

Factors Affecting Purchase Intention for Nipa Products

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Abstract – Various products can be derived from Nipa (*Nypa fruticans*). Its leaves can be used for thatching a house while other parts can be turned into food. The Municipality of Lingayen benefits from the abundance of Nipa. The local Nipa industry in the municipality has provided people with livelihood over the years, however, not much growth has been seen as it has not been developed extensively. The ubiquity of digital selling platforms opens opportunities for local Nipa businesses to expand their markets beyond their physical location. This study aims to help the local Nipa food product sellers by understanding the online purchase intention of Nipa consumers in the province of Pangasinan and determining which factors influence their purchase behavior. Based on the results, it was found that consumers are likely to purchase Nipa food products from online platforms, make a repeat purchase, and recommend to family and friends to purchase online. Further, perceived risk was rated as the most important factor influencing intention to purchase Nipa food products online. Together with Perceived Ease of Use and Product and Company Attributes, these factors were found to influence online purchase intention the most.

Keywords – nipa industry, nipa palm food products, online purchase intention, purchase intention.

INTRODUCTION

Nipa (*Nypa fruticans*) commonly known as nipa palm or mangrove palm is a species of palm native to the coastline and estuarine habitats of the Indian and Pacific Ocean. As the only palm considered to have adapted to the mangrove biome, it is one of the valued resources in coastal areas of the Indian and Pacific Oceans. [1],[2] In Contrast to usual palms like coconut (*Cocos nucifera*) and oil palm (*Elaeis guineensis*), it thrives in river estuaries and brackish water environments in which salt and fresh water mingle. [3]

The plant is of tremendous benefit to the community in terms of sustainability and has several economic uses. [2], [4] it provides sources to produce food (molasses, granulated sugar, syrup, and vinegar from sap) and raw materials (roofing material and cigarette paper from leaves and stems), which can generate income for community members. [2],[5] The various parts of the nipa are used in multiple ways. The stalk produces a sweet-tasting sap that is used as a source of molasses, sugar, vinegar, and alcohol. Shoots are used as vermicide. Various parts are used for traditional medicinal remedies for toothache and pain management. Its dried leaves, stem, and fruit residues are used as fuel. The leaves can be used as thatching material for cottages and buildings. [2], [4], [6]

The sap can be turned into high-quality vinegar that is sometimes used in traditional medicine as

treatment. [7], [8] It is also a potential feedstock for bioethanol production and provide income and job opportunity among coastal households. [9] – [11] Given the numerous economic benefits, it is advisable that the two can be scaled up for production in communities relying on nipa for livelihood. As a major component of mangrove forests, the nipa plant contributes to mitigating the effects of climate change.[1] The leaves used for the roof are categorized as an environmentally friendly roofing material. Used for thatch, shingles, and bowls, the nipa leaves can be a sensible source of community income.[2], [12], [13]

In the Philippines, nipa is widely used across the whole archipelago. In Aklan, leaves are used for thatching and baskets and for processed food products. Shingle production is also observed on Panay Island. Certain barangays in Lingayen have a continuing backyard nipa industry producing various materials from its parts used in making brooms, fuel, and processed food products. Due to the small-scale production, most of the products are passable in quality. The lack of infusion of technology into the production process and an evolving marketplace has placed the local nipa industry in decline. [6], [14], [15] In order to revive and sustain the local nipa industry, the investment must be poured into the following: nipa sap/juice production and nipa-based food products; nipa syrup and sugar production; vinegar and wine production; traditional nipa thatching with



ecotourism; and traditional nipa thatching with historical-cultural tourism; and biofuel. [15]

In order to help grow the stagnant Nipa industry in the Municipality of Lingayen, the researchers observed the potential for growth in the industry by tapping digital platforms as new channels for local producers and small-scale manufacturers to sell their Nipa food products. Hence, this study will focus on understanding the online purchase behavior of consumers within the province. Purchase intention also called customer or buyer' intent, is a measure of each shopper's propensity to buy a product or service. It is the sum of cognitive, affective, and behavioral towards the adoption, purchase, and use of the product, services, ideas, or certain behaviors. [16] Purchase intentions can be used to test the implementation of a new distribution channel to help managers determine whether the concept deserves further development and decide which geographic markets and consumer segments to target through the channels. [17] Their importance lies in the fact that intentions are considered the key predictor of actual behavior; [18] Therefore, the study of purchase intention is of the utmost importance for the success of any online retailer. Online purchase intention can be defined as the degree to which a consumer is willing to buy a product through an online store. The lack of intention to buy online is one of the first obstacles to the development of e-commerce. [19] Mechanisms that affect consumer purchase intent and behavior significantly differ between physical and digital selling channels. Thus, it is important to learn how nipa product buyers would behave by studying their intention to purchase nipa products through online channels and identify which factors are most likely to have an influence on their decision to purchase products online.

OBJECTIVES OF THE STUDY

Results of the extant literature review showed that there are already several published articles studying the online purchase intention for several food products. Studies on nipa products are mostly focused on exploratory studies, improvement of existing technology for production, environmental studies, and few ethnographic studies. The review established gaps in existing research on nipa products, particularly on market research and business development. This study will bridge this gap by identifying patterns/factors in the data that will provide valuable insights into consumers' intention of purchasing nipa palm food products through

online selling platforms. The study will benefit local producers in the Municipality of Lingayen to ascertain which consumer segments are the best target and select the best online platform for selling Nipa palm food products.

Research Questions

We have identified the following research questions based on the research problem.

RQ1: What is the demographic and behavioral profile of the respondents?

RQ2: What is the likelihood that consumers will purchase Nipa food products online?

RQ3: What is the extent of influence of the factors that affect consumers' intention to purchase Nipa food products online?

Research Objective

Main Objective

The main objective is to determine common demographic and behavioral characteristics and identify which factors were perceived to have the most influence on consumers' intention to purchase nipa food products online.

Specific Objectives

RO1: Present the demographic and behavioral profile of the respondents

RO2: Describe the level of likelihood of consumers' intention to purchase nipa palm food products online

RO3: Determine the extent of influence on consumers of the factors that affect consumers' intention to purchase nipa palm food products online

MATERIALS AND METHODS

Scope of the Study

The study's scope includes consumers within the province of Pangasinan who has potentially bought/consumed Nipa palm food products within the past year.

Data Collection

This study employed a descriptive research design. The respondents of the study are three hundred thirty-five (335) consumers within the province of Pangasinan. Convenience sampling was used for the

selection of respondents in the study. The researchers used a survey questionnaire for gathering data from the respondents. The questionnaire has been derived and sampled from the instrument formulated by Leelayouthayotin (2004) in understanding the factors influencing online purchase intention of health foods. [20] The construct validity and reliability of the questionnaire have already been established in the study, hence, the questions in the instrument are appropriate for sampling to satisfy the purpose of this research. The questions were modified and contextualized to fit the target respondents for they to provide appropriate responses relating to their online purchase intention and identify factors that drive them to make an online purchase of Nipa food products. The completed questionnaire was encoded in Google Forms, then distributed to various online messaging channels such as Facebook Messenger. Upon completion of data gathering, the collected responses were extracted from Google Forms and imported into an Excel worksheet for cleaning.

Data Analysis

In gauging the purchase intention of the consumers, a Likert-scale rating was used to determine their purchase intention. Similarly, a Likert-scale rating was also used to determine the extent to which the factors influence the online purchase intention of the respondents. Erroneous and incomplete data entries invalidated some responses and were removed from the final sample. The cleaned data was encoded and imported into IBM SPSS for analysis. Multiple response questions were cleaned and analyzed in Microsoft Excel. Frequency, average weighted mean (AWM), and ranks were employed in the analysis of data.

RESULTS AND DISCUSSION

This section presents and discusses the results of the analysis conducted on the data collected from the respondents. Table 1a presents the demographic profile of the respondents which includes the variables of gender, age, civil status, educational attainment, and employment status. Most of the respondents are Female with 217 or 64.78% and some identified themselves as belonging to a different gender other than Male or Female with 17 or 5.07%. The mean age for the respondents is 20.21 years and 228 or 68.06% are aged below the mean which means that most respondents are young and most likely students. 330 or 98.51% of the

respondents identified themselves to be Single with only 5 or 1.49% identifying themselves as Married. In terms of educational attainment, the respondents are mostly already at the College Level either currently studying as an undergraduate in college, graduated college, or taking up postgraduate studies with 224 or 66.87%. There are 3 or 0.90% who declared to have only reached Elementary Level. In terms of employment, a great majority of the respondents are currently Unemployed with 283 or 83.88%. This can be attributed to the relatively young respondents who are still studying.

Table 1a. Demographic Profile of the Respondents

Variable	Category	Frequency	%
Gender	Male	101	30.15%
	Female	217	64.78%
	Others	17	5.07%
Age	Below Mean	228	68.06%
	Above Mean	107	31.94%
Civil Status	Single	330	98.51%
	Married	5	1.49%
Educational Attainment	Elementary Level	3	0.90%
	High School Level	108	32.24%
	College Level	224	66.87%
Employment Status	Employed	54	16.12%
	Unemployed	281	83.88%

Table 1b presents the profile of consumers of nipa food products. Consumption considers the 12-month period prior to the respondents' accomplishment of the questionnaire. The consumers have been divided into four groups based on their Nipa food product consumption, online purchase experience, and online experience in purchasing Nipa food products. Group A are those who have consumed Nipa food products within the past 12 months, have purchased a product/service online, and experienced buying Nipa food products on online selling platforms. Group B are those who have consumed Nipa food products within the past 12 months, have purchased a product/service online, but have not tried buying Nipa food products on online selling platforms. Group C are those who consumed Nipa food products within the past 12 months but had not experienced purchasing any product/service online. Group D are those who have not consumed Nipa food products within the past 12 months. Group D does not attribute non-consumption to any reason like food preference, income level, etc. The largest consumer group is Group B with 129 or 38.51% of the consumers while the smallest group is Group A with 33 or 9.85%

which means that while most were able to consume a particular Nipa food product in the past 12 months, most of the consumers have not tried purchasing the product that they consumed from digital platforms. Most Nipa food products are household staples and are usually included in the grocery list. The small number of consumers who have bought Nipa food products online can mean that online grocery shopping has not yet caught on in the country. Those who have consumed Nipa food products were asked how many times they have bought Nipa food products in the past year. It shows that a sizable majority of the Nipa food product consumers, 141 or 60.52% have consumed 1-3 times in the past 12 months while 7-9 times and 10+ times got the smallest share with 14 each or 6.01%. Consumers with high consumption frequency may mean that they belong to low-income households who can only purchase retail packages of Nipa food products that are within their budget typically sold in sari-sari stores like vinegar. On the other hand, low consumption frequency could mean that most consumers purchase their Nipa food items from bigger grocery stores sold in larger packaging like bottles and cans. The Nipa food product that is consumed the most is nipa vinegar with 164 or 70.39% while molasses is consumed the least with 5 or 2.15%. Vinegar is a kitchen staple; hence, most consumers have likely consumed it within the past 12 months. On the other hand, molasses from Nipa is not a popular food item as the sugarcane derivative is still the preferred choice among consumers.

Table 1c presents the profile of online purchase behavior of Nipa food product consumers who have made an online purchase in the past 12-month period. This does not consider Group D who is not asked about their online behavior after identifying themselves as not having consumed any Nipa food product within the past 12 months. There are a total of 162 respondents who have experienced purchasing a product/service online which includes Consumer Groups A and B. A little over a quarter of them 47 or 29.01% are frequent online shoppers who have bought something online more than 10 times. The online platform used by most of the consumers with experience in online shopping is Shopee with 132 or 81.48%, followed by Lazada with 41.98% or half of that of Shopee users. This result upholds the dominance of Shopee among online shopping platforms with a market share of 5-10%. [21][22][23].

Table 1b. Nipa Food Products Consumption Profile

Variable	Category	Frequency	%
Consumer Group	Group A	33	9.85%
	Group B	129	38.51%
	Group C	71	21.19%
	Group D	102	30.45%
Consumption Frequency	1-3 times	141	60.52%
	4-6 times	64	27.47%
	7-9 times	14	6.01%
	10+ times	14	6.01%
Nipa Food Product Consumed	Nipa vinegar	164	70.39%
	Sweetened nipa fruit (kaong)	103	44.21%
	Nipa palm syrup (latik)	42	18.03%
	Nipa palm sugar (panutsa)	25	10.73%
	Nipa wine	19	8.15%
	Molasses	5	2.15%

Table 1c. Online Purchase Behavior Profile

Variable	Category	Frequency	%
Online Purchase Frequency	1-2 times	43	26.54%
	3-5 times	46	28.40%
	6-10 times	26	16.05%
	More than 10 times	47	29.01%
Online Platform Used	Shopee	132	81.48%
	Lazada	68	41.98%
	Social Media	40	24.69%
	Company/Product Website	28	17.28%
	Amazon	2	1.23%

Table 2 presents the purchase intention of the respondents towards Nipa food products. There were three scales of purchase intention used in this study. The first item identifies the purchase intention manifested in the likelihood of purchasing Nipa food products online within the next 12 months. The second item identifies the purchase intention manifested in the consumer's intention to buy Nipa foods online after their first purchase within the next 12 months. The third item identifies the purchase intention in the consumer's willingness to recommend to their family and friends to purchase Nipa food products online. The first and third scale was available to all 335 respondents, while the second scale only considers the 161 respondents who are Likely and Very Likely to buy Nipa food products online within the next 12 months. Based on the results, purchase intention in terms of the consumer's intent to buy Nipa food products within the next 12 months yielded an

AWM of 3.46 which indicates Likely. The second scale which included those who are likely to purchase Nipa food products online yielded an AWM of 3.88 which indicates Likely. The third scale which measures purchase intention in terms of the consumer's willingness to recommend the online purchase of Nipa food products yielded an AWM of 3.63 which indicates Likely. The first scale was rated the lowest, while the second scale was rated the highest. This implies that while most consumers have more tendency to advise their friends and family to purchase online, they are less likely to make the purchase themselves. This can be explained by the fact that most of the consumers are young and may not have the purchasing power to avail of Nipa food products online. Also, they are more used to making purchases in physical locations like the public market or grocery. Also, those who have indicated their likelihood of making an online purchase are also very keen on making their online purchase a habit. [24][20].

Table 2. Purchase Intention of the Nipa Food Product Consumers

Purchase Intention	n	AWM	Descriptive Equivalent
Online Purchase Intention	335	3.46	Likely
Repeat Online Purchase	160	3.88	Likely
Recommended Online Purchase	335	3.63	Likely

LEGEND: 4.21-5.00 - Very Likely (VL); 3.41-4.20 - Likely (L); 2.61-3.40 - Not Sure (NS); 1.81-2.60 - Unlikely (U); 1.00-1.80 - Very Unlikely (VU)

Table 3a. Extent of Influence of Product and Company Attributes (n=335)

Factor	AWM	Descriptive Equivalent	Rank
The company has a permanent, physical address listed.	4.31	VLE	3
The company is well known to the public	4.28	VLE	6
The company is well known to me	4.14	LE	8
Having been operating good business for a long time	4.31	VLE	4
Recommended by a friend or relative	4.08	LE	9
The brand name is popular	4.08	LE	10
The brand name is trusted	4.40	VLE	1
The brand name I have previously used	4.19	LE	7
Offering good value for my money	4.32	VLE	2
Sufficient information available on the Internet for me to judge the product quality	4.30	VLE	5
Product endorsed by well-known people	3.96	LE	11
Product and Company Attribute AWM	4.22	VLE	

LEGEND: 4.21-5.00 - Very Large Extent (VLE); 3.41-4.20 - Large Extent (LE); 2.61-3.40 - Moderate Extent (ME); 1.81-2.60 - Small Extent (SE); 1.00-1.80 - Very Small Extent (VSE)

Table 3a presents the results of the extent of influence of Product and Company Attributes on the

online purchase intention of respondents. Product and company attributes include different product characteristics and company reputation and brand trust. [24][20] Consumers generally reach a buying decision quicker when they have enough product and company information, especially among repeat purchasers.[25] Factors under Product and Company Attribute collectively garnered an AWM of 4.22 which indicates a Very Large Extent in terms of its influence on the intention of the consumer to purchase Nipa food products online. This lands Product and Company Attributes in the middle of the pack among factor groups. Five of the items were rated to a Very Large Extent, while the remaining were rated Large Extent. The items “The brand name is trusted” and “Offering good value for money” were deemed to have the most influence among Product and Company Attributes yielding the highest AWMs with 4.40 and 4.32 respectively which indicates a Very Large Extent. On the other hand, the items “Product endorsed by well-known people” and “The brand name is popular” was deemed to have the least influence yielding the lowest AWMs with 3.96 and 4.08 respectively which indicates a Large Extent.

Table 3b. Extent of Influence of Perceived Risks (n=335)

Factor	AWM	Descriptive Equivalent	Rank
The company charged the right amount of money	4.30	VLE	5
It would not put my privacy at risk.	4.31	VLE	4
There was no danger from the home delivery	4.40	VLE	2
The company offered a money back guarantee.	4.26	VLE	6
Product quality is assured upon arrival	4.41	VLE	1
The company accepted goods returned when not satisfied	4.33	VLE	3
Perceived Risks AWM	4.33	VLE	

LEGEND: 4.21-5.00 - Very Large Extent (VLE); 3.41-4.20 - Large Extent (LE); 2.61-3.40 - Moderate Extent (ME); 1.81-2.60 - Small Extent (SE); 1.00-1.80 - Very Small Extent (VSE)

Table 3b presents the results of the extent of influence of Perceived Risks on the online purchase intention of the respondents. Perceived risks can be defined as the amount of risk perceived by the consumer is a function of two main factors, namely, the amount at stake in the purchase decision, and the individual's feeling of subjective certainty that he/she will “win” or “lose” all or some of the amounts at stake.[26][27] Consumers' perceived risks will influence consumer attitudes toward online shopping and purchase

behaviors. [28] Generally, there are many types of perceived risk experienced by consumers in online shopping and online shoppers reported different types of fear when they do online shopping. These perceived risks include financial risk, product risk, security risk, time risk, personal risk, and psychological risk. [20][29] All of the items under Perceived Risks clinched an AWM above 4.20 which indicates a Very Large Extent of influence among consumers in their online purchase intention of Nipa food products. Perceived Risks also ranked first among all factor groups with an AWM of 4.33 which indicates that it has the most influence in shaping the purchase intention of consumers when it comes to Nipa products. The item “Product quality is assured upon arrival” got the highest rating with an AWM of 4.41, while “The company offered a money back guarantee” was rated lowest with an AWM of 4.26. Consumers are most concerned with their personal safety and product quality. Online delivery puts consumers at risk as it makes them vulnerable to untoward incidents. Hence, a platform with a trusted courier service will be the best option for them. The reputation of the online platform becomes a major factor in diminishing risks felt by the consumer emanating from the delivery of purchased goods from online platforms. In online selling, the quality of the product is a critical concern. Since virtual shops do not have the convenience of physical shops in inspecting the product, product quality becomes the most important consideration in building online purchase intention for Nipa food products.

Table 3c presents the results of the extent of influence of Perceived Ease of Use on the online purchase intention of consumers. Perceived ease of use refers to the degree to which the prospective user expects the target system to be free of effort. [30][31] If the hassle proves to outweigh the benefit of purchasing through online platforms, then potential online shoppers would prefer to purchase through conventional channels.[27] [32] Thus, perceived ease of use is associated with the user-friendliness of the platform and the availability of features that make it convenient for the user to purchase through the online shopping platform. [20] Twelve items relating to Perceived Ease of Use yielded AWMs above 4.20 which indicates a Very Large Extent of influence on consumers’ intent to make a purchase of Nipa food products online. Perceived Ease of Use factors ranked second highest among all factor groups with an AWM of 4.27. On the other hand, two items namely “I could choose other payment systems”, and “It was easy to purchase through the internet/mobile application/social media” were rated lowest with AWMs of 4.08 and 4.19 respectively indicating Large Extent. The items “I could choose to pay cash upon delivery” and “There were clear pictures showing the products” were rated the highest with AWMs of 4.39 and 4.38 respectively. This supports the popularity of cash on delivery as a mode of payment among Filipino consumers. This is also reflected in the influence of the availability of other payment solutions rated lowest among the items. Ease of purchase does not matter much among the consumers which indicates that they are keen to purchase Nipa food products regardless of the ease of navigating the platform when making a purchase. [33]

Table 3c. Extent of Influence of Perceived Ease of Use (n=335)

Factor	AWM	Descriptive Equivalent	Rank
I could choose to pay cash upon delivery.	4.39	VLE	1
I could choose other payment systems	4.08	LE	13
It was easy to purchase through the internet/mobile application/social media	4.19	LE	12
The product information was easy to understand.	4.35	VLE	4
The buying process on the Internet/mobile application/social media was simple.	4.25	VLE	8
The product as it appears on the digital platform was interesting	4.21	VLE	11
There were clear pictures showing the products	4.38	VLE	2
There was enough product details.	4.36	VLE	3
I could receive the product quickly after the order	4.22	VLE	10
I did not feel frustrated about the buying process.	4.23	VLE	9
The buying process was fast	4.26	VLE	7
It told me the specific delivery date.	4.31	VLE	5
I did not have to waste time	4.30	VLE	6
Perceived Ease of Use AWM	4.27	VLE	

LEGEND: 4.21-5.00 - Very Large Extent (VLE); 3.41-4.20 - Large Extent (LE); 2.61-3.40 - Moderate Extent (ME); 1.81-2.60 - Small Extent (SE); 1.00-1.80 - Very Small Extent (VSE)

Table 3d. Extent of Influence of Perceived Usefulness (n=335)

Factor	AWM	Descriptive Equivalent	Rank
It was fun to buy online	4.05	LE	16
It was entertaining to buy online	4.06	LE	14
I enjoyed the interaction online	4.05	LE	15
The buying process was exciting	4.09	LE	13
The company provided rich information online	4.30	VLE	3
It was convenient	4.32	VLE	2
It was flexible	4.27	VLE	5
There was no time constraint	4.24	VLE	6
It could save time	4.30	VLE	4
It was useful	4.33	VLE	1
I can easily find nipa foods that I want	4.23	VLE	8
Vast selection of nipa foods available	4.23	VLE	7
Price is cheaper than buying offline	4.16	LE	10
More discounts online	4.20	LE	9
I got premiums from buying online	4.10	LE	12
Free samples were given online	4.11	LE	11
Perceived Usefulness AWM	4.19	LE	

LEGEND: 4.21-5.00 - Very Large Extent (VLE); 3.41-4.20 - Large Extent (LE); 2.61-3.40 - Moderate Extent (ME); 1.81-2.60 - Small Extent (SE); 1.00-1.80 - Very Small Extent (VSE)

Table 3d presents the results of the extent of influence of Perceived Usefulness on the online purchase intention of consumers. Perceived usefulness is the degree to which a person believes that using an Internet system will enhance his/her purchasing performance. [20] Finding bargain prices in addition to the low cost of searching online can contribute to the notion of perceived usefulness. The advantages of purchasing from a virtual store compared to purchasing from a traditional store can also contribute to perceived usefulness.[31] The effortless comparison of one virtual store to another virtual store is also another factor supporting the perceived usefulness.[34] Perceived usefulness was rated 4.19 which indicates a Large Extent of influence on consumers' intention to purchase Nipa products online. It ranked behind Product and Company Characteristics and lower than Perceived Ease of Use. Normally, Perceived usefulness is rated more important than perceived ease of use in literature. Half of the items incurred AWMs above 4.20 falling under Very Large Extent, and the other half all incurred AWMs that fall under Large Extent. The items "It was useful" and "It was convenient" were rated highest with AWMs of 4.33 and 4.32 respectively, while the items "I enjoyed the interaction online" and "It was fun to buy online" yielded the lowest AWMs with 4.05.

item or service, a company, or part of its company, which causes a response. This experience is stringently personal and indicates consumer engagement at different amounts (rational, emotional, sensorial, physical, and spiritual). [35] Customer experience was rated the lowest among all factor groups with an AWM of 3.99 indicating a Large Extent. This implies that customer experience is judged by consumers to have the least impact on their decision to purchase Nipa food products online. All the items under Customer Experience posted AWMs that are classified as Large Extent. The item "I am good at searching for information online" ranked first with an AWM of 4.10 while "I am trendy" incurred the lowest rating of 3.88. Consumers do not necessarily follow trends when it comes to making online purchase decisions on Nipa food products. They put more value on their ability to search for information that will be helpful to them while shopping online. This skill will also help them navigate platforms when searching for Nipa food products.

CONCLUSIONS AND RECOMMENDATIONS

The research has shown that the findings were able to determine the likelihood of consumers purchasing Nipa food products online and uncovers which factors influence the purchase intent of consumers towards Nipa food products. The results demonstrated that consumers are likely to purchase Nipa food products from online platforms, make a repeat purchase, and recommend to family and friends to purchase online. This indicates that consumers are generally enthusiastic to purchase Nipa food products if they are available on online shopping platforms. Perceived risk was rated as the most important factor influencing the intention to purchase Nipa food products online. Perceived ease of use was ranked as the second most important factor followed by Product and Company Attributes and Perceived Usefulness. Customer Experience was rated as the least important factor in shaping their decision to purchase Nipa food products online. This indicates that consumers give precedence to the perceived safety and trust that online platforms provide to protect them from untoward occurrences that put them in an ugly situation. They also hold regarding the convenience that online shopping provides to them. Local sellers of nipa food products can generally benefit from the increasing acceptability of online grocery shopping among the general population and their intention to use online platforms to perform said task.

Table 3e. Extent of Influence of Customer Experience (n=335)

Factor	AWM	Descriptive Equivalent	Rank
I am trendy	3.88	LE	5
I like to try new things	4.09	LE	2
I am always online	3.90	LE	4
I am skillful in online platforms and a tech savvy	3.95	LE	3
I am good at searching for information online	4.10	LE	1
Customer Experience AWM	3.99	LE	

LEGEND: 4.21-5.00 - Very Large Extent (VLE); 3.41-4.20 - Large Extent (LE); 2.61-3.40 - Moderate Extent (ME); 1.81-2.60 - Small Extent (SE); 1.00-1.80 - Very Small Extent (VSE)

Table 3e presents the results of the extent of the influence of Customer Experience on the online purchase intention of consumers. According to Nasermoadeli, Ling, and Magnati (2013), customer experience comes from a set of relationships between a customer and an

Local sellers of Nipa food products must work on improving their branding and product packaging prior to launching them on digital selling channels. Adequate attention must be given to the selection of online platforms evaluating based on their reputation, acceptability, and their effectiveness in making shopping effortless compared to the hassle usually experienced in traditional channels.

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