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The Effect of Price-Endings on Discerned Parsimony among College Students Using E-Commerce Applications

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ABSTRACT

This study will examine how price endings influence discerned parsimony among college students using e-commerce applications, focusing on how common digital pricing strategies shape consumer self-perception in online shopping. In particular, the study will analyze the use of charm pricing focusing on .99/.95 and even pricing .00 and their impact on students' perception of thriftiness and value judgment in the act of buying. To gather data, the researchers will adopt purposive sampling and exploratory quantitative design and will distribute an online questionnaire to 100 college students within FEU Roosevelt Marikina who are frequent users of e-commerce platforms like Shopee, Amazon, and Shein. The instrument will measure perceived savings, purchase satisfaction, and self-reported spending awareness through the examination of different price-ending conditions. Data will be analyzed using exploratory statistical analysis and mean comparison techniques to examine differences in perceived parsimony across various price formats. The study is expected to find that charm-priced items focusing on .99/.95 will generate higher perceived savings scores compared to even-priced items .00. Moreover, respondents are expected to be more inclined to describe cheaper purchases as "practical" rather than "unnecessary." However, even pricing is anticipated to produce higher perceived quality ratings, suggesting that price endings will influence not only thrift perception but also value interpretation. The findings are expected to demonstrate that price-ending tactics remain effective in online settings, especially among college students who are highly conscious of their budgets. The research will suggest that e-commerce sites can use price endings as a strategy to influence consumers' without changing the actual price, while future studies may further examine the long-term impact of these tactics on spending attitudes and financial behavior.

INTRODUCTION

Online shopping will continue to gain popularity, creating new ways for college students to compare prices across platforms such as Shopee, Lazada, TikTok Shop, and Shein. As online shopping becomes an integral part of their daily activities, marketers will increasingly use psychological pricing strategies to influence how students make purchasing decisions. Charm pricing will serve as a distinct method, allowing businesses to set prices ending in .99 or .95, while rounded pricing will require prices to end in .00. Recent studies indicate that price-ending formats serve as psychological signals that shape consumer perceptions of value, affordability, and product evaluation in online retail environments (Gonçalves *et al.*, 2025; Ventura *et al.*, 2025). Research further suggests that just-below pricing often enhances perceptions of economic benefit and deal attractiveness, while rounded prices may convey quality, trustworthiness, and product credibility (Vega *et al.*, 2025). In digital marketplaces, pricing cues also influence broader behavioral outcomes, including repurchase intention and impulse buying tendencies among Generation Z consumers (Ngo *et al.*, 2024; Tan *et al.*, 2024). Psychological pricing will remain relevant in e-commerce, as customers will continue to encounter promotional offers and competitor price displays throughout their shopping experiences. While

existing research will show that price displays affect buying behavior, future studies will need to explore the impact of price-ending formats on perceived frugality among Filipino college students, who frequently shop online while maintaining strict budget control. Given the rising costs of daily life and the growing use of online shopping, it will become essential to examine how subtle pricing indicators affect students' understanding of frugality and financial awareness. Price endings will have the potential to shape both consumer choices and students' self-assessment of spending habits and saving ability. This research will investigate how price endings influence frugality among 100 college students at FEU Roosevelt Marikina through a quantitative exploratory design and purposive sampling. The study will aim to determine how price endings will impact online shopping outcomes by affecting perceived saving ability, budget control, and customer satisfaction. By examining student behavior in relation to pricing models, the research will provide valuable insights into students' spending habits and help online retailers better understand budget-conscious student consumers.

LITERATURE RIREVIEW

Effect of Price-Endings on Perceived Saving Capacity
Price-ending strategies, particularly charm pricing such as

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.99 and .95, have been widely recognized for their ability to influence consumers' perception of savings. According to Efefairoro, Uyo, *et al.* (2023), studies show that consumers tend to interpret prices ending in .99 as more affordable, even when the actual difference from rounded prices is minimal, due to their focus on the leftmost digit, which creates an illusion of a lower price. This perception is further explained by processing fluency, where familiar price formats like “.99” are easier for consumers to process cognitively, making them appear more attractive and reinforcing the idea of affordability by Hung, Cheng, *et al.* (2021). Additionally, research indicates that 99-ending prices positively influence perceived affordability, even if the effect is only secondary, suggesting that consumers are still subconsciously affected by such pricing formats study by Ananda & Haryanto (2025). Moreover, pricing strategies are not purely economic but function as psychological tools that shape consumer perception and behavior, especially in digital environments where quick decisions are made based on the study of Zohora and Uddin *et al.* (2026). These findings are supported by a study of Niu, Chen *et al.* (2024), which explains that consumers rely on heuristic processing, such as focusing on the leftmost digit, reinforcing how price endings influence perceived affordability and savings. These findings collectively suggest that price endings significantly affect how consumers perceive their ability to save money during online purchases.

H1. Price endings, particularly charm pricing focusing on .99 and .95, significantly influence college students' perceived saving capacity by creating an illusion of affordability and better value.

Frequency of Encountering Charm vs. Rounded Pricing

Psychological pricing is widely used in e-commerce platforms, making charm pricing more frequently encountered than rounded pricing. Businesses commonly apply psychological pricing strategies to influence consumer behavior by appealing to emotional and cognitive aspects of decision-making rather than relying solely on rational evaluation, according to Saleem, Amin *et al.* (2024). This widespread application explains why prices ending in .99 or .95 are highly visible in online marketplaces. Furthermore, even minor pricing nuances, such as changing the last digit, have been shown to significantly shape consumer perception and behavior, encouraging businesses to consistently use charm pricing by Khan (2025). Studies also indicate that 9-ending pricing is prevalent across global markets due to its effectiveness in increasing demand compared to rounded pricing based on the study of Schindler (2024). These findings are supported by a study of Ventura, Troll *et al.* (2025) which highlights the widespread use of psychological pricing in digital markets, and further reinforced by research from Frankenbach, Loschelder *et al.* (2023), which emphasizes how small price-ending variations significantly influence consumer attention and purchasing behavior. As a result,

consumers, especially college students who frequently use e-commerce applications, are more likely to encounter charm pricing more often than rounded prices. These findings confirm the dominance of charm pricing in digital shopping environments.

H2. College students frequently encounter charm pricing focusing on .99 and .95 more than rounded pricing .00 in e-commerce platforms due to its widespread use as a psychological pricing strategy

Impact of Price-Endings on Budget Adherence

Price endings significantly influence consumers' ability to adhere to their budgets by shaping automatic judgment and purchase decisions through cognitive biases. Pricing cues embedded in numerical formats encourage consumers to rely on quick mental shortcuts, which can lead to perceiving products as more affordable and increase the likelihood of spending beyond their intended budget by Zeba (2025). Additionally, retailers extend charm pricing strategies to the total shopping cart by adjusting final prices to end in .99, which reinforces perceived value not only for individual items but also for the overall purchase, thereby encouraging higher spending, as discussed in Chen (2023). Research also shows that price-ending strategies interact with trust signals and competitive dynamics in online marketplaces, further shaping consumer decisions and purchasing behavior, according to Reichel & Schindl (2024). Moreover, 9-ending pricing is structured to promote intuitive rather than analytical decision-making, which can weaken consumers' financial discipline Robert (2024). These findings are supported by a study of Zhang, Han *et al.* (2024), which explains how pricing cues influence cognitive processing and consumer judgment, and also another study from Hussain & Sharma (2024), which highlights how pricing strategies affect spending behavior and decision control. These findings indicate that while consumers may intend to follow a budget, price endings can subtly disrupt their ability to control spending, especially in online shopping environments.

H3. Price endings, particularly charm pricing, influence college students' budget adherence by encouraging subconscious spending and reducing strict control over their expenses.

Satisfaction with Purchases Based on Price-Endings

Consumer satisfaction in online shopping is strongly influenced by perceived value, which is shaped by price endings. According to Lakho & Siddiqui (2024), younger consumers who are price-conscious tend to prefer nine-ending prices, associating them with better deals and savings, which in turn enhances their satisfaction after purchase. Additionally, charm pricing creates a perception of higher value, increasing both the likelihood of purchase and overall satisfaction, as noted by Okemuta, Emmanuella, *et al.* (2025). Research further emphasizes that perceived value significantly affects purchase intention, trust, and customer loyalty in e-commerce; when consumers perceive they are getting a favorable

deal, their satisfaction rises, according to Permatasari & Jaelani (2021). These findings are supported by a study available from Kristanto, Rahma *et al.* (2022) highlights the relationship between price perception and post-purchase satisfaction and is further reinforced by research from Hoang (2022), which demonstrates that pricing cues like charm pricing positively influence perceived value and consumer contentment. Overall, these studies suggest that price endings play a significant role in shaping satisfaction by enhancing perceived savings and value.

H4. College students report higher satisfaction with purchases associated with charm pricing, focusing on .99 and .95, compared to rounded pricing .00, due to increased perceived value and perceived savings.

Statement of the Problem

This study aims to explore how price endings relate to discerned parsimony among college students using e-commerce applications. Specifically, it seeks to answer the following questions:

1. How do price-endings affect the perceived saving capacity among college students in the act of buying items using e-commerce applications?
2. How frequently do college students come across charm priced in contrast to rounded priced endings in e-commerce shopping?
3. What level of impact do college students believe price endings will have on them adhering to their budgets while online shopping?
4. How do college students rate their satisfaction with online purchases in relation to the charm vs rounded price-endings they viewed while shopping?

MATERIALS AND METHODS

Research Locale

This study was carried out within the premises of FEU Roosevelt Marikina, located in Marikina, Philippines, targeting college students who had used online e-commerce applications such as Shopee, Lazada, TikTok, and Shein. The location was chosen due to the students’

accessibility, as they were exposed to various applications. The targeted students were enrolled in the institution and frequently used e-commerce platforms. As a borough-based institution with access to internet connectivity and intensive use of technology such as smartphones and computers, it provided a suitable environment to explore online consumer behavior. College students were considered pertinent respondents for examining the effects of price endings on discerned parsimony. The researchers targeted a total of 100 college students as respondents. Furthermore, college students were generally budget-conscious and were actively exposed to charm pricing strategies, such as .99/.95, and rounded pricing .00 in online marketplaces.

Conceptual Framework

The conceptual framework of the study used the Independent–Dependent Variable (Causal) Model. According to Suchinta, A., & MacNeil, A. (2022), this quantitative model showed a predictive or causal relationship between variables, where the independent variable (IV) influenced or predicted the dependent variable (DV). This conceptual framework acted as a tool to organize all the concepts and ideas related to the research, making the relationships between the variables clearer. The researchers applied this model in the study to test whether price endings affected how students perceived their spending habits. In relation to the objectives of the study, price endings were used as the independent variable, while discerned parsimony among college students was used as the dependent variable. Discerned parsimony referred to the students’ perspective of being economical, thrifty, or financially wise when buying products in e-commerce applications. The framework further assumed that certain price endings, such as odd pricing and even pricing, could affect students’ psychological perception of saving money. The study aimed to assess whether differences in price endings had a considerable influence on students’ sense of being economical when shopping on online e-commerce applications such as Shopee, Lazada, TikTok, and Shein.

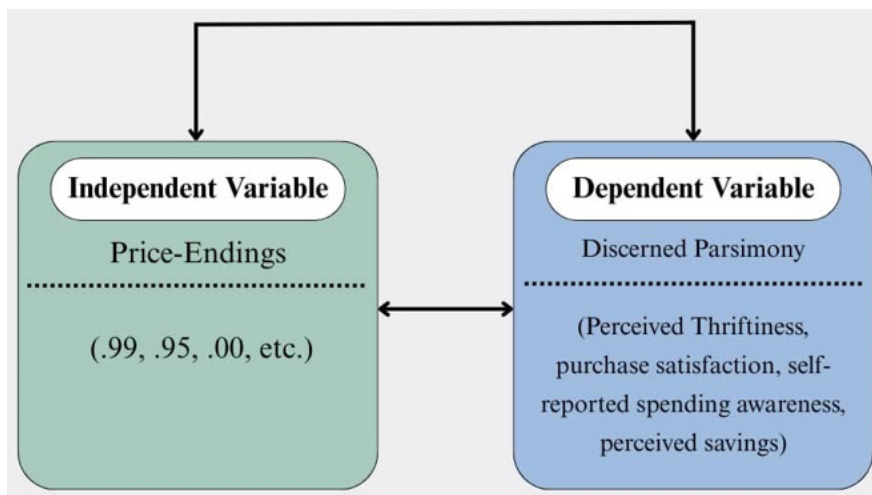


Figure 1: Independent-Dependent Variable (Causal) Model

Sampling Method

The study utilized purposive sampling to ensure that only qualified and relevant participants were included. This involved a set of respondents who had specific characteristics relevant to the study that the researchers aimed to achieve. To qualify, participants had to be currently enrolled college students of FEU Roosevelt Marikina and must have used at least one e-commerce platform such as Shopee, Lazada, TikTok, or Shein. The respondents consisted entirely of college students within the identified population who had online shopping experiences. With this approach, a total of 100 college students were identified as respondents for the study. These participants had first-hand experiences with online pricing strategies, ensuring that the data collected were accurate and applicable for determining the effects of price endings on perceived parsimony.

Data Gathering Procedure

The researchers sought approval from the proper authorities of FEU Roosevelt Marikina before conducting the study. Once approved, they coordinated with instructors to send a digital survey through Google Forms to qualified students. The survey examined how college students perceived different pricing methods, including charm pricing with prices ending in .95 and .99, as well as rounded pricing with prices ending in .00. The research adviser had assessed the questionnaire before distribution to determine its credibility and reliability. The researchers explained the study's goals to the respondents, assuring them that their answers would remain confidential and be used solely for academic purposes. The survey was completed by 100 college students who met the criteria. After collecting all responses, the researchers established an organized data collection process. The statistician then conducted statistical analysis to examine how price endings affected students' perceived parsimony.

Instrument

The research utilized a researcher-created online survey to collect data from 100 FEU Roosevelt Marikina college students who frequently purchased products through online shopping websites. The questionnaire was distributed through Google Forms and was designed to directly measure the study's independent variable, price endings (.99/.95 and .00), and dependent variable, discerned parsimony, including perceived savings, thriftiness, and satisfaction. The instrument consisted of three parts. Part A included the respondents' demographic profile and online shopping behavior, such as their shopping frequency and experiences with charm pricing and rounded price endings. Part B measured perceived saving capacity, budget awareness, and self-perceived thriftiness through structured statements that participants rated on a 5-point Likert scale (1–Strongly Disagree to 5–Strongly Agree). Part C assessed purchase satisfaction, perceived value, and quality interpretation in relation to different price endings, also using the same Likert scale.

The research adviser reviewed the questionnaire to check its validity, clarity, and relevance. The study also employed pilot testing to establish the reliability and consistency of the questionnaire. Participation was voluntary, and respondents' answers were kept confidential. All collected data were used solely for academic purposes.

Statistical Treatment of Data

Once the data collection was completed, the responses were compiled, organized, and analyzed by the statistician. The study used descriptive statistical techniques, such as mean, standard deviation, frequency, and percentage distribution, to clearly interpret how price endings influenced discerned parsimony among college students.

Interpretation of Likert Scale

A 5-point Likert scale was used to measure participants' attitudes, perceptions, and opinions regarding the influence of price breaks (.99/.95 and .00) on their online shopping behavior. Each item in the questionnaire was scored from 1 to 5, representing the level of agreement. The collected data were interpreted using mean scores to identify trends and patterns, with corresponding descriptive interpretations. If the majority of responses fell under Agree (3.41–4.20) to Strongly Agree (4.21–5.00), this indicated that price breaks significantly influenced students' perceptions of savings, thriftiness, and satisfaction. However, if the responses fell under the Neutral (2.61–3.40) or lower ranges, it indicated that price extremes had little or no strong influence on their purchasing behavior.

Use of Mean and Standard Deviation

Mean: The mean will be used to determine the average response of participants for each variable, such as perceived savings, budget awareness, savings, and satisfaction. This will show the general attitude of respondents to charm pricing and rounded pricing.

Standard Deviation

Standard deviation will be used to measure the dispersion of responses.

- A low standard deviation indicates that the responses are closely grouped, showing similar views to students.
- A high standard deviation indicates that the responses are widely circulated, showing different opinions.

Frequency and Percentage Distribution

Frequency and percentage distributions will be used to describe:

- How often students encounter charm pricing (.99/.95) and rounded pricing (.00).
- The number of respondents who select each response on the Likert scale: This will provide a clear and straightforward presentation of response patterns and help support the interpretation of the results.

Mean Comparison Analysis

The study will use mean comparison analysis to examine

the differences between charm pricing and rounded pricing. It will determine:

- Which price ending results in higher perceived savings?
- Which pricing format leads to greater purchase satisfaction?
- Which pricing strategy strengthens students' perceptions of thriftiness or practicality?
- Which price ending is associated with higher perceived product quality?

By doing so, researchers will be able to determine which pricing strategy has a stronger psychological impact on college students.

Likert Scale Intervals and Interpretation

The following table presents the Likert scale intervals and their interpretations:

If the mean scores were in the higher range (3.41–5.00), it indicated that students perceived that price endings

Table 1: Likert Scale Intervals and Interpretation

Scale	Interpretation	Mean Range
5	Very Strongly Agree	4.21 - 5.00
4	Agree	3.41 - 4.20
3	Neutral	2.61 - 3.40
2	Disagree	1.81 - 2.60
1	Strongly Disagree	1.00 - 1.80

influenced their spending behavior. If the mean was within the neutral range (2.61–3.40), it suggested uncertainty or a lack of strong opinion. Meanwhile, mean scores below 2.60 indicated that price endings did not influence their perception or behavior.

The Likert scale was used because the study focused on measuring perceptions, attitudes, and self-assessment, which could not be directly measured by numerical data alone. This allowed respondents to express their level of agreement in a structured and quantifiable manner. The use of mean and standard deviation was appropriate because they summarized the data into clear values that represented the overall trends and consistency of the responses. Meanwhile, frequency and percentage distribution helped present data in an organized manner, and mean comparison analysis directly supported the goal of identifying differences between charm pricing and rounded pricing. These statistical treatments were suitable for the study because they provided a clear, accurate, and systematic interpretation of how price endings influenced perceived parsimony among college students in online shopping.

Scope and Limitations

This study focused on examining the effect of price-endings on discerned parsimony among college students using e-commerce applications at FEU Roosevelt Marikina campus during the Academic Year 2025–2026. The research focused on how digital pricing strategies, particularly charm pricing and rounded pricing, influenced students' perception of thriftiness, value judgment,

purchase satisfaction, and spending awareness. The respondents of the study were limited to 100 officially enrolled college students at FEU Roosevelt Marikina who were regular users of e-commerce platforms such as Shopee, Lazada, Tik Tok Shop, and Shein. Moreover, the research also considered related variables such as frequency of exposure to charm versus rounded prices, perceived savings, and self-reported spending behavior, as these factors might have affected how students evaluated purchases and managed their budget while shopping online.

The scope of this study was narrowed to students' perception and behavior during online shopping. It examined how price endings affected perceived savings, judgment of practicality versus unnecessary purchases, and satisfaction with the purchased products. However, the study had several delimitations. It excluded students from other campuses, as well as those who did not regularly use e-commerce applications. Pricing strategies other than charm and rounded pricing, such as discounts, coupons, or bundled offers, were not included. The study did not consider students' overall financial background, family income, or long-term spending behavior. Furthermore, the study did not consider economic factors such as inflation rates, government economic policies, or platform-specific promotions. The research was time-limited to the Academic Year 2025–2026 and did not aim to measure prolonged changes in students' financial behavior. Instead, it sought to examine the present effects of charm and rounded price-endings on the perceived savings, budget-consciousness, and purchase satisfaction of college students at FEU Roosevelt Marikina.

RESULTS AND DISCUSSION

This section illustrates the findings of the study, including the statistical analysis and vital insights based on the collected data. The results are encapsulated in tables and figures for coherency

City of Residence of Respondents

Table 2 City of Residence of Respondents

Table 2 shows the classification of respondents based on their city of residence.

Table 3 E-Commerce Platforms Used Frequently

Table 3 shows the classification of e-commerce platforms used frequently by the respondents.

Table 2: City of Residence of Respondents

City of Residence	Frequency (N)	Percentage
Cainta	8	8%
Marikina	78	78%
Quezon City	1	1%
Rodriguez	2	2%
San Mateo	6	6%
San Mateo	3	3%
San Mateo, Rizal	2	2%
Total	100	100%

Table 4 How Often Do You Shop

respondents shop.

Table 4 shows the classification of how often the

Table 3: E-commerce platforms used frequently

E-Commerce Platforms	Frequency (N)	Percentage
Lazada	7	7%
TikTok Shop	93	93%
Shopee	78	78%
Shein	39	39%
Total:	217	217

Table 5 How Do Price-Endings Affect the Perceived Saving Capacity among College Students in the Act of buying Items Using E-Commerce Applications

Table 4: How often do you shop

How Often Do You Shop	Frequency (N)	Percentage
Once a week	15	15%
Once a month	46	46%
Twice a month	29	29%
Quarterly	8	8%
Annually	2	2%
Total:	100	100%

Table 5 shows that respondents predominantly agree that price-endings influence their perceived saving capacity when shopping on e-commerce platforms, with an overall mean of 3.72. Moreover, the low standard deviation denotes a positive perception among consumers that

price-endings enhance its affordability and smart spending.

Table 6 How Frequently Do College Students Come Across Charm-Priced (.95 , .99) in Contrast to Rounded Priced (.00) Endings in E-Commerce

Table 5: How do price-endings affect the perceived saving capacity among college students in the act of buying items using e-commerce applications

	Mean	Standard Deviation	Interpretation
There is a perception that more money is saved when prices end in .95 or .99 instead of .00.	3.78	0.85	Agree
Seeing charm pricing (.99) makes me feel like I'm practical or a knowledgeable shopper.	3.65	0.87	Agree
I find it easier to stick within my budget when items use charm pricing (.95, .99).	3.78	0.89	Agree
I feel like I'm "saving money" when the price ends with .99 rather than an odd number.	3.67	0.99	Agree
A product priced at ₱199 feels more affordable than ₱200.	3.74	1.03	Agree
Overall	3.72	0.93	Agree [Positive Perception]

Shopping

Table 6 shows that respondents frequently come across charm-priced instead of rounded priced endings in e-commerce shopping, with an overall mean of 3.34. The highest frequency was when consumers encountered price ending in .99 daily whenever they shop online, while other responses varied.

Budgets While Online Shopping

Table 7 shows that respondents believe price-endings have a high impact on adhering to their budgets while shopping, with an overall mean of 3.52. The low standard deviation implies a consistently high impact among respondents.

Table 7 What Level of Impact Do College Students Believe Price-Endings Have on Adhering to Their

Table 8 How Do College Students Rate Their Satisfaction with Online Purchases in Relation to Charm Vs. Rounded Price-Endings

Table 6: How frequently do college students come across charm-priced (.95 , .99) in contrast to rounded priced (.00) endings in e-commerce shopping

	Mean	Standard Deviation	Interpretation
How often do you encounter price ending in .99 when shopping online?	3.45	0.96	Daily
How often do you encounter price ending in .95 when shopping online?	3.26	1.05	Constantly
How often do you encounter price ending in .00 when shopping online?	3.22	1.03	Constantly
How often do e-commerce platforms highlight prices with charm pricing (.95 , .99) during sales or promotions?	3.42	1.02	Daily
Overall	3.34	1.02	Constantly

Table 8 shows that respondents are satisfied with their online purchases in relation to charm vs. rounded price-endings, with an overall mean of 3.96. The low standard

deviation indicates consumers share a similar satisfaction with online purchases.

Discussion

Table 7: What level of impact do college students believe price-endings have on adhering to their budgets while online shopping

	Mean	Standard Deviation	Interpretation
To what extent of impact do charm price endings (.99 & .95) influence your decision to stay within your budget?	3.47	0.87	High Impact
To what extent of impact do price endings influence your comparison between similar products?	3.58	0.75	High Impact
To what extent of impact do price endings affect your impulse buying behavior?	3.46	0.90	High Impact
To what extent of impact do rounded prices (.00) influence your perception of product value?	3.55	0.87	High Impact
To what extent of impact does the format of prices influences' an individual's control over their online spending	3.55	0.88	High Impact
Overall	3.52	0.85	High Impact

This study aimed to determine how price endings influence perceived parsimony among college students using e-commerce applications. Based on the results from Tables 2 to 6, the findings show that price ending strategies

significantly affect students' perceived savings capacity, exposure to pricing formats, and overall interpretation of value when shopping online.

Table 2

Table 8: How do college students rate their satisfaction with online purchases in relation to charm vs. rounded price-endings

	Mean	Standard Deviation	Interpretation
How satisfied are you with purchases made from items priced at .95 or .99?	3.82	0.70	Satisfied
How satisfied are you with purchases made from items priced at .00?	3.88	0.69	Satisfied
How satisfied are you with your purchases made from items practical or budget-conscious.	3.98	0.75	Satisfied
How satisfied are you with purchases made from items .00 specifically satisfaction to being practical or budget-conscious.	4.06	0.71	Satisfied
How satisfied are you with purchases made from items priced at .95 or .99, specifically satisfaction that the item is a good deal.	4.05	0.70	Satisfied
How satisfied are you with purchases made from items priced at .00, specifically satisfaction that the item is a good deal.	4.07	0.71	Satisfied
How satisfied are you with purchases from item priced at .95 or .99, specifically satisfaction of saving money	3.95	0.70	Satisfied
How satisfied are you with purchases from items priced at .00, specifically satisfaction of saving money.	3.89	0.86	Satisfied
Overall	3.96	0.73	Satisfied

This study identified the profile and behavior of the respondents based on their city of residence and their preferred e-commerce sites and frequency of buying online.

As presented in Table 2, the majority of the respondents came from Marikina City, accounting for 78% of the total respondents. This is followed by Cainta at 8%; San Mateo at 6% and 3%; Rodriguez at 2%; San Mateo, Rizal at 2%; and Quezon City at 1%. From the findings presented in the table, the majority of the respondents came from only one place, which might be due to the ease of access and proximity of the researchers to the respondents in Marikina City.

In terms of the preferred e-commerce sites of the respondents as presented in Table 3, TikTok Shop is the most used platform by the respondents at 93%, followed by Shopee at 78%, then Shein at 39%, and Lazada at 7%. The findings revealed that the students are highly committed to various e-commerce sites, especially those with features of entertainment and shopping. The results also revealed that the students still prefer to use popular e-commerce sites like Shopee. The findings confirmed that students have been exposed to various online shopping sites.

Table 4 shows how often respondents shop online. Most reported shopping once a month (46%), followed by twice a month (29%) and once a week (15%). A smaller proportion shop quarterly (8%) or annually (2%). This indicates that the majority of respondents shop online regularly but in a controlled manner. Their constant exposure to online shopping suggests that they are familiar with the pricing patterns and promotional strategies used on digital platforms.

Taken together, the findings collectively show that the respondents are active online shoppers, mostly from Marikina, and frequently make use of popular e-commerce sites for their online shopping needs. This degree of interaction is proof of the reliability of the respondents in evaluating pricing strategies since they are frequently exposed to these popular pricing strategies, such as beauty pricing and rounded pricing, in their daily online shopping experiences.

Table 5

Regarding the perceived capacity of savings (Table 5), the general mean of 3.72 (Agree) indicates that students generally believe that price ends influence their sense of saving money. In particular, the highest average score (3.78) shows that students see greater savings and it's easier to stay within the budget when prices end at .95 or .99. Additionally, respondents agree that ₱199 feels more affordable than ₱200 (mean = 3.74), reinforcing the psychological impact of beauty pricing. These results suggest that even small price differences can create a strong understanding of savings. Students tend to interpret things priced as beauty as “practical” purchases, reinforcing their self-image as financially responsible consumers. This explains why beauty pricing remains

effective because it directly influences decision making and self-perception.

Table 6

In terms of exposure (Table 6), the overall mean of 3.34 (continuous) shows that students frequently encounter both beauty and rounded pricing on e-commerce platforms. Price endings at .99 are seen daily (mean = 3.45), while .95 and .00 endings are consistently encountered. Furthermore, platforms are observed to highlight beauty pricing during promotions (mean = 3.42 daily). This high level of exposure reinforces the effectiveness of these strategies, as repeated exposure conditions students associate .99/.95 endings with discounts or better deals. The consistency of exposure suggests that pricing strategies are not random but are deliberately used by marketers to influence consumer perceptions.

Table 7

According to the data in Table 7, college students believe that price ending formats have a significant impact on their ability to stay within a budget, resulting in an overall mean of 3.52, which is interpreted as a “High Impact.” The highest levels of influence were observed in how price endings affect comparisons between similar products (Mean: 3.58) and the individual’s perception of the product’s value (Mean: 3.55). Students also reported that the specific format of a price (whether .99 or .00) affects their overall control over online spending (mean: 3.55). While still considered high impact, the impact on impulse buying behavior recorded the lowest mean in this category (3.46), suggesting that while price extremes trigger impulsive tendencies, students are slightly more aware of this specific impact compared to how pricing shapes their overall perception of value.

Table 8

The results in Table 8 indicate a high level of consumer satisfaction, with an overall mean of 3.96, interpreted as “satisfied.” There is a notable psychological difference in how students perceive “value” versus “practicality.” Students reported the highest levels of satisfaction when items were priced at .00, specifically regarding the perception that the item was a “good deal” (mean: 4.07) and the purchase was “practical or budget-conscious” (mean: 4.06). Interestingly, while round prices were considered more practical, charm prices centered around .95 or .99 were rated higher in terms of the specific satisfaction of “saving money” (mean: 3.95) compared to round prices (mean: 3.89). This suggests a “left-digit effect” where the end of the charm creates an immediate sense of a discount, even though the rounded price ultimately feels like a more “solid” or trustworthy purchase for long-term budget compliance. These findings are consistent with the existing literature discussed in the introduction. Previous studies have suggested that charm pricing enhances perceived affordability and deals with attractiveness, while circular

pricing signals quality and trust. The results of this study support those claims, particularly by showing that students perceive themselves as more frugal when purchasing charm-priced items. At the same time, the continued presence of .00 pricing suggests that businesses balance perceived affordability with quality signaling, depending on their marketing objectives.

However, an important insight from the results is that perceived savings do not always equate to actual value. While students agree that beauty pricing makes them feel like they are saving money, this perception is largely psychological rather than financial. This highlights a key issue: students may rely more on price presentation than actual price comparisons when making decisions. The gap between perception and reality suggests that pricing strategies can subtly influence spending behavior without consumers being fully aware of it.

In terms of practical implications, the findings suggest that e-commerce platforms can effectively use charm pricing to attract budget-conscious students and increase purchasing likelihood. However, combining charm pricing with strategies that improve perceived quality (such as reviews, branding, or product description) can lead to better overall consumer satisfaction. For students, the study highlights the importance of being more mindful of pricing tactics and focusing on actual value than perceived savings.

In general, the study confirms that price tags play an important role in shaping college students' consumer perceptions. More importantly, it shows that these strategies influence not only how students spend but also how they see themselves as financially responsible individuals.

CONCLUSION

Price endings are effective in shaping how college students perceive their savings when shopping online. Most respondents believe that prices ending focusing on .99 or .95 make them feel like they are saving more compared to .00 prices. Many students also feel more practical and financially savvy when purchasing items with a price tag. It is easier to stay within their budget when these pricing formats are used. In a way, charm pricing strongly influences students' perceptions of thriftiness, even when the actual price difference is minimal.

Charm pricing is more commonly encountered by students than rounded pricing on e-commerce platforms. Mostly of the respondents stated that they frequently see prices ending in .99 on a daily basis, especially during promotions and sales. This constant exposure makes charm pricing more familiar to students and reinforces their belief that these prices offer better deals. As a result, students are more likely to associate the .99 and .95 endings with discounts and affordability.

Price displays have significant effects on a student's budgeting during online shopping. The responses from survey respondents indicated that price formats have a great effect on comparing products, managing one's

spending, and determining perceived value. Students tend to utilize price displays when making purchasing decisions, affecting their ability to remain within their budgets. It is clear that pricing strategies will influence purchasing behaviour and students' perceptions of their own spending habits.

In terms of satisfaction, both charm and rounded pricing lead to positive shopping experiences, but in different ways. Many students feel more satisfied with charm-priced items due to they provide a sense of saving money. On the other hand, rounded prices are often associated with better quality, practicality, and more reliable purchases. This means that students perceive value differently depending on the pricing, charm pricing for savings and rounded pricing for quality.

The findings show that price breaks greatly affect college students' perceptions and behaviors regarding online shopping, as well as their overall satisfaction with shopping online. Price breaks influence how students decide to purchase items and view themselves as responsible buyers. This indicates that e-commerce companies can shape buyer perceptions through use of price breaks, whereas community college students should be more aware when using price break strategies to make sounder purchasing decisions.

Recommendations

Based on the findings of this study, a set of recommendations can be made to grasp price ending strategies in e-commerce and provide a guide for future research. First and foremost, it is important that e-commerce platforms keep on applying charm pricing, such as .95 and .99 endings, for these revealed to efficiently urge a perception of savings and practicality among budget-conscious college students. In spite of that, it is crucial to ensure these promotional displays lead to tangible value and do not mislead consumers regarding actual price differences. Moreover, incentive programs and pricing displayed that clearly communicate true value can potentially produce progressive customer satisfaction and long-term brand loyalty.

Furthermore, students should be advocated to improve their financial management and literacy by honing price rounding techniques, treating charm-priced items as the nearest whole number—to ensure they produce coherent choices and decisions based on their current budget rather than a psychological “emotion” of funds. Learning institutions and financial programs could influence in helping students recognize these subtle pricing signs to nurture exceptional financial awareness in digital marketplaces.

Further studies can be accomplished beyond FEU Roosevelt Marikina to determine whether these psychological pricing trends are imitable through other academic institutions or amidst various socioeconomic groups in the Philippines. In addition, it could also examine the effect of external economic factors such as inflation rates, on how students respond to rounded

versus charm pricing. Continuous research into students' spending may ascertain whether these pricing tactics lead to permanent shift to financial behavior or directly influence instantaneous purchase satisfaction. By enforcing these recommendations and suggestions, e-commerce organizations will be competent to refine their marketing tactics, and students will improve gradually to navigate online shopping with proper fiscal responsibility.

Compliance with Ethical Standards

In the conduct of the study, ethical guidelines were strictly followed during the entire research. In addition, the participation in the study was carried out on one's freewill. The goal of the study was elucidated to the respondents prior to their contribution. The researchers' guarantee that all the information provided by the respondents will be maintained confidential and classified. The identity and personal aspect of the respondents will not be revealed in any part of the study. All the data collected will only be used for the researchers' goal and is in accordance with the Data Privacy Act of 2012.

The results were presented fairly and without bias. There were no copyright infringements, and all the findings are solely used for academic purposes. Additionally, this paper was verified by the grammarian to establish transparency, congruity, and adherence to concise language guidelines and standards.

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