

**COGNITIVE AND AFFECTIVE BEHAVIOR IN PURCHASE DECISION OF
MILLENNIALS IN CAVITE TOWARDS PURCHASING
FOOTWEAR IN THE PHILIPPINES**

Undergraduate Thesis

**Submitted to the faculty of the
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite**

**In partial fulfillment
of the requirements for the degree
Bachelor of Science in Business Management**

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BEA M. MONTON

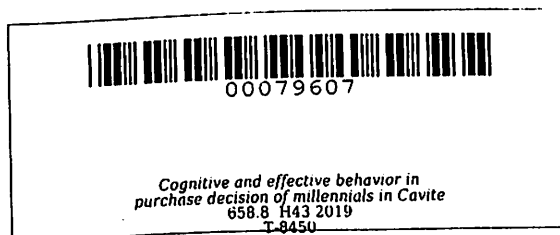
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ABSTRACT

HERNANDEZ, RYAN JUSTINE D., MONTON BEA M., AND VALLEJOS, GERALDINE P. Cognitive and Affective Behavior in Purchase Decision of Millennials Towards Purchasing Footwear in the Philippines. Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang Cavite. June 2019. Adviser: Ms. Tania Marie P. Melo.

The study was conducted to identify the cognitive and affective behavior in purchase decision of Millennials towards purchasing footwears. The study was conducted to determine the socio-economic profile of the Millennials, determine the brands of sneakers that are mostly purchased by Millennials, cognitive behavior of the Millennials, affective behavior of the Millennials, purchase decisions of Millennials towards purchasing footwear, significant relationship between socio-economic profile and cognitive behavior of Millennials, significant relationship between socio-economic profile and affective behavior of Millennials, significant relationship between socio-economic profile and purchase decision of Millennials, significant relationship between cognitive behavior and purchase decision of Millennials, and significant relationship between affective behavior and purchase decision of Millennials towards purchasing footwear in the Philippines.

The findings of the study can provide owners, producers, and entrepreneurs of footwear the results about the cognitive and affective behavior of the Millennials and their purchase decision. Whereby with clearer ideas on the factors affecting the cognitive and affective buying behavior and purchase decision of the Millennials and serve as a guide in determining the brand of footwear that will be demanded by the consumers. This study could also serve as a reference material for the students if they will conduct similar studies in the future.

The results showed that majority of the respondents were in the age group of 18 to 22 years old. Most of them are male having a percentage of 55. Also, majority of the respondents are single with a percentage of 85. Lastly, 1,500 to 21,400

monthly family income took the highest percentage of 68. The most purchased brand of sneakers nowadays is Nike, followed by some of the notable foreign brand of sneakers.

The results showed that younger, male, married, and Millennials with high monthly family income are purchasing sneakers most of the time using their affective behavior also called as impulse buying than using their cognitive behavior.

Based on the result, the researchers recommend that manufacturer, entrepreneur and seller of sneakers must do extra effort in giving information about the sneakers because there is a lesser number of female Millennials which are not aware about the quality and feature of the product. Since single Millennials lesser purchase sneakers than married Millennials, the manufacturer, entrepreneur and seller of sneakers much think of ideas, ways and techniques that will capture the heart of single Millennials to make them purchase the sneaker.

In addition, the researchers found out that Millennials purchase Nike more than other brands that's why the researchers recommend to other brands of sneakers to create something new, continuously innovate the models of sneaker to provide the consumers their needs and wants about sneakers in order to follow the leading brand, or much better become the leading brand.

The manufacturer, entrepreneur and seller of sneakers must give their best offerings of good quality sneakers. The durability, comfortability and good styles of the sneakers should maintain and improve because based on the result, Millennials most considered the experience in their cognitive behavior.

Lastly, for the future researcher, the researchers of this study recommend to identify what type of footwear the Millennials are buying and what factor affects their purchase decision in this type of footwear. The researchers also recommend to investigate if the educational attainment of the participants will take an impact to their cognitive and affective buying behavior.

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An undergraduate thesis manuscript submitted to the faculty of the Department of Management of College of Economics, Management, and Development Studies, Cavite State University Indang, Cavite in partial fulfillment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing Management with Contribution no. CEMDS-BM-2019-0747 Prepared under the supervision of Ms. Tania Marie P. Melo.

INTRODUCTION

Sneakers is an item of footwear intended to protect and comfort the human foot while the wearer is doing various activities. Sneakers are also used as an item of decoration and fashion. Millennial nowadays are attracted to sneakers. The Millennials are a generation of young people. This generation was born between 1980 and 2000 (Lee & Kotler, 2016), they are currently between 18 and 39 years old, which according to the geographical area or different theoretical positions this generational range can vary. The Millennial is a tricky shopper. But one of the most important ways to his/her heart is to get them to think they're missing out. In fact, 69 percent of Millennials admit they've experienced FOMO (fear of missing out). Urgency is a huge part of fashion because it's always about what's next. That's why sneaker brands have been able to capitalize on what's now becoming the largest generation. Sneaker brands are spending a lot of time on social media, trying to keep the attention of Millennials and get a share of their disposable income. What these brands get right is they understand the Millennial lifestyle, and their love to be part of something and live a life of experiences (Werblo, 2018).