**ADD TO CART: Online Shopping Behavior Among Teens**

Keanu Simeon Gongora1, Clarence Angelo Mariano1, Princess Fatima Lucman1, Shaynne Nacionales1, Ciara Felice Raquepo1, Kylee Tarubal1, Hilmer Fernandez2

1Researchers, 2Research Adviser

kylee.tarubal@lorma.edu

**Abstract:** E-commerce is starting to occupy the world and teenagers are utilizing it. The online purchasing behavior of teens is affected by factors that influence and motivate them to buy online. Online shopping also has issues and hindrances and these instances became the bottom line of this research which aims to study the online shopping behavior among teens. This research study is Qualitative and utilizes descriptive research design. The researchers used online semi-structured interview and questionnaires as the data gathering tools for the students of Lorma Colleges. Using thematization in analyzing, the majority of respondents are influenced by their peers and online advertisements. Teenagers have encountered problems, including receiving broken or incorrect products. Respondents have also expressed their suggestions on how to resolve these problems. That sellers must understand their responsibilities and double-check the products they are packaging. The most popular barriers are the product's price, delivery fees, and lack of money. Lastly, teenagers are being motivated to shop if the product has great quality and positive reviews. The researchers concluded that these factors play an important role in the consumer behavior of teens. The researchers will recommend and help both teenagers and online sellers through a social media page. In which, the researchers will share information and advice through infographics. Teens would most likely enjoy their shopping experience if online retailers boost their performance. The researchers would also like to encourage future researchers to conduct a deeper analysis on this topic to broaden the understanding of teens' online shopping behavior.

**Key Words:** Online Shopping ; Consumer Behavior; Teenagers; Online Sellers; Factors