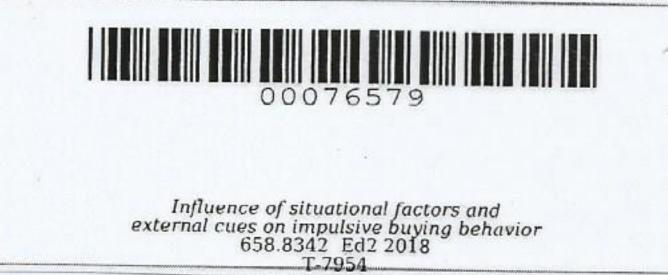
INFLUENCE OF SITUATIONAL FACTORS AND EXTERNAL CUES ON IMPULSIVE BUYING BEHAVIOR OF MILLENNIALS IN CAVITE

Undergraduate Thesis
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ABSTRACT

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The study was conducted in Bacoor 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.

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