

The art of add to cart: Why Pinoy Netizens prefer online shopping

HM? FF! RFS?¹

Are these abbreviations familiar to you? If yes, then congratulations! You belong to the millions of Filipino online shoppers! As of the year 2018, the total number of Filipino netizens 76 million.² Nine out of ten (10) of these netizens prefer online shopping³. Online shopping has become so popular that users are expected to multiply to 53.8 million by 2022.

Just tap that!

Not a fan of long queues nor terrified by Carmageddon? Well, you're not alone. Netizens have cited convenience as the top reason for online shopping.⁴ Online shopping allows informed choices by viewing price comparison and product reviews in one platform by a single tap. Hassle-free user experience is the key. Apart from convenience, online deals save us a lot of troubles and money. Free shipping? Check! 10% discount code? I bet you want to tap that!

add to cart, check-out

With the rise of online shopping platforms, add to cart and checking out has never been easier. We now have a lot of legit online shopping sites to choose from. Among the top, four most popular with Filipinos are Amazon, Lazada, Zalora, and Shopeee. From local to global brands, these websites are your perfect online shopping getaway. Not to worry, these online shopping sites offer a variety of payment schemes to choose from. Cash on Delivery? Check! Card payment? Check? Cardless? Other ways to pay? Pay via DragonPay!

Online shopping can be secure and fun. It can either be heaven or hell as long as you shop within your budget. Don't go overboard and practice self-control. Learn how to reward yourself with the rights reasons and the right time.

#TipidTitaTips: How to shop like an adult

¹How much (HM), Following (FF), Reason For Selling (RFS)

²<https://www.export.gov/article?id=Philippines-ecommerce>

³<http://www.interaksyon.com/trends-spotlights/2018/11/07/137579/why-online-shopping-is-booming-in-the-philippines/>

⁴ <https://outragemag.com/filipinos-shopping-online-theyre-buying/>

#TipidTips: How to save (or shop) like a pro

It's a fast-paced world, and we work hard. We want the quick, the easy, and the convenient. We rounded up some quick #TipidTips to maximize whatever shopping style that suits you while navigating this city.

1. Online shopping is quick, fun, and easy.
 - **Hunt for perks and bargain.** Compare and contrast the prices of items on different websites. Sleep on it, read product reviews, and come up with an informed choice. Say no to impulsive buys
 - **Click subscribe.** Watch out for bargains like the eye of a hawk for its prey. Subscription to newsletters will give you first dibs on exclusive promos, sales, and discounts.
 - **More ways to pay.** Choose the best payment scheme that works best for you, and fits your lifestyle, use DragonPay for other ways to pay.
2. Offline shopping might be tiring it's but worth it
 - **The feels.** In-store shopping helps you scrutinize the product of your choice. You will have the opportunity to test the item and ask questions about the product.
 - **Shop local.** If you prefer in-store shopping, your local market is your friend. Supporting local business is also a great way to help the economy
 - **Green and bear it.** Using an Eco bag and water tumbler saves me a few bucks from additional purchase when offline shopping. Saving money and protecting the environment? Sounds like a good deal!
3. Shopping is life, but saving is lifer!⁵
 - **Establish your budget.** Workaround a specific budget for the items that you need. Save money according to your daily expenses like bills, grocery, rent, and the likes.
 - **Buy what you need.** We should only buy what we need and practice restraint. Discipline now, rewards later should be your mantra. Om.
 - **Quality over quantity.** We want to make the most of our hard-earned money but keep in mind never to sacrifice quality for quantity.

Sometimes we are torn between rewarding ourselves and saving money. But can we do both?

###

⁵ Filipino slang