





# Paws and Reflect: Assessing the Impact of User Reviews and Ratings on Pet Food E-commerce Purchase Decisions

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## ABSTRACT

The pet food industry in the Philippines is thriving as the leading country in Southeast Asia in pet ownership. This study explores this growing sector and its e-commerce landscape, anchored in Rotter's Expectancy-Value Theory. It uses a quantitative design to examine how online user reviews and ratings influence Filipino pet owners' expectancy & value as the independent variables, motivation with purchase decisions as the dependent variable, and celebrity endorsement as a moderating factor. The study also assesses the credibility and reliability of online reviews and employs Partial Least Squares Structural Equation Modeling (PLS-SEM) for analysis. The study's results indicate that respondents highly value a product's attributes when making a purchase decision. While product value significantly impacts purchase decisions, expectations about online reviews and ratings do not influence buying motivation. Celebrity endorsements, however, do affect motivation. This study suggests that marketers and pet food retailers should focus on enhancing the quality of user reviews and ratings, engaging with industry experts, and improving customer interactions to foster credibility, trust, and informed purchasing.

## ARTICLE INFO

Received: May 06, 2024

Revised: July 14, 2024

Accepted: July 18, 2024

Published: July 21, 2024

## Keywords:

E-commerce,  
User Reviews,  
Pet Food,  
Consumer Behavior,  
User Ratings,  
Purchase Decisions,  
Fur Parent



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## Introduction

Pets are now considered part of families worldwide, with the term “fur parents” coined. In Southeast Asia, the Philippines led in the highest rate of pet ownership at 83%, with dogs at 67%, cats at 43%, fish at 13%, and birds at 10% (Rakuten Insight, 2021). Due to the increase in the number of Filipinos who are pet owners, it is forecasted that pet food sales in the country will grow annually by 12.92% (CAGR 2023-2028), with 9.9% volume growth in 2024 (Statista, n.d.). In the Philippine setting, pet food companies distribute their products in supermarkets, groceries, pet shops, veterinary clinics, and pet cafes, or by partnering with established breeders of pets. As the country is now welcoming the digital age, more pet food companies are selling their products through their online store platforms or online selling applications. (Pet Fair South-East Asia, n.d.) while others have both an in-store and online presence. Most Filipinos are using e-commerce

platforms to buy products they need in their everyday lives due to their convenience, and this also applies to the food of their pets, considered family members. Pet food companies are grabbing this opportunity because pet owners have gained more understanding about pet health, just as they want to research quality and healthy diets for themselves.

The research aims to understand the impact of user reviews and ratings on consumer buying behavior when purchasing pet food on e-commerce platforms in the Greater Manila Area (GMA).

1. What is the impact of user reviews and ratings on the purchase decision for pet food purchases among pet owners in the Greater Manila Area?
2. How do pet owners evaluate the trustworthiness and accuracy of user reviews and ratings when making a purchase decision when buying pet food on e-commerce platforms?
3. What significance do pet owners place on informed decision-making through user reviews and ratings when purchasing pet food on e-commerce platforms?
4. To what extent does celebrity endorsement influence the motivation to purchase pet food among pet owners in Greater Metro Manila, considering user reviews and ratings?
5. How do perceived benefits, such as product quality and suitability, derived from user reviews and ratings, impact purchase decisions towards pet food on e-commerce platforms among pet owners?

Pet food represents a unique product category within the larger e-commerce landscape. While there is ample research on e-commerce and consumer reviews, studies specifically focusing on pet food purchases, particularly in the Greater Manila Area (GMA), are limited. For instance, Schleicher et al. (June 2019) examined determinants of pet food purchasing decisions in the United States but did not explore the influence of user reviews and ratings on these decisions.

## Literature Review

### E-commerce Market in the Philippines

The shift from physical to online shopping is driven by advancements in mobile technology (Sheu & Chang, 2022). The Philippines' e-commerce market is projected to reach \$22 billion by 2025 (Statista, 2022), with a penetration rate growing from 40.9% in 2018 to 48.6% by 2027 (Statista, 2023). As of 2022, the estimated number of Filipino e-commerce users has reached 47.27 million, and it is expected to increase to 60.41 million users by 2027 (Statista, 2023). The most common forms of e-commerce in the Philippine market are B2C and C2C. Despite the country's growth in e-commerce, it has faced some challenges, such as slow internet and Filipino consumers' preference for cash payments. According to a recent survey, 47% of the respondents pay with cash when buying online, while only 10% use their credit cards. (Statista, 2023). The rise of social media paved the way for a new e-commerce platform called Social E-commerce, where social media intersects with e-commerce, and allows online retailers to incorporate social media into their platforms. This creates new channels for customers, enhancing their shopping experiences and improving purchase decisions through user interactions and user-generated content (Wang et al., 2019).

While the increased mobility witnessed when COVID-19 restrictions were reduced or eliminated helped drive a resurgence in brick-and-mortar sales in various retail channels, retail e-commerce continued to develop strongly in 2022. Reduced COVID-19 restrictions led to increased mobility and a resurgence in brick-and-mortar sales across retail channels in 2022. Retailers recognized the growth potential of embracing e-commerce

alongside the reopening of physical stores and society. As more competitors enter the e-commerce space, every e-commerce retailer or company builds their presence on social media platforms like Facebook and Instagram to reach more consumers (Yin et al., 2022).

## **Pet Ownership in the Philippines**

The increase in pet owners is attributed to the pandemic, the increasing number of small household spaces, and the country's continued household expenses (Tyler, 2023). According to Rakuten Insight's survey in January 2022, 79% of 9,988 respondents owned at least one pet, most pet owners in the Philippines own a dog (Statista, 2022) and 29% spend more than ₱500.00 per month on pet products (Statista, 2022). The Philippines leads Southeast Asia in pet-related Google searches. In the first nine months of 2021, approximately 7 million out of 13 million searches in the region were from the Philippines, with dogs being five times more popular than cats in the country (Cosgrove, 2023).

## **Pet Food in the Philippines**

Pet care in the Philippines has rapidly expanded due to a surge in new pet owners and the trend of pet humanization. This is observed globally and pet owners are treating their pets as family members in the Philippines. As a result, there has been a considerable increase in awareness of the goods and services available to help their beloved dogs enjoy longer lives (Euromonitor International, May 2023).

The pandemic has raised awareness of the ease that online purchasing provides, and this tendency is projected to continue even when store-based shops recover. Other pet food online sales are greatly influenced by major e-commerce platforms such as Lazada and Shopee. However, pure online shops such as Pet Warehouse provide additional pet food categories besides dog and cat food. E-commerce can improve sales and generate growth for other pet food in the Philippines as it gains popularity (Euromonitor International, May 2023).

Filipino pet owners increasingly prefer pet products without artificial flavors or preservatives, featuring hypoallergenic formulations, plant-based and organic ingredients, probiotics, Omega fatty acids, and functional health benefits like heart and immune health (Tyler, 2023). This selective consumer behavior, highlighted by the Philippine Animal Welfare Society (PAWS), underscores a growing preference for natural and organic pet food options, avoiding artificial additives (PAWS, 2020).

Pedigree, SmartHeart, Vitality, Monge, Nutri Chunks, Royal Canin, and Cesar are now the leading dog food brands in the Philippines. Whiskas, Monge, Sheba, Temptations, Royal Canin, and Ciao are the top cat food brands (Euromonitor International, 2023).

## **User Reviews and Ratings in Online Purchases**

In the age of e-commerce, user reviews and ratings are crucial in influencing consumer behavior, particularly when making online purchases. Understanding the impact of user-generated content on purchasing decisions is critical in the Philippines, where internet shopping is on the rise. Users heavily rely on peer-generated evaluations to judge product quality and reliability. Positive reviews increase consumers' trust in online purchases, resulting in greater conversion rates (Santos, 2019) while approximately 65.41% of respondents answered that the reviews on websites influenced their online purchasing decisions, while 10.62% bought online due to the influence of a celebrity (Statista, 2023).

According to recent studies, high user ratings significantly influence trust among Filipino consumers on online platforms. Positive ratings serve as credibility indicators, enhancing perceptions of product reliability and quality (Lim, 2020). User-generated content in the Philippines' online retail sector found that consumer

interactions with reviews and ratings correlate with increased brand loyalty. Positive experiences foster trust and community engagement, encouraging repeat purchases and brand loyalty (Garcia, 2021).

Some studies showed challenges and ethical issues surrounding user reviews and ratings, particularly concerning fake reviews and manipulated ratings. Ensuring the integrity of user-generated content is crucial for online platforms to provide consumers with a genuine buying experience (Dela Cruz et al., 2018). Another study corroborated these concerns, suggesting that online evaluations, including those from the Philippines, could be altered or biased. Businesses and sellers may use false good or bad reviews for competitors to improve their reputation. As a result, customers may find it more difficult to distinguish genuine user feedback from misleading information, thus compromising the credibility of online evaluations (Wang, 2017).

### **Impact of Celebrity Endorsements on Consumer Behavior**

In the Philippines, celebrity endorsements are a popular marketing approach businesses use to advertise their products and services. Filipino celebrities, ranging from actors and actresses to athletes and social media influencers, frequently impact consumer behavior. Garcia (2018) researched the impact of celebrities in molding customer perception and discovered that celebrities act as social icons reflecting specific lifestyles and ideals. When celebrities endorse a product, buyers tend to identify it with the celebrity's perception of its quality and desirability. It is beneficial to increasing the likelihood of purchase, fostering brand loyalty, and positively influencing word of mouth (Geng et al., 2020).

On the other hand, Santos (2019) researched the relationship between trust, credibility, and celebrity endorsements. According to the research, customers are more likely to trust a product supported by a celebrity they admire. Studies show celebrity endorsements boost immediate sales and encourage long-term brand loyalty. Consumers are likelier to stick with products linked to their favorite celebrities, resulting in long-term success for firms (Fernandez, 2020). Users' online interactions may also influence the generation of ratings, thus affecting product sales (Geng et al., 2020).

Conversely, some studies counter celebrity endorsements' impact on consumer behavior. Brown (2016) investigated the impact of celebrities' credibility on customer behavior. Their research discovered that credibility has a considerable impact on the effectiveness of celebrity endorsements. When consumers view a celebrity as less believable or real, the influence on their purchasing decisions is significantly reduced. This implies that celebrity endorsements are only sometimes influential. In a similar study, Smith (2017) conducted thorough research across various consumer segments and product categories. Researchers discovered that while celebrity endorsements generate initial buzz and attention, this hype only sometimes translates into long-term consumer loyalty or greater sales. Additionally, a related study assessed consumer skepticism toward advertising, which includes celebrity endorsements. According to their findings, a sizable segment of the customer base is skeptical of celebrity-endorsed products in particular. This skepticism originates from consumers' understanding of the financial motivations behind celebrity endorsements, which causes them to question the authenticity and trustworthiness of the endorsements (Obermiller, 2017).

### **Expectancy, Value, and Purchase Motivation in Online Purchases**

A consumer's purchasing decisions are influenced by expectations, perceived value, and motivations. Research on online shopping reveals that consumer expectations are shaped by website usability, delivery reliability, and product quality. Positive experiences in these areas drive repeat purchases, underscoring how anticipation significantly impacts online customer loyalty (Kim, 2018). Consumers' expectations are based on whether they used or consumed a product or service. If a consumer has yet to use a product/service, they make an educated guess about what they should expect based on various information, such as the number of reviews and the comments in those reviews. Whereas if a customer has previously used a product or service, their expectations are based on those prior experiences. User reviews and ratings affect a consumer's expectations

and satisfaction (Yamada, 2019). In a related study, perceived value is often assessed with price, where consumers are more inclined to purchase when they perceive the value of a product to exceed its price. This relationship can be influenced by factors such as pricing strategies, product attributes, and brand reputation. (Chen et al., 2019).

In addition to Expectation and Value, emotional and social motivations influence internet purchases. Liu and Yang (2020) studied emotional reasons, focusing on how emotions such as excitement and pleasure influence online purchasing behavior. Wang and Zhang (2017) also investigated social motives such as social validation and peer influence. They discovered that social incentives significantly impact buying decisions, particularly on social media platforms (Liu & Yang, 2020; Wang & Zhang, 2017) however, a counterargument presented by another study is the emphasis on rational decision-making in online purchases. While expectancy and value are important, emotional reasons frequently outweigh rationality. Emotional and social factors might lead to impulse purchases that depart from what reasonable expectancy and value evaluations should imply (Smith, 2016).

### Theoretical Framework

According to psychologist Julian Rotter's Expectancy-Value Theory (1950), behavior results from the expectation that a given event will occur and the value associated with that outcome. This theory proposes that in the context of consumer behavior and online reviews, consumers are encouraged to rely on user reviews and ratings (expectancy) based on their trust in the quality and reliability of the information and the value they place on making informed purchase decisions.

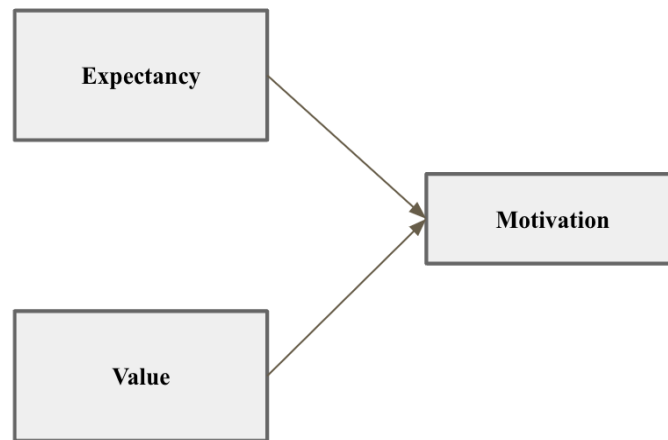


Figure 1. Rotter's Expectancy-Value Framework

### Conceptual Framework

According to the Expectancy-Value Theory, customer's desire to use user reviews and ratings (Expectancy) is determined by their belief in the accuracy and trustworthiness of the information (Expectancy) and the importance they place on making educated purchase decisions (Value).

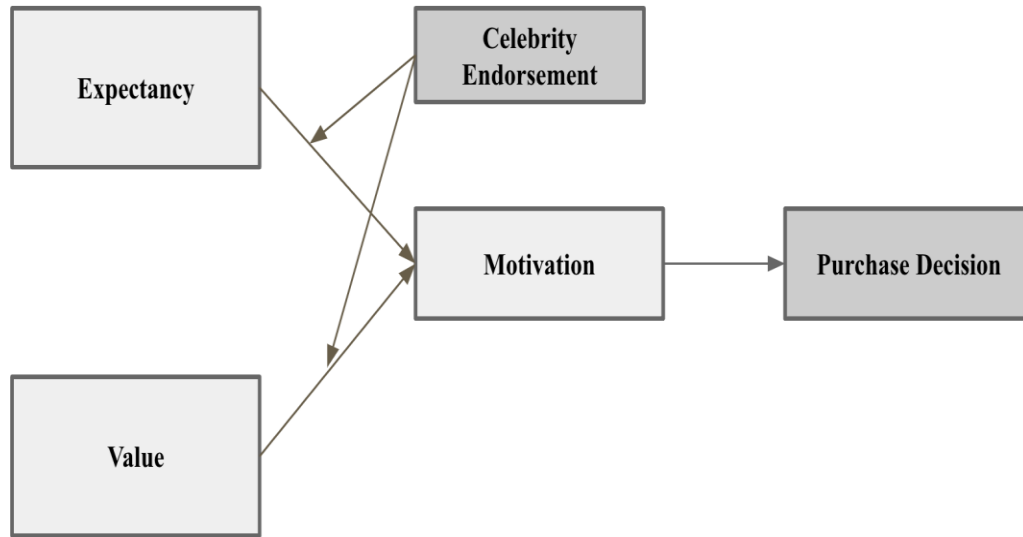


Figure 2. Rotter's Expectancy-Value Framework with Celebrity Endorsement

Based on this framework, Expectancy and Value are independent variables that affect Motivation, and both of these factors define Motivation's strength. Celebrity endorsement is added as a moderating variable to examine the influence of celebrities on pet owners' expectations and value and its effect on motivation to buy pet food online. The researchers used purchase decisions as an additional variable in the theory. It serves as the outcome or behavioral component, indicating the actual decision made by pet owners on whether or not to purchase the pet food based on information received from user reviews and ratings.

### **Expectancy**

Expectancy is the set of ideas about a product, service, or brand a consumer thinks of when interacting with a business or purchasing. Consumers consider prior purchasing experiences and external information to form internal comparison standards when buying a product or service (McKinney et al., 2002b).

### **Value**

In this study, the researchers aimed to provide survey questions to respondents that answered the types of value: Attainment value is the importance placed by a person when succeeding in a task. Intrinsic value means the interest or enjoyment of a person in engaging in a task and can be likened to intrinsic motivation. Utility value is the perceived usefulness of achieving a task (Meyer et al. 2019).

### **Celebrity Endorsement**

A product endorsement by a celebrity is a strategic tool to attract consumers and create a unique brand identity. It also increases consumers' expectations because it generates brand popularity. However, it results in an expenditure and a risk because there is no assurance that a celebrity endorsement can generate sales immediately. (Ahmed, R. et al., 2015).

### **Motivation**

In literature, motivation is the satisfaction of primary and higher needs to achieve one's desired level of satisfaction, a product or service based on a need for diversification, change, consumption, to keep up with new



trends, and stimulation for specific physical activities or intellectuals. The consumer can also make the right decisions with relevant information and high expectations for a product or service (Goldbach, 2023).

### ***Purchase Decision***

A purchase decision is achieved when a consumer can relate to what they buy (product or service), how many they buy (quantity), where they buy (place), when they buy (time), and how they buy (payment methods). Then, the consumer chooses among the options available to purchase. According to Goldbach (2023), various types of motivation that an individual may have in an environment influence their purchasing decisions; therefore, it can present varying degrees of intensity and impact the purchasing process, as well as the relationships and dynamics among the specific elements of behavior.

### **Hypotheses**

H1: User reviews and ratings significantly influence the Expectancy of Filipino pet owners when making Purchase Decision for pet food on e-commerce platforms.

H2: The Value placed on informed decision-making through user reviews and ratings has a significant impact on the Motivation of pet owners to purchase pet food on e-commerce platforms.

H3: Celebrity Endorsement moderates the relationship between Expectancy and Motivation, such that the effect of Expectancy on Motivation is stronger when Celebrity Endorsement is present.

H4: Celebrity Endorsement moderates the relationship between Value and Motivation, such that the effect of Value on Motivation is stronger when Celebrity Endorsement is present.

H5: Pet owners' Motivation to purchase pet food on e-commerce platforms positively influences their buying decisions by enabling them to make an informed choice based on user evaluations and ratings.

### **Methodology**

This study uses a quantitative research design. It applies a correlational research design to test the relationship between Expectancy and Value moderated by an endorsement of celebrities to Motivation and its effect on Purchase Decisions. This research used purposive sampling, in which the study participants are Filipino pet owners aged 25-34 years old located in the Greater Manila Area (GMA) who use e-commerce platforms when buying pet food. This age bracket is considered for the study as it was estimated that 35.6% of e-commerce users in the country fall in this bracket (Statista, 2023). Participation in the study is voluntary, and one hundred (100) respondents answered the online survey through Google Forms from October 14 and October 24, 2023.

The study's sample included 100 people, mainly from the Early Gen Z to Late Millennials cohort, between the ages of 25 and 34, and included both men and women. Participants had to meet the following requirements to be considered for the study:

1. Individuals who are pet owners actively involved in caring for and buying food for their pets.
2. All respondents actively used e-commerce platforms for various online transactions. Participants must have purchased pet food online at least once, indicating their direct experience buying pet-related products through e-commerce platforms.
3. Participants are residents of GMA, which includes the cities of Manila, Quezon City, Caloocan, Las Piñas, Makati, Malabon, Mandaluyong, Marikina, Muntinlupa, Navotas, Parañaque, Pasay, Pasig, San Juan, Taguig, and Valenzuela.

The researchers made use of an online survey through Google Forms that applied the 5-point Likert scale with the following options: “strongly disagree,” “disagree,” “neutral,” “agree,” and “strongly agree” to grasp a better understanding of pet owners’ behavior and perception towards online ratings and reviews on e-commerce platforms. The researchers used PLS-SEM through the SmartPLS software, a statistical research tool, to analyze and interpret the online survey results. The online survey consists of questions based on other published studies and the researchers’ formulated questions.

The survey was sent out using Google Forms to 100 people from various cities in the Greater Manila Area. It was disseminated through social media platforms like Facebook, Messenger, and Instagram.

A pre-test with thirty (30) pet owners was conducted before the primary data collection to ensure the survey's reliability. Respondents with the same demographics used in the actual study were collected and subjected to data analysis. Cronbach's alpha analysis, performed with Jamovi software, confirmed the internal consistency of all variables, with values exceeding the typical 0.70 level.

Table 1. Pre-Test Results

Variable	Number of Items	Cronbach’s Alpha
Expectancy	5 Items	0.918
Value	5 Items	0.763
Celebrity Endorsement	5 Items	0.900
Motivation	5 Items	0.730
Purchase Decision	5 Items	0.890

## Results and Discussion

The data gathered from 100 respondents are all pet owners who purchase pet food through e-commerce platforms and are analyzed and interpreted using Jamovi and (PLS-SEM) through the SmartPLS software.

Table 2. Measurement of reliability and consistency (Partial Least Square Algorithm)

Variable	Cronbach’s Alpha	Composite reliability (rho_A)	Composite reliability (rho_C)	Average Variance Extracted (AVE)
E	0.895	0.911	0.923	0.706
V	0.911	0.913	0.933	0.737
CE	0.871	0.875	0.907	0.661
M	0.925	0.927	0.943	0.769
PD	0.861	0.866	0.900	0.644

The researchers analyzed the reliability and consistency of the overall survey from the 100 responses. As seen in Table 3, all variables generated significant results since Cronbach’s alpha is greater than 0.70.



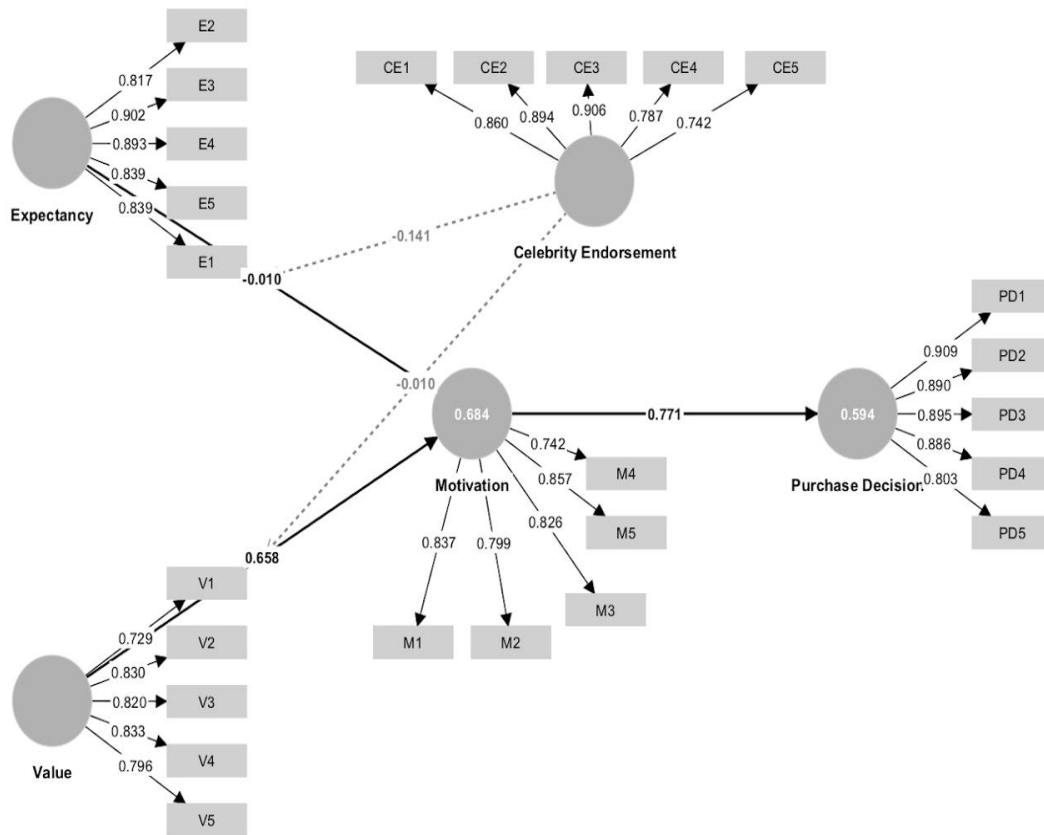


Figure 3. Path Diagram

The researchers plotted the connection of the variables and analyzed the cause and effect of one variable to another.

Table 3. Hypothesis Test Results

	Path	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Verdict
1	E -> M -> PD	-0.008	0.033	0.154	0.049	0.961	Not Supported
2	V -> M -> PD	0.507	0.509	0.101	5.017	0.000	Supported
3	CE -> M -> PD	0.158	0.144	0.064	2.481	0.013	Supported
4	CE x E -> M -> PD	-0.019	-0.096	0.115	0.947	0.344	Not Supported
5	CE x V -> M -> PD	-0.007	-0.001	0.085	0.087	0.931	Not Supported

## Discussions

The results of this study showed that the hypotheses propose causal relationships among the different variables. The strong p-value (0.961) indicates that there is no significant relationship between Expectancy and Motivation in the context of pet food purchasing decisions. In other words, expectations drawn from user reviews do not influence respondents' motivation to purchase. While expectation and value are crucial, emotions sometimes overwhelm logic. Emotional and social factors may cause impulse purchases that deviate from what rational expectancy and value evaluations would suggest (Smith, 2016). In addition, according to the survey responses gathered in this study, when photos/videos are added to user reviews, a considerable

percentage of participants (36%) find confidence in them, indicating the value of visual evidence and real-life experiences shared by other consumers. These findings are consistent with earlier research, which shows that thorough, visual, and positively rated reviews increase the trustworthiness and reliability of user-generated information (Santos, 2019; Lim, 2020).

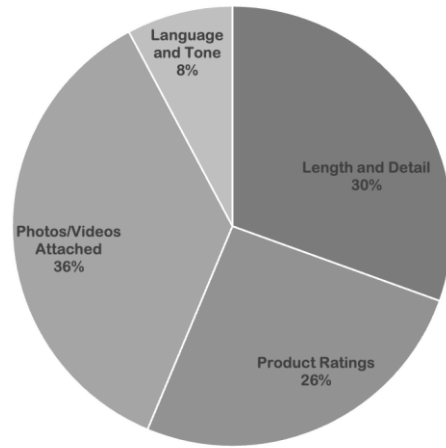


Figure 4. Evaluation of Credibility of User-Reviews

Conversely, the finding shows a high correlation between Motivation and a product's perceived Value, with a very low p-value of 0.000. Respondents who find value in pet food products are considerably more likely to purchase them in this instance consistent with the widely held belief that consumers are more inclined to purchase things they consider desirable.

What specific aspects of user reviews do you find most valuable when choosing pet food? (Check All That Applies)

128 responses

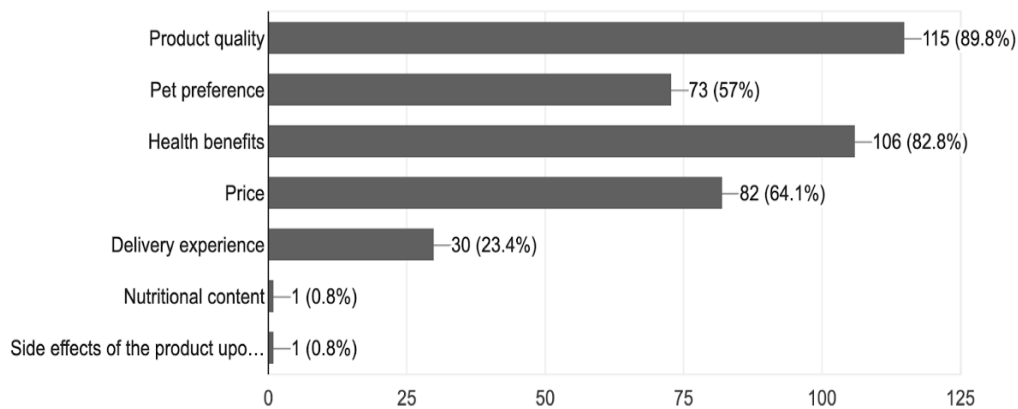


Figure 5. Valuable Aspects When Choosing Pet Food

Survey findings indicate that consumers prioritize several aspects of user reviews when buying pet food. Notably, 89.8% emphasize product quality, 82.8% evaluate health benefits, and 64.1% prioritize pricing. These

responses underscore the significance of product attributes, health considerations, and affordability in purchasing decisions. Additionally, 57% of respondents consider pet preference, highlighting the importance of selecting products that align with their dogs' specific needs and preferences.

The p-value of 0.3444 (Table 3) indicates that the connection between Celebrity Endorsement and Expectancy has no significant effect on Motivation for pet food purchases. This suggests that celebrity endorsement does not affect the motivation of user reviews in purchasing decisions. Similarly, the relationship between Celebrity Endorsement and Value did not affect Motivation (a p-value of 0.931 is strong); celebrity endorsements have no substantial impact on consumers' motivation to make a purchase decision when combined with the perceived value of the products. According to the research, many consumers are skeptical of celebrity-endorsed products due to their awareness of the financial motivations behind such endorsements. This skepticism often leads to doubts about the authenticity and reliability of the endorsements (Obermiller, 2017).

There is a significant relationship (p-value of 0.013) between Celebrity Endorsement and Motivation affecting Purchase Decisions, indicating that a celebrity's endorsement influences consumer motivation to purchase the endorsed product. Studies suggest that the credibility of celebrity endorsements plays a pivotal role in shaping consumer perceptions and purchasing decisions, enhancing the brand's identity and credibility regarding the product's promised benefits.

The extremely low p-value (0.000) indicates a significant relationship between Motivation and Purchasing Decision. This finding was corroborated by previous research emphasizing the importance of motivation in driving online shopping behavior (Liu & Yang, 2020; Wang & Zhang, 2017). Motivated consumers, particularly those who perceive value from user reviews and ratings, are more likely to translate their intentions into actual purchases.

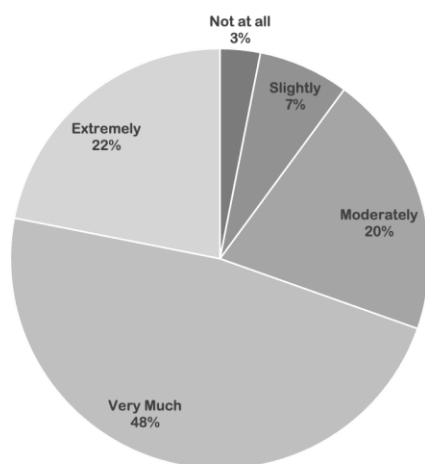


Figure 6. Influence of User Reviews and Ratings in Purchasing Decisions

This finding aligns with survey responses indicating that many participants are significantly influenced by user reviews and ratings when purchasing pet food online. The literature also underscores the profound impact of user-generated content on consumer loyalty and repeat purchases. (Garcia, 2021).

## Conclusion

Several significant conclusions may be drawn from a thorough research of user evaluations, celebrity endorsements, and their impact on the consumer behavior of pet owners in the Greater Manila Area. Detailed,

graphic, and positively rated user reviews significantly enhance consumer confidence and credibility. The inclusion of photos/videos in reviews is considered important by 35.9% of participants, demonstrating their impact. Additionally, product ratings are crucial for building customer trust, with 25.8% of respondents finding them credible. There is a significant connection between consumers' perceptions of value in pet food products and their buying propensity. Consumers are more inclined to buy when the perceived value exceeds the price, highlighting the need to align product value with pricing tactics. When combined with user-generated content, celebrity endorsements may not significantly influence customers' motivation to purchase. While celebrities can generate initial attention and interest, their effectiveness in driving motivation and purchase decisions may be tempered by consumer skepticism regarding the financial motivations behind these endorsements. Highly motivated consumers, particularly those affected by user reviews and ratings, are far more likely to buy pet food online. Additionally, motivation plays a role when a celebrity endorses a product in the purchase decisions of highly motivated consumers.

## Recommendations

This research adapted the Expectancy-Value Theory and added celebrity endorsements and purchase decisions to add value to the theory. Further research may add other variables, such as brand trust, brand image, and customer loyalty. The researchers strongly advocate the following recommendations to empower and advise the stakeholders in the pet food industry and online platforms, assuring informed and effective strategic decisions:

1. Create interactive platforms for customers to communicate with reviewers and ask specific questions about their experiences. This creates a sense of community and trust, allowing potential consumers to learn more about the products.
2. Explore collaborations with veterinary specialists, pet care experts, and credible influencers. Collaborations can boost brand trust while providing helpful information on pet nutrition and health trends.
3. Participate actively in pet communities, forums, and social media organizations. Participate in debates, provide helpful content, and provide professional advice. Relationships with pet owners can increase brand loyalty and trust.
4. User testimonials, case studies, and success stories are all examples of social evidence. Real-life examples offered by delighted consumers can boost credibility and confidence. Positive experiences should be highlighted extensively on the website and marketing materials.

## Limitation and Future Researcher

The respondents being studied in the research are limited to Filipino pet owners who use e-commerce platforms, aged 25-34 years old, who are living in GMA; therefore, the results and conclusions from this study are based on the chosen demographics and are not meant to generalize the pet owners from different age groups who use e-commerce platforms when they buy pet food.

Explore comparative studies of the pet food industry and other similar industries. Comparing customer behavior patterns across industries might give unique insights and innovative pet food industry strategies. Future researchers may also employ a mixed-methods approach to further gauge the consumer behavior of Filipino pet owners and add other variables. Explore the ethical implications surrounding user-generated content, including concerns about privacy, consent, and manipulation, and discuss the ethical responsibilities that platforms and users have within the online review ecosystem. Generalize future findings by considering a larger sample size and including other Filipino pet owners from different age groups since there are differences in financial status, life stages, habits, and geographical location to strengthen the credibility of these results.

Using these insights and recommendations, e-commerce platforms, pet food companies, marketers, and future researchers can help develop confidence, improve customer satisfaction, and advance knowledge in the online pet food market.

**Funding:** This research received no external funding.

**Acknowledgments:** We acknowledge there was no external funding support; all authors contributed accordingly in every part of the paper.

**Conflicts of Interest:** The authors declare no conflict of interest.

**Data Availability Statement:** The data that support the findings of this study are available from the corresponding author, [RR], upon reasonable request.

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