeps you notified about the newest product features.	4.15	Agree
This site provides enough information for you to understand the merchandise.	4.02	Agree
This site makes identifying product knowledge transparent and straightforward.	4.13	Agree
The information about the products on this site is always reliable.	4.16	Agree
This site focuses on providing information about the products that are directly applicable to your needs.	4.18	Agree
The website provides timely and relevant updates about product availability and delivery.	4.11	Agree
The site's product reviews and ratings are easy and simple to understand.	4.07	Agree
The website includes full product information and features.	4.09	Agree
Likely to continue shopping at this site because of the high quality of information offered.	4.18	Agree
The quality of the material supplied makes me more likely to suggest this site to others.	4.05	Agree
POOLED MEAN	4.11	Agree

The results indicate that respondents agree that the website provides clear, reliable, and relevant product information, as reflected by a pooled mean of 4.11. Users appreciate the timeliness and accuracy of product updates, the clarity of reviews and ratings, and the completeness of product descriptions, which contribute to a positive shopping experience. Service value is generally recognized as one of the fundamental causes of cyber sellers' victory Cai & Jun (2003).

Customers feel that the platform offers information that is both useful and tailored to their needs, enhancing their confidence in the products and their likelihood of continuing to shop on the site. Completed and transparent merchandise assortment info has also been evidenced to be foremost in advancing the shopping involvement (Cahayani, 2025). Moreover, the high quality of information provided encourages users to recommend the site to others, highlighting its role in fostering both trust and loyalty.

Overall, the findings suggest that the quality and transparency of product information significantly influence customer satisfaction and retention.

Table 4.4 Apparent Protection

ITEMS	Mean	Description
My undisclosed data is maintained safely and securely on this website.	4.24	Agree
Confident that payment information is guarded here.	4.13	Agree
This website offers detailed safety info.	4.15	Agree

Ensure that my data is only used for my settled-upon reasons.	4.11	Agree
Payment information is inaccessible.	4.16	Agree
Payments are protected in all commerce.	4.20	Agree
The transaction is secured against hacks.	4.02	Agree
Third parties cannot amend the data that I have broadcast.	4.05	Agree
Unlawful people will not divert my files.	4.07	Agree

The data shows that respondents agree that the website provides a secure environment for online transactions and data privacy, as indicated by consistently high mean scores across all items (ranging from 4.02 to 4.24). Factors how trust, satisfaction, convenience, and value influence online repurchase intentions across product categories, Farooq, U. (2025). Automated payment technology is the main key to achieve online shopping and actual-time payment (Qin Z., 2025).

The highest-rated item (4.24) reflects strong confidence in the safe handling of personal data, followed closely by protection of payment information (4.20 and 4.16). Users also agree that the site provides clear safety information and that transactions are protected from unauthorized access or hacking. Mutuality between e-service quality (e-SQ), product quality (PQ) in influencing buyer approval and fidelity in the interior online delivery services landscape. Hoyos Vallejo, C. A., & Chinelato, F. B. (2025).

While all scores fall within the "Agree" range, slightly lower ratings for data protection from third parties and hackers (e.g., 4.02, 4.05, 4.07) suggest minor concerns or room for enhancement in perceived cybersecurity measures.

Overall, the findings indicate that the website is trusted by users for its data and transaction security, reinforcing a sense of confidence and safety in online purchasing activities.

Table 4.5

ITEMS	Mean	Standard Deviation	Description
Online Shopping Traits	4.10	0.51	Agree
Product Variety	4.10	0.52	Agree
Product Delivery	4.14	0.48	Agree
Information Quality	4.11	0.57	Agree
Apparent Protection	4.11	0.60	Agree
Grand Mean	**4.11**	**0.49**	**Agree**

The overall results reveal that respondents agree on the positive performance of various aspects of the online shopping experience, with a Grand Mean of 4.11 and a relatively low standard deviation of 0.49, indicating consistency in responses.

Among the measured dimensions, Product Delivery received the highest mean (4.14), suggesting that efficient and reliable delivery is a standout strength of the platform. Both Product Variety and Online Shopping Traits follow closely (4.10), highlighting customer satisfaction with the range of products and general platform features. Information Quality and Apparent Protection also scored positively (4.11), reflecting user trust in the clarity, relevance, and security of the shopping experience. Honnakatti, D. V. (2025) stated that the utmost concern of the clientele is around the security of the payment system, and their complete virtual spending satisfaction varies. The low standard deviations across all areas suggest that users share similar perceptions, with minimal variation in satisfaction levels.

Overall, the data indicates that the platform delivers a well-rounded and trustworthy e-commerce experience, especially in areas of product delivery, variety, and information reliability.

CONCLUSION

The findings of this study provide a comprehensive overview of the online shopping behaviors and preferences of consumers in Cauayan City, Isabela. The data indicate that platforms such as Shopee and TikTok dominate the local e-commerce landscape, reflecting a strong inclination towards mobile-friendly, accessible, and socially integrated shopping experiences. This preference is likely driven by the convenience, affordability, and promotional strategies associated with these platforms.

Consumers primarily engage with online shopping platforms on a daily or weekly basis, revealing a high frequency of use and a growing reliance on digital commerce for routine purchases. Clothing apparel, school materials, and beauty and personal care items emerged as the most frequently bought products, underscoring the significance of lifestyle and academic needs in shaping consumer choices.
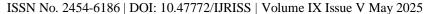
Across all measured dimensions—online shopping traits, product variety, product delivery, information quality, and apparent protection—respondents expressed a consistent level of satisfaction, with mean scores all falling within the "Agree" range. Notably, product delivery received the highest rating, affirming the importance of timely and reliable logistics in sustaining customer satisfaction. Respondents also positively evaluated the variety of products offered, the quality of information provided, and the perceived security of their transactions and personal data.

Overall, the study concludes that the e-commerce experience among consumers in the region is shaped by ease of use, variety, reliability, and security. These dimensions collectively foster trust, enhance consumer engagement, and promote loyalty. For online platforms aiming to strengthen their market presence, prioritizing efficient delivery systems, product assortment, user-friendly interfaces, and robust security measures will be essential to meeting consumer expectations and sustaining long-term growth.

RECOMMENDATIONS

Based on the results and conclusions drawn from the study, several strategic actions are proposed to enhance the overall online shopping experience of consumers in Cauayan City, Isabela. The data clearly showed high levels of satisfaction across various dimensions, including product variety, delivery reliability, and data protection. However, areas such as on-time delivery and cybersecurity still present opportunities for improvement. The following recommendations are intended to address these gaps, build on existing strengths, and further align platform services with consumer expectations and behaviors.

1. Although product delivery received the highest mean rating, the score for on-time delivery (3.78) was comparatively lower. E-commerce platforms should invest in optimizing logistics systems and partner with more agile couriers to minimize delays. Implementing real-time tracking and flexible delivery schedules can further enhance customer satisfaction and trust.

2. With clothing, school materials, and beauty products being the most frequently purchased items, platforms should diversify and deepen their inventory in these categories. Collaborating with more local and international brands can offer broader choices and better customization, increasing consumer engagement and repeat purchases.

3. While users generally agree that their data is secure, items related to protection from third-party access and hacking had slightly lower scores. E-commerce providers should bolster their cybersecurity infrastructure, ensure compliance with data privacy standards, and communicate these protections transparently to users to reinforce confidence.

4. Respondents rated the platform positively for information quality, but there's still room for improvement. E-commerce platforms should provide more detailed, accurate, and user-friendly product descriptions, high-quality images, and filterable customer reviews to support better decision-making and enhance the overall shopping experience.

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