



Research Article

An Overview of Online Shopping Scams Encountered by Grade 12 Senior High School Students at Espiritu Santo Parochial School of Manila, Inc.

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Abstract

This study intends to identify the various online shopping scams encountered by Grade 12 students at Espiritu Santo Parochial School. Its purpose is to identify the elements contributing to the growth of online shopping scams. Further, this study also aspires to increase public awareness of online shopping scams by providing efficient resolutions to stop emerging scams. For this study, the researchers used a quantitative, non-experimental research design. They chose descriptive design as the form of qualitative and non-experimental research methodology, ensuring that it would work best for this investigation. To administer a survey to the Grade 12 students at Espiritu Santo Parochial School, the researchers provided a Google Form survey questionnaire for the respondents to answer. The results indicated that most students frequently experience online shopping scams, which include obtaining incorrect and defective products and losing contact with the seller or business. It also demonstrated that the following unobserved variables contributed to students' scam encounters: the accuracy of information about the seller, shops, the goods, and customer reviews. The results also stated that the student-buyers learned from their previous scam experiences. The students' resolutions in these encounters are to confirm the legitimacy of the shops, sellers, and products before completing a transaction and to check product ratings and reviews. There are implications for exercising prudence when making an online purchase. To avoid scams in online transactions, these students must first verify the integrity and legitimacy of the shop, seller, and product.

Keywords

information legitimacy, online purchase, online shopping, scams, student buyers

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INTRODUCTION

Background of the Study

The development of social media and electronic commerce platforms, or E-Commerce platforms, created an opportunity for business owners and customers to participate in online transactions, even in the comfort of their homes. As E-Commerce platforms develop in due course and more people engage in online shopping, it is inescapable for consumers to encounter online shopping scams. From false advertisements to feigning to be legitimate sellers, online scammers use E-Commerce platforms to mislead buyers into purchasing. These encounters result in buyers having challenges avoiding online shopping scams. According to Alsaleh (2017), in most fraudulent schemes, scammers blend with other legitimate sellers to mislead potential buyers into buying their non-existent products. These scammers aim to earn money without sending the product to the customer. The study proves that these scams are unpredictable and can happen to any customer. With this, the study aims to unravel the factors involved in the surfacing of online shopping scams. Also, this study seeks to raise awareness regarding online shopping scams by recommending helpful solutions to prevent further scams.

Apart from the details mentioned earlier, the researchers also observed that as E-Commerce platforms became more well-known to the general public, many people began to encounter specific and odd circumstances, particularly during engagements concerning online purchasing on E-Commerce platforms. Those from Generation Z (people born between the late 1990s and the early 2010s) have been shown to be more prone to online scams, according to a study by Honan (2021). With that in mind, the students leading this study chose Grade 12 students as their respondents in order to obtain more precise and concise results. After all, scams involving online purchasing can take many different forms, such as fake websites, emails, fraudulent advertisements, and fake sellers.

Thus, it has now become common for many people to fall for these online scams. According to a study by Mokhsin et al. (2018), some scammers would set up a phony business that almost looked legitimate and a false account with a fake name to entice customers to make purchases from them. However, no goods or services will be given after money has been received. Some fraudulent vendors may trick customers into paying money for goods, but when they receive them, they are either not what was represented or are of lower quality than what was described.

Another thing to note is that it is no secret that Filipinos have the distinction of having one of the highest internet penetrations in the Asia-Pacific region and being the most active on social media, as stated by Lognorio et al.

(2021). So, it is of no surprise to most that Filipinos, albeit late, would also be enamored by the thought of E-commerce or simply buying goods and services online, especially for those born in an era of technology like the "young and mobile" Generation Z. That being said, even with this setup's conveniences, the evident rise of online shopping scams also prospers simultaneously. It leads the researchers to ask the age-old question: How were these scams able to spread as wide and as far up until today? By answering this question and anything that follows, the students will be able to develop a clear understanding of the situation at hand and further contribute to the eradication of online shopping scams in the Philippines.

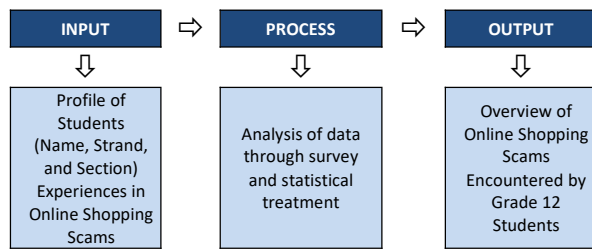
With all that, the primary purpose of this study is to identify the several online shopping scams Espiritu Santo Parochial School students in Grade 12 encountered. Additionally, the researchers hope to raise consumer awareness of the need to take precautions when using online shopping platforms in order to prevent online shopping scams. According to research by Mokshin et al. (2018), the social media environment has effectively developed into a great platform for business promotion thanks to its features and navigation, which allow online shops to communicate with their customers directly. Unfortunately, achievements come with challenges as well. Online shopping scams may threaten consumers. This study will help evaluate the prevalence of internet fraud and how to avoid it. At the end of the research, various strategies for preventing further online shopping scams will be suggested to strengthen consumer awareness.

Theoretical and Conceptual Framework

The theory that the researchers will use to prove the effectiveness of the study is the Experiential Learning Theory in 1984, proposed and created by David A. Kolb (Cherry, 2019). This theory emphasizes how encounters and past experiences influence people's mindsets when devising new ideas. According to Kolb, their concrete experiences and encounters provide necessary information that helps people gain new knowledge regarding a specific concept. With the information learned from these experiences, one can create or develop new findings or theories that benefit the masses.

The theory emphasizes how past experiences, good or bad, help create a new room for knowledge and ideas. The objectives of this study and the concept focused on by the theory are related. In this study, the researchers aim to recommend helpful solutions by learning from the respondents encounters with online shopping scams. In this study, the theory is applied when the researchers gather data from the respondents regarding their experiences with online shopping scams. As the researchers analyze and learn from these experiences, they may be able to formulate recommendations on how to prevent further dilemmas in the future.

Figure 1
Conceptual Framework of the Study



The researchers chose the Input-Process-Output model, or IPO model, to present the conceptual framework of the study. The inputs for the model chosen for this study specifically contain information about the students' backgrounds, specifically the name, strand, section, and their experiences with online purchasing scams. These primary characteristics were chosen because they aid in evaluating and interpreting the data on the encounters of Grade 12 students with online shopping scams.

The process will involve statistical processing and data analysis. The researchers will create a survey questionnaire to be distributed to Grade 12 students currently enrolled at Espiritu Santo Parochial School of Manila, Inc. through Google Forms.

Lastly, the output will be the cumulative number of online shopping scams encountered by Grade 12 students. In order to provide precautions and raise awareness about the prevalence of online shopping scams, this framework would enable the researchers to identify the various online shopping scams that Grade 12 students encountered.

Statement of the Problem

As E-Commerce platforms develop in due course and more people engage in online shopping, it is unavoidable for buyers to encounter online shopping scams. From false advertisements to feigning to be legitimate sellers, online scammers use E-Commerce platforms to mislead buyers into purchasing. These encounters result in buyers having challenges avoiding online shopping scams.

As the research progresses, this study aims to unravel the factors involved in the surfacing of online shopping scams. Another objective of this study is to raise awareness regarding online shopping scams by recommending helpful solutions to prevent further scams. Furthermore, this study aims to answer the following questions:

1. What kinds of online scams do buyers usually encounter?
2. What are the unnoticed factors that lead to buyers getting scammed?
3. What are their realizations from their online shopping scam experiences?

METHODS

Research Design

The researchers used a quantitative research design to collect data from the respondents through a survey questionnaire. The researchers aim to analyze the experiences of Grade 12 students dealing with online shopping scams. The data-gathering procedure will not require any laboratory work or experiments, making it fall under the non-experimental category. With this, the researchers will utilize a descriptive research design to discover and provide a thorough depiction of the online shopping scam encounters of the Grade 12 students at Espiritu Santo Parochial School.

Sample and Sampling Technique

The study's respondents are students from the Grade 12 level, studying at Espiritu Santo Parochial School in S.Y. 2022–2023. The Grade 12 level is divided into three (3) strands: ABM, STEM, and HUMSS. With this, the researchers decided to use stratified random sampling to determine how many students from each strand should answer the questionnaire. The researchers need sixty (60) respondents, twenty (20) students from each strand, to participate in answering the provided questionnaire. The respondents will be chosen randomly, and neither requirements nor qualifications are needed to participate in the study.

Research Instrument

In this research, a survey questionnaire will be used to collect the necessary data to fulfill the study's objectives. One questionnaire will be made for all strands of the Grade 12 level. The researchers were convinced that this instrument is the most appropriate for gathering data from the respondents since most questions will be presented in multiple-choice format. The survey questionnaire will help gather the needed data for the study to identify the online shopping scam experiences of the respective respondents. A few open-ended questions will also be added to the questionnaire for the researchers to be well-informed regarding each encounter. The problem the Grade 12 students encountered regarding online shopping scams will be addressed, and the study's objectives will be fulfilled.

Data Gathering Procedure

To start the data collection, the researchers must ensure the survey questionnaire is carefully revised, evaluated, and validated by research experts (Practical Research teachers) to ensure it is valid for distribution. The questionnaire will be made through Google Forms to conduct a paperless distribution of questionnaires. These forms will be delivered via an online communications platform (Messenger) to Grade 12 students of all strands currently studying at Espiritu Santo Parochial School of Manila, Inc.

The data collection must be accomplished within a given time frame of five (5) days. This data-gathering procedure aims to ensure that there are twenty (20) respondents from each strand for maximum data analysis. The researchers will make sure to follow the procedure above to avoid unnecessary complications in data collection.

Data Analysis

One of the study's objectives is to analyze how each Grade 12 student experiences online shopping scams and recommend helpful solutions to avoid further encounters. The researchers will create summaries to interpret the results gathered through descriptive analysis to accomplish the objective. The researchers believe that these summaries can identify what scams are encountered mainly by the students and how they respond to them, two pieces of information necessary for the researchers to address the problem. The data gathered will be summarized and interpreted through paragraphs to formulate effective solutions to address students' persistent problems with online shopping.

Ethical Considerations

In the process, the researchers will prioritize the respondents' anonymity and confidentiality and the collected data. The data gathered from the respondents will only be used in the study, and the researchers will not disclose any personal information about the respondents to other parties. Moreover, the researchers will provide an informed consent letter to be addressed to students to ensure their safety in participating in the study. The researchers will make sure that the questionnaires delivered are free from insensitivity and harm. The safety of the respondents is the top priority of the researchers in this study.

RESULTS

Online Shopping Scams Encountered By Grade 12 Students

Online Shopping Platforms

Figure 2 shows that 46 of the 62 respondents, or 74.2%, indicated that they preferred Shopee. Meanwhile, 10 students (16.1%) chose Lazada, and 4 (6.5%) preferred Shein. While one (1.6%) student prefers Tiktok Shop, the other prefers both Shopee and Tiktok Shop. Hence, the results indicate that Shopee was the online e-commerce platform that the majority of students favored over all others.

Figure 2
Online Shopping Platforms the Respondents Usually Use

Platforms	Frequency	Percentage
Shopee	46	74.2%
Lazada	10	16.1%
Shein	4	6.5%
Tiktok Shop	1	1.6%
Both Tiktok Shop and Shopee	1	1.6%

Figure 3 indicated that out of 62 respondents, 32 students, or 51.6% of the total, use their preferred online shopping platform only "once a month," compared to 9 students, who account for 14.5% of the total, who use it only "every payday," and 12 students, who account for 19.4% of the total, who use it only "once a week." Also, 2.2% of respondents, or two students, use it "every day." Further, one student, or 1.6% of the respondents, which is seven students in total, stated that they only use it occasionally, "depends whether they need to buy something," "whenever they want," "rarely," "sporadically," "if they need to buy food and supplies for their hamster," "whenever they suddenly want something," and "it depends." With this in mind, the data shows that most students only use their preferred online shopping platform once a month. Nevertheless, the findings indicate that students rarely use online shopping platforms and refrain from shopping online.

Figure 3
Frequency of Usage on Their Preferred Online Shopping Platform

Frequency	Frequency	Percentage
Once a month	32	51.6%
Every pay day	9	14.5%
Once a week	12	19.4%
Everyday	2	3.2%
Depends if I need to buy something	1	1.6%
Whenever I want	1	1.6%
Rarely	1	1.6%
Sporadically	1	1.6%
If I needed to buy supplies and foods for my hamster	1	1.6%
Whenever I suddenly want/need something	1	1.6%
It depends	1	1.6%

Online Shopping Scams

Figure 4 shows that 59 out of 62 students, or 95.2% of the respondents, are familiar with online shopping scams. In comparison, the other three students, representing 4.8% of the respondents, need to familiarize themselves with the indicated situation. With this, the data shows that the Grade 12 students of Espiritu Santo Parochial School are more aware of online shopping scams.

Figure 4
Familiarity with Online Shopping Scams

Indicators	Frequency	Percentage
Yes	59	95.2%
No	3	4.8%

Figure 5 shows that 44 out of 62 students, or 71% of respondents, indicated they were familiar with the type of online shopping scam in which a product is delivered incorrectly or damaged. In comparison, four students, or 21% of respondents, said they were familiar with the type of scam in which the seller makes no contact with the buyer after making a payment. While four students, or 6.5% of respondents, are familiar with the order not being delivered, a type of online shopping scam, one student, or 1.6% of respondents, is familiar with the online shopping account getting hacked, and the other student is familiar with the unauthorized credit or debit card charges type of scam. As a result, the data demonstrate a wide variety of online shopping scams that are observed and that many students are aware of. Many students, however, are more accustomed to receiving an incorrect or damaged product.

Figure 5
Familiarity with the Types of Online Shopping Scams

Types	Frequency	Percentage
Wrong/Damaged Product delivered	44	71%
Order not being delivered	4	6.5%
No contact from the seller after giving the payment	13	21%
Online Shopping Account hacked	1	1.6%
Unauthorized credit/debit card charges	1	1.6%

Figure 6 indicates that the remaining 44 students, or 66.1% of the respondents, did not experience online shopping scams. However, 21 out of 62 students, or 33.9% of the respondents, did experience online shopping scams. As a result, the data demonstrates that while fewer Espiritu Santo Parochial School students in Grade 12 had experienced an online purchasing scam, they were more aware of them.

Figure 6
Number of Respondents Who Encountered Online Shopping Scams on Shopping Platforms

Indicators	Frequency	Percentage
Yes	21	33.9%
No	44	66.1%

In line with Figure 6, the respondents shared their first online shopping scam experiences on various platforms. Most respondents stated that they received defective or damaged products for reasons unknown when they purchased products online. Further, some respondents shared that they received the wrong products, which were remarkably different from what they ordered. Moreover, three respondents experienced a scam wherein they lost contact with the sellers due to account deactivation and inactivity. One of the respondents stated that they participated in PAYO, or Pay-As-You-Order, transactions yet experienced an online scam as the seller deactivated their selling account on an online platform.

On the other hand, a respondent mentioned that they received the wrong product, but it has been resolved with the seller. Another respondent stated that they prefer to buy products physically to avoid online scams. Therefore, this narrative concludes that respondents experience various online shopping scams on different platforms. Based on the analysis above, encounters with defective and damaged products are the most common online shopping scams that Grade 12 students experience.

Factors that Lead to the Occurrence of Online Shopping Scams

Online Shopping Knowledge

Figure 7 presents the primary reasons why buyers get scammed. Of all the respondents, 24 or 38.7% said they get scammed because they need to check the shop's or seller's legitimacy. Eighteen respondents stated that they were scammed due to their lack of online shopping knowledge. 12 answered that they get scammed because they do not review the reviews. Seven said they got scammed because they did not check if the product was legitimate. Lastly, 1 out of 62 respondents answered all of the above. Based on the table's results, most students experienced scams because they needed to check whether the seller or shop was legitimate.

Figure 7
Primary Reasons Why Buyers Get Scammed

Choices	Frequency	Percentage
Not scrolling through reviews	12	19.4%
Not checking if the seller/shop is legitimate	24	38.7%
Not checking if the product is legitimate	7	11.3%
Lack of online shopping knowledge	18	29%
All of the above	1	1.6%

Figure 8 lists the most crucial factors to check before buying products online. Four (4) factors are presented in the table: the product's description, reviews and ratings, the seller's information, and the security of the online shopping website. More than half of the respondents, or 58.1%, answered all of the above. While 20 respondents said it is essential to primarily check the product reviews and ratings before purchasing, Three of them said it is essential to check the product's description. Two of them said checking the seller's information is essential. Lastly, one person answered that it is vital to check the security of the online shopping website. The most crucial factors to check before buying products online are the product's description, the reviews and ratings, the information about the seller, and the security and safety of the online shopping website used.

Figure 8

The Most Crucial Factor to Check Before Buying Products Online

Factors	Frequency	Percentage
The product's description	3	4.8%
Reviews and ratings	20	32.3%
The information of the seller	2	3.2%
The security/safety of using the online shopping website	1	1.6%
All of the above	36	58.1%

From Figure 9, it can be seen the different vital factors to check before buying products online. Forty-five respondents answered that none of the above factors was the least vital to check before buying products online. Six of them answered the product's description. The reviews, ratings, and information about the seller received four responses each. Lastly, three respondents said the security of using an online shopping website is the least vital factor to check before buying products online.

Moreover, it was noteworthy that none of the factors to check before buying online products, such as the product's description, reviews, ratings, the information of the seller, or the security of the online shopping website, is the least vital factor. All the factors mentioned above are vital to check before buying products online.

Figure 9

The Least Vital Factor to Check Before Buying Products Online

Factors	Frequency	Percentage
The product's description	6	9.7%
Reviews and ratings	4	6.5%
The information of the seller	4	6.5%
The security/safety of using the online shopping website	3	4.8%
None of the above	45	72.6%

Figure 10 shows the number of respondents who believe that most buyers still examine the product information before buying. Forty-eight of the respondents, or 77.4%, answered yes. On the other hand, out of all the respondents, 14 (or 22.6%) answered no. The results show that the respondents believe that most buyers still examine the product information before buying it.

Figure 10

Number of Respondents Who Believe that Most Buyers Still Examine the Product Information Before Buying

Indicators	Frequency	Percentage
Yes	48	77.4%
No	14	22.6%

Figure 11 presents the number of respondents who examine the product information before buying products online. 56 out of 62 respondents, or 90.3%, answered yes. Furthermore, six of the respondents, or 9.7%, answered no. It appears, therefore, that most of the respondents examined the product information before buying products online.

Figure 11

Number of Respondents Who Examine the Product Information Before Buying

Indicators	Frequency	Percentage
Yes	56	90.3%
No	6	9.7%

Figure 12 shows the respondents who stated that not examining product information resulted in their first online shopping scam experience. Twenty respondents stated that they had not yet encountered any online shopping scams. Twelve of the respondents answered yes, and six of the respondents answered no. Moreover, it was noteworthy that most respondents had yet to encounter online shopping scams despite not examining the product information.

Figure 12

The Number of Respondents Who State that Not Examining Product Information Resulted in Their First Online Shopping Scam Experience

Indicators	Frequency	Percentage
Yes	12	31.6%
No	6	15.8%
I have not yet encountered any online shopping scam.	20	52.6%

Reflections of Grade 12 Students on their Online Shopping Scam Experience

Online Shopping Scam Response

As per the responses, some students who encountered online shopping scams gave resolutions as they dealt with these predicaments. Most respondents expressed tense emotions toward the sellers for not fulfilling their orders properly through reviews and postings. Other respondents contacted the sellers directly by message and reported the product status. Some respondents stated that they did not create any resolutions and believed that they learned to be more cautious from these scam encounters to prevent another from happening.

One of the respondents contacted the seller to request a product refund, and it was fulfilled. On the other hand, another respondent believed that the product return process took time and proceeded to search for their preferred products in physical stores. Most students have not experienced any online shopping scams yet, but they shared their possible responses when such a dilemma occurs. Most respondents would call out the sellers or stores by giving honest reviews. Others would also contact the sellers through direct messages and request a product refund. One respondent mentioned that if such an occurrence happened, they would report it to an authorized local consumer protection agency. It was perceived, therefore, that most students responded or would respond to these online shopping scams by writing honest reviews regarding the product they purchased and their encounter with the seller.



According to the information gathered, most respondents did not encounter another online shopping scam after their first experience. On the other hand, five respondents shared that they had experienced other online scams after their first. Two of the respondents mentioned that they received the wrong product for their second encounter. The rest responded that they encountered another but did not disclose what occurred during the second online scam experience. Therefore, it is concluded that most students learned from their first scam encounters and were able to prevent another online scam experience.

Preventive Measures

Following the gathered responses, the students gave suggestions and recommendations concerning online shopping scam prevention. Most respondents suggested checking the legitimacy of the identity of the store or the seller by checking the background or profiles of their respective accounts and fact-checking the information found in their account descriptions, such as their addresses, contact numbers, and social media accounts. Some respondents mentioned that reading product ratings and reviews helps avoid other online scams. They believe that customer ratings and reviews can aid a buyer in identifying if a particular seller or store is a scammer. Additionally, one of the respondents stated that reviews show whether the seller is responsive and punctual to the buyers' queries.

Furthermore, reading product descriptions before purchasing can also help buyers avoid online scams and disappointment. Some respondents suggested that buyers must be cautious of unsolicited emails, suspicious product offerings and sales, and unsecured websites. Buyers must check if the site or the online shopping platform they visited is verified and secured before initiating activity. Based on the suggestions gathered, most Grade 12 students suggested that checking if the store or seller is legitimate and verified effectively prevents other online shopping scams.

DISCUSSION

As the research progressed, it became evident that the Grade 12 students of Espiritu Santo Parochial School encountered various online shopping scams on the platforms they preferred using. The researchers successfully conducted the study by creating an overview of online shopping scams encountered by the previously mentioned student respondents through survey questionnaires. As per the responses, online shopping scams, such as receiving defective, damaged, or wrong products, losing contact with sellers or shops, and counterfeit Pay-As-You-Order transactions, are deceptions that these student-buyers show knowledge of. Most students shared their familiarity with these scams from their firsthand experiences. In connection with this, the conducted study proves that the unnoticed factors,

namely the legitimacy of seller or shop information, product legitimacy, online shopping knowledge, and reviews of past buyers, are facets that lead to student-buyers in scam encounters. The researchers took a step to gather the realizations of these Grade 12 students after the occurrence of online shopping scams. Actions such as checking the product and store legitimacy before fulfilling a transaction, examining the product ratings and reviews, reading product descriptions before purchase, being cautious of suspicious product offerings and emails, and checking the verification of the online selling platform before initiating activity are advisable and proven effective to prevent another online scam circumstance.

The findings of this study support earlier research by Jusoh and Nizar (2022). It states that students from a Malaysian University and a senior high school in the Philippines show full awareness of online shopping scams. Also, both studies concluded that these students from both countries have good information regarding online shopping scams. Regardless of the differences in data-gathering techniques, both arrived at the same findings and conclusions. Despite the certainty of these findings, other information found in the previous study does not correspond to the current research findings. The prior study did not specify the factors involved in online scam occurrences or recommendations to avoid further encounters. Moreover, the present research should have further discussed why buyers still encounter online scams despite their first experiences. The researchers might arrive after these probable discussions if they conducted face-to-face consultations and created interview questionnaires regarding their online shopping scam encounters.

There are no hypotheses formulated in this research. As a result, the researchers have yet to create any new assumptions or probable inferences for the study. Future researchers may further study the impact of purchasing products without checking for unnoticed factors, focusing on the mental, emotional, and psychological effects on the customers. Although the study summarized the online shopping scams experienced by Grade 12 student-buyers, it is still being determined why buyers still encounter these scams even after their first experience. Also, it still needs to be explained why scammers carry on committing online shopping scams. To further confirm the results, future researchers may conduct face-to-face interviews with former online shopping scammers and buyers who experienced online shopping scams. The researchers may also conduct observational studies to gain firsthand experience using their preferred online shopping platform.

To sum it up, the researchers succeeded in conducting a study that encapsulates the unnoticed factors in the occurrence of online shopping scams. They managed to recommend beneficial solutions based on the realizations given by the Grade 12 respondents. It proves that most of these students learn from their past online scam experiences and, therefore, can prevent another occurrence from happening.

CONCLUSION, RECOMMENDATIONS AND IMPLICATIONS

Conclusion

As per the results gathered with the questionnaire provided by the researchers concerning the Overview of the Online Shopping Scams Encountered by Grade 12 Students of Espiritu Santo Parochial School, the researchers developed the following conclusions concurrent to the statement of the problem:

The online shopping scams Grade 12 students of Espiritu Santo Parochial School usually encounter on online shopping platforms are receiving defective, damaged, or wrong products, losing contact with sellers or shops, and counterfeit Pay-As-You-Order transactions. The unnoticed factors that lead to Grade 12 student-buyers at Espiritu Santo Parochial School getting scammed are the legitimacy of seller or shop information, product legitimacy, online shopping knowledge, and reviews of past buyers. The Grade 12 student-buyers' realizations from their past online scam encounters that prevented further occurrence are checking the product and store legitimacy before fulfilling a transaction, examining the product ratings and reviews, reading product descriptions before purchase, being cautious of suspicious product offerings and emails, and checking the verification of the online selling platform before initiating activity.

Recommendations

The researchers formulated the following recommendations for proper courses of action as per the provided research results and conclusions: To avoid further online shopping scams encountered by student buyers, schools may organize seminars to tackle online shopping knowledge and scam prevention. Modify or incorporate another type of data-gathering methodology, such as interviews, to improve the accuracy of the research findings. Future researchers may perform an onsite interview with students who experienced online shopping scams to learn how they handled the situation. Future researchers may conduct correlational research regarding how different online shopping scam encounters affect people's buying behavior.

Implications

The implications of this study are threefold. Firstly, it highlights the urgent need for comprehensive education and awareness programs targeting Grade 12 students to equip them with the knowledge and skills necessary to recognize and avoid online shopping scams. Secondly, it underscores the importance of fostering critical thinking and digital literacy among students, enabling them to evaluate information and make informed decisions while engaging in online transactions. Lastly, it emphasizes the significance of creating a safe online environment through regulatory measures and industry standards that promote transparency, accuracy, and accountability among online sellers and businesses.

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