

658.8342

P35

2004

CONSUMER BUYING BEHAVIOR FOR BRANDED
SHIRTS IN LOWLAND CAVITE

THESIS

EDELYN B. PEJI

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

Cavite State University (Main Library)



T2860

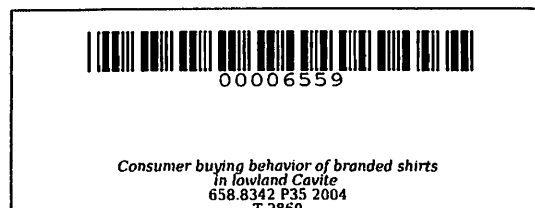
THESIS/SP 658.8342 P35 2004

APRIL 2004

^{a/}
**CONSUMER BUYING BEHAVIOR FOR BRANDED SHIRTS
IN LOWLAND CAVITE**

Undergraduate Thesis
Submitted to the Faculty of the
Cavite State University
Indang, Cavite

In partial fulfillment
of the requirements for the degree of
Bachelor of Science in Business Management
(Major in Marketing)



EDELYN B. PEJI
April 2004

ABSTRACT

PEJI, EDELYN BARRAMEDA. Consumer Buying Behavior for Branded Shirts in Lowland Cavite. B.S. Thesis. Bachelor of Science in Business Management, major in Marketing. Cavite State University, Indang, Cavite. April 2004. Adviser: Rowena R. Noceda.

The study was conducted in lowland towns of Cavite namely: Bacoor, Cavite City, Kawit, Noveleta and Rosario from December 2003 to January 2004. The general purpose of the study was to analyze and describe the consumers buying behavior for branded shirts. Two hundred branded shirt users were used in this study.

Range, mean, frequency count and percentage were used to analyze and describe the consumers buying behavior for branded shirts.

Findings revealed that the average age of the consumers was 32 years old and all of them had formal education. Most of them were government employees and had an average monthly income of P12,041.50. Physiological needs, safety needs, social needs and esteem needs were satisfied by the consumers in buying shirts. Experiential sources were the most influential source of information of consumers in buying branded shirts. Most of the consumers themselves were the final deciders and actual purchasers of the shirt. Quality and durability was the most considered perceived factor that affects the behavior of the consumers in buying shirts.

The mean price of branded shirt that consumer usually purchased was P499.50. Most of the consumers were not brand loyal when it comes to shirts. Majority of the consumers bought casual shirts and usually prefer it plain. Female bought ladies top

usually blouse while male bought men's top like t-shirt. Majority of the consumers usually purchased the brand Jag from the department stores.

Results also showed that most consumers were satisfied after buying branded shirt and increase the probability of purchasing the same brand.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL SHEET	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	iv
ABSTRACT	vi
LIST OF TABLES	x
LIST OF APPENDICES	xii
INTRODUCTION	1
Statement of the Problem	3
Objectives of the Study	3
Importance of the Study	4
Operational Definition of Terms	5
REVIEW OF RELATED LITERATURE	8
METHODOLOGY	13
Time and Place of the Study	13
Sampling Procedure	13
Collection of Data	13
Methods of Analysis	14
Scope and Limitation of the Study	14
RESULTS AND DISCUSSION	15

Socio-Economic Characteristic of the Consumers	15
Classification of the Consumers.....	17
Needs Satisfied by the Consumers in Buying Shirts.....	18
Categories of Shirts Usually Purchased by Consumers	20
Style of Shirts Usually Purchased by the Consumers	22
Types of Shirts Usually Purchased by the Consumers.....	22
Brand of Shirts Usually Purchased by the Consumers.....	25
Place of Purchased of Shirts of the Consumers	28
Information Sources that Greatly Influence the Consumers in Buying Branded Shirts	28
Decider in Buying Branded Shirts	33
Actual Purchaser of the Shirt	35
Perceived Factor Considered in Buying Branded Shirt	35
Postpurchase Behavior of the Respondents	38
SUMMARY, CONCLUSION AND RECOMMENDATION	41
Summary	41
Conclusion	42
Recommendations	42
BIBLIOGRAPHY	44
APPENDICES	45

LIST OF TABLES

Table		Page
1	Distribution of the consumer in lowland towns of Cavite, 2003	13
2	Socio-economic characteristic of the consumers in lowland Cavite, 2003	16
3	Classification of the consumers in lowland Cavite, 2003	18
4	Needs satisfied by the consumers in buying shirt in lowland Cavite, 2003	19
5	Categories of shirts usually purchased by consumers in lowland Cavite, 2003	21
6	Style of shirts usually purchased by the consumers in lowland Cavite, 2003	23
7	Types of shirts usually purchased by the consumers in lowland Cavite, 2003	24
8	Brand of shirts usually purchased by the consumers in lowland Cavite, 2003	26
9	Place of purchased of shirts of the consumers in lowland Cavite, 2003	29
10	Information Sources that greatly influence the consumers in buying branded shirts in lowland Cavite, 2003	30
11	Decider in buying branded shirts in lowland Cavite, 2003	34
12	Actual purchaser of shirt in lowland Cavite, 2003	36
13	Perceived factors considered in buying branded shirts in lowland Cavite, 2003	37

14 Postpurchase behavior of the consumers
 in lowland Cavite, 2003 39

LIST OF APPENDICES

Appendix		Page
1	Interview Schedule	46
2	Request/letter used in the study	49

CONSUMER BUYING BEHAVIOR FOR BRANDED SHIRTS IN LOW LAND CAVITE^{1/}

Edelyn B. Peji

^{1/}A thesis manuscript submitted to the faculty of the 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. T2004-BM04-017 prepared under the supervision of Mrs. Rowena R. Noceda.

INTRODUCTION

Shirt is one form of men's clothing which is used everyday and is considered essential. Abraham Maslow, as cited by Kotler (1997) suggests that each individual is motivated by series of needs, which ranged from those that are most fundamental to all human beings, to those that are highly specific to each individual. People are motivated to satisfy their needs sequentially, only attempting to satisfy social needs, like when their physiological and safety needs have been met. In subsistence economies, a high proportion of the population will be striving to meet the lower needs for food, water, shelter, and warmth – universal needs that are easy to identify and anticipate.

Shirts come in different styles, designs, color and brand that consumers can choose from. Most consumers rely on brand names to distinguish among the wide