

**INFLUENCE OF SITUATIONAL FACTORS AND EXTERNAL CUES
ON IMPULSIVE BUYING BEHAVIOR OF
MILLENNIALS IN CAVITE**

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



00076579

*Influence of situational factors and
external cues on impulsive buying behavior*
658.8342 Ed2 2018
L7954

**EDEP, MARJELYN S.
LOZANO, PAULENE M.
SALVATIERRA, SABANAH S.**
June 2018

ABSTRACT

EDEP, MARJELYN S., LOZANO, PAULENE M., SALVATIERRA, SABANAH S.
Influence of Situational Factors and External Cues on Impulsive Buying Behavior of Millennials in Cavite. Undergraduate Thesis, Bachelor of Science in Business Management major in Marketing Management. Cavite State University, Indang, Cavite. June 2018. Adviser: Ms. Tania Marie P. Melo.

The study was conducted in Bacoar City, Dasmarinas City, General Trias City and Imus City, Cavite from March to April 2018. Primarily the study was conducted to determine the influence of situational factors and external cues on impulsive buying behavior of millennials. This study aimed to determine: (1) the socio-demographic profile in selected cities of Cavite; (2) the level of impulsive buying behavior of millennials; (3) the level of influence of the following situational factors in terms of time availability, money availability, and presence of others; (4) the level of influence of the following external cues on fashion apparel consumer in terms of window display, presence of sales person, and promotional activities; (5) the significant difference on impulsive buying behavior of millennials when grouped according to socio-demographic profile; (6) the significant relationship between external cues and impulsive buying behavior; and, (7) the significant relationship between situational factors and impulsive buying behavior.

The study used descriptive and correlational research. Purposive sampling was used in the study. Statistical tools such as frequency, percentage, and standard deviation were applied to interpret the demographic profile of the respondents. Kruskal Wallis were used to determine the significant difference, while Chi square was used to determine the significant relationship between two variables. The participants of the study were the millennials ages from 18-35. The instrument used was survey questionnaires that were given personally to the participants on selected cities of Cavite.

The result showed a significant difference between impulsive buying behaviors of millennials when grouped according to socio-demographic profile. The impulsive buying behavior of millennials depends on the socio-demographic profile of the participants.

There is a significant relationship between external cues and impulsive buying behavior. Window display, presence of others and promotional activities can influence the buying behavior of millennials.

There is a significant relationship between situational factors and impulsive buying behavior of millennials. Based on the result, money availability, time availability and presence of others influenced the millennials to buy without any plan.

TABLE OF CONTENTS

	Page
APPROVAL SHEET	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGMENT	vi
ABSTRACT	viii
LIST OF TABLES	xii
LIST OF APPENDICES	xiii
INTRODUCTION	1
Statement of the Problem	4
Objectives of the Study	5
Hypotheses	6
Conceptual framework	7
Significance of the Study	9
Time and Place of the Study	10
Scope and Limitations of the Study	10
Definitions of Terms	10
REVIEW OF RELATED LITERATURE	12
METHODOLOGY	35
Research Design	35
Sources of Data	35
Participants of the Study	35
Sampling Techniques	36