

**GENDER DIFFERENCES IN PURCHASE INTENTION TOWARDS
ELECTRONIC DEVICES AMONG CONSUMERS
IN SELECTED CITIES OF CAVITE**

THESIS

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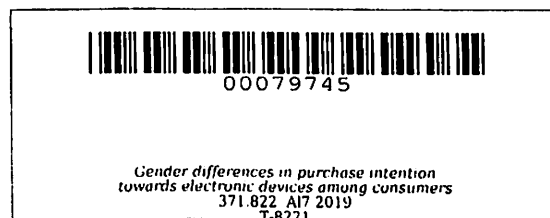
Indang, Cavite

June 2019

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Undergraduate Thesis
Submitted to the Faculty of the
College of Economics, Management and Development Studies
Cavite State University
Indang, Cavite

In partial fulfilment
Of the requirements for the degree
Bachelor of Science in Business Management



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June 2019

ABSTRACT

ALON-ALON, YANNAGAIL; DE CASTRO, MA. ANGELICA D.; QUINQUINI, KHATELYN U. Gender Differences in Purchase Intention towards Electronic Devices among Consumer in selected Cities of Cavite 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 on selected cities of Cavite, namely: Dasmariñas City, Imus City, Bacoor City, Tagaytay City, and Cavite City from January to May 2019. The study aimed to determine the gender differences in purchase intention towards electronic devices among consumers.

The participants of the study were ages from 18-65 years old. Majority of them are single and female, late adolescent with 43 percent, most of them have an occupation with the range of monthly income Php30,000 with frequency of 170.

In the factors affecting the purchase intention of the respondents towards the price, brand name, accessibility, location, and after-sales service, the researchers used the Likert scale. The factors affecting the level of purchase intention of the respondents on the electronic devices was verbally interpreted as "Influential" on the greatest number of indicators.

The most preferred factors affecting the purchase intention of the male and female respondents was the aftersales service with the mean of 4.23. Majority of both male and female consumers purchased the top four electronic devices namely mobile phones, household technologies, entertainment devices and laptops.

The overall results in gender of the respondents and their level of purchase intention had highly significant relationship towards the electronic devices in terms of mobile phones, laptop, entertainment devices and portable gaming devices.

However, the gender of the respondents did not have any significant relationship to the household technologies.

The result revealed that there is no significant difference between the gender of the respondents and the level of purchase intention towards electronic devices. Also there is no significant difference between the gender of the respondents and the factors affecting the level of purchase intention towards the price, brand name, accessibility, location and after sales service of the electronic devices. Moreover, there is no significant difference between the gender of the respondents and the level of purchase intention on the electronic devices among consumers.

The study recommends that the electronic manufacturer/ retailer must ensure that the technology they offer is easy to operate and install for their customer convenience. For business marketers, the study will help the latter to focus on the advances in modern technology to cope up with the rapid changes in the market and for them to be able to compete with other manufacturers and for the researchers, an in depth study may be conducted to include other characteristics of the respondents.

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An undergraduate 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 fulfilment of the requirements for the degree of Bachelor of Science in Business Management major in Marketing Management with contribution number _____ Prepared under the supervision of Ms. Tania Marie P. Melo.

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INTRODUCTION

The consumer of electronics industry has been growing every day and witnessed a unique growth over the past few years. This growth can be attributed to the increasing effect and state of the art in electronic devices on the market. The consumer electronics industry is ushering in the dawn of Convergence. It is the confluence and merging of previously separated markets of digital based audio, video and information technology, removing entry barriers across the market and industry boundaries. This convergence of technologies has resulted in a greater demand for consumer devices, be they portable, in-home (mobile phones, digital camera) or in-car (DVD players), offering multiple functions (Vijaya, 2016).

The technology and electronic devices are playing a significant role in our lives and also in the life of societies. Nowadays, electronic devices are rapidly growing and a lot of new products proliferate among people in different places in the world. Not too long ago, people connected to the Internet with their computer desktop or their laptop. Now, we can see that the shape of digital devices is going to change to products like; Smartphone, 3D televisions or LED full HD televisions, tablets, and other connected