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ING BEHAVIOR OF CONSUMERS FOR SIGNATURE  
ITEMS IN SELECTED AREAS OF CAVITE

*THESIS*

JEFFREY G. VILLA

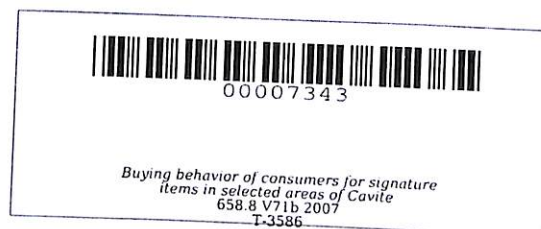
College of Economics, Management  
and Development Studies  
**CAVITE STATE UNIVERSITY**  
Indang, Cavite

April 2007

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**BUYING BEHAVIOR OF CONSUMERS FOR SIGNATURE ITEMS IN  
SELECTED AREAS OF CAVITE**

An Undergraduate Thesis  
Submitted to the Faculty of the  
Cavite State University  
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In partial fulfillment  
of the requirements for the degree of  
Bachelor of Science in Business Management  
(Major in Marketing)



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April 2007



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AND DEVELOPMENT STUDIES

Thesis of: **JEFFREY GLORIANI VILLA**

Title: **BUYING BEHAVIOR OF CONSUMERS FOR SIGNATURE  
ITEMS IN SELECTED AREAS OF CAVITE**

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## ABSTRACT

**VILLA, JEFFREY G. Buying Behavior of Consumers for Signature Items in Selected Areas of Cavite.** Undergraduate Thesis. Bachelor of Science in Business Management major in Marketing. Cavite State University. Indang, Cavite. April 2007. Adviser: Mrs. Rowena R. Noceda.

The primary objective of the study is to describe the buying behavior of consumers for signature items in selected areas of Cavite, namely Silang, Dasmarinas, General Trias, Imus and Bacoor from September to November 2006. Data were collected through personal interview with the aid of structured questionnaire and permits were secured from the mayors and barangay captains of each area. A total of 150 purchasers or users of signature items were used as the respondents in the study. They were identified using the purposive sampling technique.

Findings revealed that the average age of the respondents is 23 and most of them were still in college and had a formal education. Most of the respondents have the average of five family members and gross family income of PhP 20, 690.

The consumers were classified into father, mother, adult male, adult female, young male and young female.

The most frequently purchased signature items by the consumers were the products of Nike, Adidas, Bonjour de Corp, United Colors of Benetton, Genevieve Gozum, Polo Sport, Tommy Hilfiger, Petit Monde, Milk & Co., Apple & Eve, Blue Navy, Bayo, Via Veneto, Marks & Spencer, Confetti, Wrangler and Billabong for both the brand of jeans and shirts.

Self- actualization needs influence the consumers most in buying signature items. Group sources that include family, friends and peers were the information sources that greatly influenced the consumers in buying the signature items.

Performance attribute especially the quality of the brand of signature items they purchased was the attribute most considered by the majority of the consumers.

Most of the consumers make the final decision and actual purchase of the signature items.

Most of the consumers were satisfied after buying such signature items.

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# **BUYING BEHAVIOR OF CONSUMERS FOR SIGNATURE ITEMS IN SELECTED AREAS OF CAVITE<sup>1/</sup>**

**Jeffrey G. Villa**

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<sup>1/</sup>A thesis manuscript submitted to the faculty of Department of Management, College of Economics, Management and Development Studies, Cavite State University, Indang, Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management major in Marketing with Contribution No. T2007-BM04-004. Prepared under the supervision of Ms. Rowena R. Noceda.

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## **INTRODUCTION**

The study of consumer behavior enables marketers to understand and predict consumer behavior in the market place. It also promotes understanding of the role that consumption plays in the lives of individuals. Consumer behavior is not only concerned with what consumers buy, but also why they buy it, when and where and how they buy it, and how often they buy it. It is concerned with learning the specific meanings that products hold for consumers (East, 1997).

Marketers may attempt to understand and influence buying behavior, but they cannot control it. Even though some critics credit them with the ability to manipulate buyer's marketers may have neither the powers nor the knowledge to do so. Their knowledge of behavior comes from what the psychologist, social psychologist and sociologist know about human behavior in general. Even if marketers wanted to manipulate buyers, the lack of laws and principles in the behavioral sciences would prevent them from doing so. Understanding consumer behavior is an important task to