PROFILE VARIABLES AND THE DEGREE OF INFLUENCE OF THE NORMATIVE FACTORS AFFECTING THE BUYING BEHAVIOR OF CBEA STUDENTS

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Abstract: *From the many business related subjects, it is the subject about consumers that truly inspire both the professors and students of College of Business, Entrepreneurship and Accountancy. With their background in business, it is expected that they truly understand and value the importance of consumers in the business world and the society as well. With the era we have now, it is obvious that for a business firm to survive, a firm has to be constantly innovating and understanding the needs of consumers most especially factors contributory to their buying behaviour and of course meeting the challenges of the business world.*

In this respect, the researchers studied the profile variables of respondents and the degree of influence of time, price, treatment, intervention to consumer's problem and motivation affecting their buying behavior. The findings of the study can be used by business organizations to further produce and develop products and services that they have to offer to consumers that can surely bring about profit and better costumer relationship. Also, learnings from the study inculcate the logical viewpoint in them that will give true value to any product/service they purchase.

Keywords: *Buying Behavior: The decision process and act of the respondents involved in choosing the store where to buy their needs and wants.*

Store Preference: The store preference of respondents where they acquire the goods and services they need because of various normative factors.

Time: The period consumers need to spend in acquiring what they need.

Price: The value of goods or services paid by a consumer to the seller.

Treatment: The behaviour sellers display with the consumers.

Intervention to Consumer Problem: Any help and assistance a seller can extend to the consumer in buying.

Motivation: The conscious and logical reason why consumers are inspired to buy from a store

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INTRODUCTION:

Businessmen and the people behind research and development of business organizations find the study on consumer buying behavior worthy. Business revolves around the consumer for he is the most important person in the market. In this respect, it is essential for business firms to gain good understanding of its "market" particularly the factors influencing the store preference of consumers. Business firms are spending a lot of time, money and effort just to know what influences the consumers in doing a purchase from a store. Is it the quality of the product or the price? Did an advertisement catch their eyes? Or is it because of the place where the product is being sold? This simply implies that businessmen want to be successful in their chosen endeavor especially so if they work hard to achieve it and one of the elements that can help them to be successful is their understanding on consumer's buying behavior.
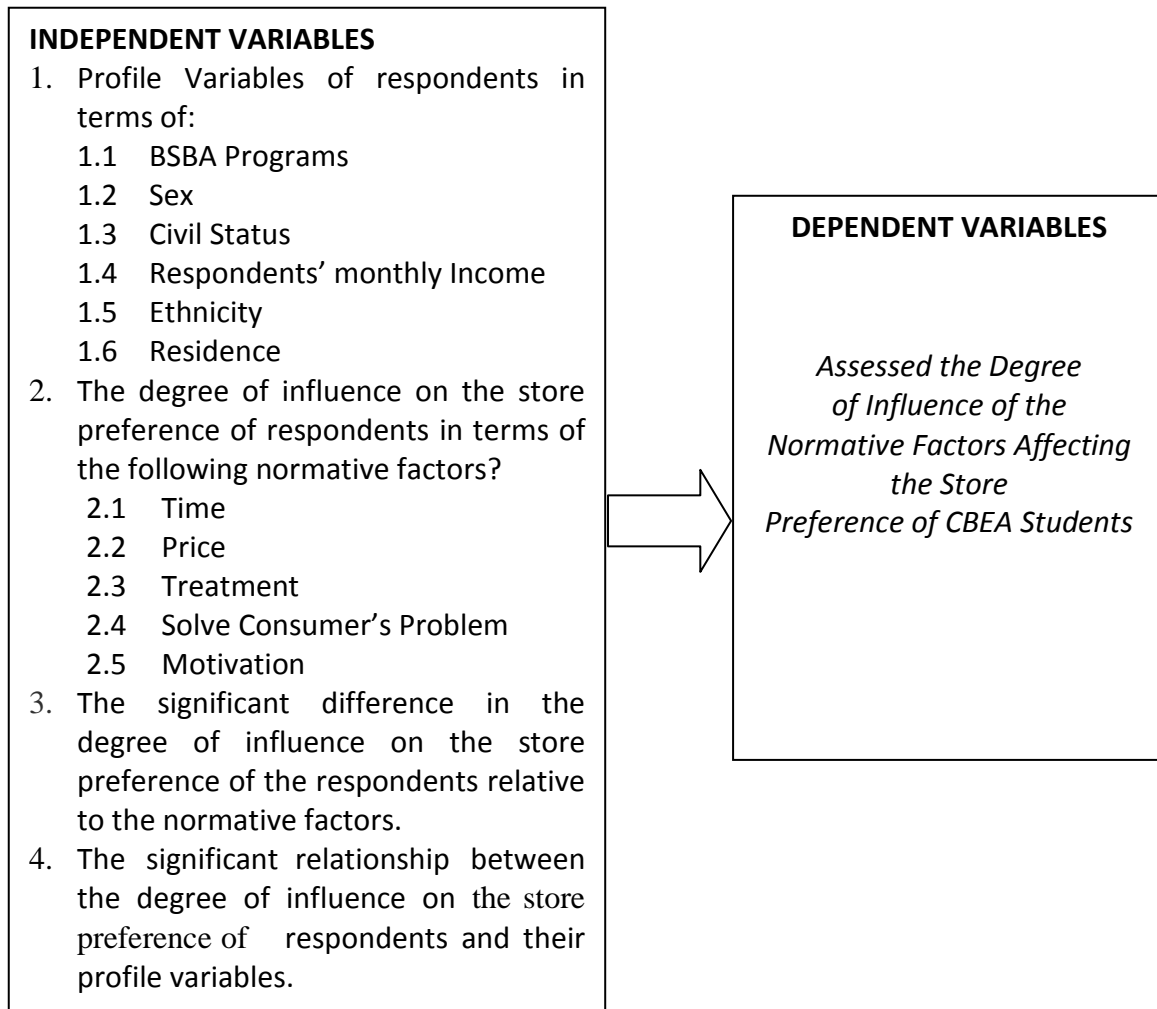
Consumers are constantly evolving in their buying behavior because of many factors. Others seek lots of information before they consider making a purchase from a store. It is easy to think today that all customers want the process of buying to be drawn out. However, that is just a generalization. One size doesn't fit all customers' buying decisions. Although there is no principle that ranks the degree of how these factors may influence a consumer to make a purchase, the point is, these factors greatly affect the consumers store preference.

On the other hand, the fundamentals of understanding the factors of the consumer's store preference will also be beneficial to consumers. This will pave way to the development of products and services that can be enjoyed by the consumers.

Once this is learnt the more the needs and wants of the consumers are produced and satisfied. The joy of producing and satisfying the needs and wants of the consumers is sometimes more than the value of money.

RESEARCH PARADIGM

INDEPENDENT VARIABLES

1. Profile Variables of respondents in terms of:
   1.1 BSBA Programs
   1.2 Sex
   1.3 Civil Status
   1.4 Respondents' monthly Income
   1.5 Ethnicity
   1.6 Residence
2. The degree of influence on the store preference of respondents in terms of the following normative factors?
   2.1 Time
   2.2 Price
   2.3 Treatment
   2.4 Solve Consumer's Problem
   2.5 Motivation
3. The significant difference in the degree of influence on the store preference of the respondents relative to the normative factors.
4. The significant relationship between the degree of influence on the store preference of respondents and their profile variables.

DEPENDENT VARIABLES

Assessed the Degree of Influence of the Normative Factors Affecting the Store Preference of CBEA Students

STATEMENT OF THE STUDY

The aim of the study is to answer the following questions:

1. What is the personal profile of the respondents in terms of:

   1. BSBA Programs

   2. Sex

   3. Civil Status

   4. Respondents Monthly Allowance

   5. Ethnicity

   6. Residence

2. What are the normative factors affecting the store preference of the respondents?

   2.1 Time

   2.2 Price

2.3 Treatment

2.4 Intervention to Consumer's Problem

2.5 Motivation

3. Is there a significant difference among the degree of influence on the store preference of the respondents relative to the normative factors.

4. Is there a significant relationship between the degree of influence on the store preference of the respondents and their profile variables?

HYPOTHESIS

1.   There is no significant difference in the degree of influence on the store preference of the respondents relative to the normative factors.

2.   There is no significant relationship in the degree of influence on the store preference of the respondents in terms of the normative factors when grouped according to personal profile.

SIGNIFICANCE OF THE STUDY

Students – The emphasis of the study is placed on the concepts of the normative influences affecting the store preference of consumers which can be beneficial to CBEA students who will be soon employed in the business world.

Professors – The study will give them a clearer idea of the student's profile and the degree of influence on the normative factors affecting the store preference of CBEA students.

Consumers – The result of the study will aid consumers to come up with a rational decision in choosing the store to buy from.

Store Owners – Principles and concepts used in the study will serve as a basis for store owners to understand the consumer's store preference for them to come up with better marketing strategies in attracting the consumers.

Future Researchers - The study would serve as a guide for parallel studies to be conducted using a wider scope.

SCOPE AND LIMITATIONS OF THE STUDY

The study is limited to the 527 4[th]BSBA students of the College of Business, Entrepreneurship and Accountancy of Cagayan State University, Andrews Campus for 2nd semester of S.Y. 2013-2014.

METHODS

Research Design Utilized

The method employed is the **descriptive correlational method** since the main purpose of the study is to determine the degree of relationship of the profile variables of the respondents and their store preference as influenced by the normative factors.

Respondents of the Study

The respondents of the study are the [4th] year BSBA students of the College of Business, Entrepreneurship and Accountancy for [2nd]Semester, S.Y. 2013-2014

Data Gathering Tool

The instrument used in gathering pertinent data and information for the study was formulated on the basis of questionnaire, which consists of two parts:

Part I *Personal profile of the respondents consists of the following:*

1. BSBA Programs

2. Sex

3. Civil Status

4. Respondents' Monthly Income

5. Ethnicity

6. Residence

Part II *The degree of the respondents perception on the normative factors affecting their store preference relative to:*

2.1 Time

2.2 Price

2.3 Treatment

2.4 Intervention to Consumer's Problem

2.5 Motivation

Procedure

The researchers asked permission from the college dean of the College of Business, Entrepreneurship and Accountancy of Cagayan State University for the gathering of data from the [4th] year BSBA students of the college for the [2nd] semester of S.Y. 2013-2014.

The answering time was from 5-10 minutes, after which the retrieval was done immediately. There was a one hundred percent retrieval of questionnaire, as these were retrieved immediately.

Data Analysis

The study used the following statistical tools needed in the analysis of the data.

Frequency count and percentage was used to categorize the profile variables of respondents.

For the degree of the respondents' perception on the normative factors affecting their store preference, a modified **Likert Scale Value** was assigned to score the five categories.

To analyze perception of the respondents in their normative influences, the item mean was used and it is presented in the equation below.

$$\bar{X_i} = \frac{WX}{\sum f}$$

Where:

Xi = item mean

W = weighted in the point scale

X = frequency

∑f = sum of frequencies

A **descriptive scale** was applied by the researchers for the assessment of results as follows:

Descriptive Scale	*Categories*
Very Highly Influenced	4.20 – 5:00
Highly Influenced	3.40 – 4.19
Moderately Influenced	2.60 – 3.39
Slightly Influenced	1.80 – 2.59
Not Influenced	1.00 -1.79

To determine the significant relationship of the normative influences on the store preference of respondents and their personal profile the CHI-SQUARE test was used.

To determine the significant difference in the degree of influence on the store preference of the respondents relative to time, price, treatment, solve consumer's problem and motivation the F-test of AVOVA was used.

RESULTS

The pertinent data gathered from the respondents are presented, analyzed and interpreted based on the order of the statement of the problem.

Table 1

Frequency and Percentage Distribution of the Respondents' Profile Variables

Respondents' Profile	Frequency	Percentage
BSBA Programs		
Marketing Management	228	43.26
Financial Management	105	19.92
Management Accounting	194	36.81
Sex		
Male	127	24.10
Female	400	75.90
Civil Status		
Single	517	98.10
Married	10	01.90
Respondents' Monthly Income		
P3,100-P3,500	5	00.95
P2,600-P3,000	10	01.90
P2,100-P2,500	300	56.93
P1,600-P2,000	100	18.98
P1,000 - P1,500	112	21.25
Ethnicity		
Ilokano	200	37.95
Ibanag	190	36.05
Itawis	77	14.61
Tagalog	40	07.59
Ivatan	20	03.80
Residence		
Within Tuguegarao	115	21.82
Outside Tuguegarao	412	78.18
TOTAL	527	100.00

Table 1 shows the frequency and percentage distribution of the respondents' profile variables as to BSBA Programs, Sex, Civil Status, Family Monthly Income, Ethnicity and Residence.

As shown above, 228 or 43.26% are enrolled in the BSBA Marketing Management Program, while 105 or 19.92% are with the BSBA Financial Management Program and 195 or 36.81% are enrolled in BSBA Management Accounting Program. Since, the college offers business courses, students can choose a program that fits them and a program that will truly prepare them to become experts in world of business. Hence, the above data.

Moreover, 127 or 24.10% are males and 400 or 75.90% are females. The data imply that BSBA students dominate their male counterpart. This is maybe due to the fact that there are more females than males in the college. Since females are now taking the challenge of business courses and aims to be experts in the business world in the future, hence, the above data.

When it comes to the civil status of respondents, 517 or 98.10% of the respondents are single and 10 or 01.90% are married, this implies that students of CBEA give value to education, it is important for them to graduate and land in a job before settling down after all they are too young for marriage. Although there are respondents who are already married, some of them are little over and above the marriageable age in the Philippine setting.

300 or 56.93% of the respondents' family monthly income ranges between the bracket of 2,100-2,500. Next is 112 or 21.25% with family monthly income of 1,000-1,500, this implies that most students of CSU have a low monthly family income. However, this financial constraint doesn't hinder students to enjoy quality education the university can provide them. After all, the student's parents believe that CSU is the partner of their children to reach their aspirations in life.

As seen above 200 or 37.95% are Ilocanos,190 or 36.05% are Ybanags, 77 or 14.61 are Itawes, 40 or 07.54 are Tagalog and 20 or 3.60% are Ivatan. This implies that the dominant ethnic group is Ilocano, although there are Ybanags, Itawes, Tagalog and Ivatan. The presence of different ethnic groups is attributed to the fact that CSU, particularly the College of Business, Entrepreneurship and Accountancy is populated by students belonging to different ethnic groups. Besides many parents from different places have trust and confidence to CSU.

The last profile variable is residence, the data shows that 115 or 21.82% are from Tuguegarao and 412 or 78.18% resides outside Tuguegarao.

Table 2

Degree of Influence on the Store Preference of Respondents in Terms of the Following Normative Factors

Normative Factors Influencing the Store Preference of Respondents	Item Mean	Descriptive Scale
TIME		
A store which is closest to me.	3.21	Moderately Influenced
A store which is located where transportations are accessible.	2.66	Moderately Influenced
A store where the needed items can easily be located.	4.01	Highly Influenced
A store where I spend less time in my transaction.	4.10	Highly Influenced
Category Mean	**3.50**	**Highly Influenced**
PRICE		
A store which offers low prices (low prices irrespective of the nature of the goods)	3.50	Highly Influenced
A store which offers fair prices (low prices for goods of low quality and high prices for goods of high quality.	4.55	Very Highly Influenced
Category Mean	**4.025**	**Highly Influenced**
TREATMENT		
A store where I am treated with respect.	4.56	Very Highly Influenced
A store where attendants show concern about my needs.	4.67	Very Highly Influenced
Category Mean	**4.62**	**Very Highly Influenced**
SOLVE CONSUMER'S PROBLEM		
A store where the attendants are experts in the area of business.	4.10	Highly Influenced
A store which sells current and fashionable and trendy goods.	4.78	Very Highly Influenced
Category Mean	**4.44**	**Very Highly Influenced**
MOTIVATION A store which offers regular sales promotion.	3.98	Highly Influenced
A store that has effective advertisement.	3.67	Highly Influenced
A store which offers additional services for free.	4.78	Very Highly Influenced
Category Mean	**4.14**	**Highly Influenced**
Over-All Mean	**4.15**	**Highly Influenced**

Table 2 shows the item mean and descriptive scale of the store preference of respondents in terms of various normative factors such as time, price, treatment, solve consumer's problem and motivation.

As manifested above, the normative factor relative to time has various items. The item with the highest item mean of 4.10 or highly influenced is "A store where I spend less time in my transaction." This shows that they want transaction convenience where they can pay for their bills as quickly as possible. In addition to this, "A store where the needed items can easily be located," also highly influenced the respondents, it is obvious that they also look for convenience in searching the products or services they need so that they will not be frustrated spending more time going around in searching. With the number of hours students need to be in school aside from the various activities that they need to do, it is obvious that they also find the location of the store and its accessibility to transportation an important factor for both moderately influenced them. Hence, time has a category mean of 4.025 with a descriptive scale of highly influenced.

The category mean for price is 4.62. This implies that it can highly influence the respondents. The item "A store which offers low prices" has an item mean of 3.50 with a descriptive scale of highly influenced, this implies that some respondents buy from a store which offers low prices since most of the respondents family income ranges between P16,000-P20,000, this further denotes the purchasing power of the respondents. However, others find it more practical to buy a product or service whose price is mainly based on the quality of the product or fair price for they consider this as the "best buy."Hence, this item has an item mean of 4.55 or very highly influenced.

Treatment, on the other hand, very highly influenced the respondents store preference. As a matter of fact, from among the normative factors affecting the store preference of respondents, treatment has the highest category mean of 4.62. The above item mean of 4.56 on "A store where I am treated with respect" and 4.67 on "A store where attendants show concern about my needs," prove that it is but normal for a consumer to demand for respect and to look for a store where attendants show concern about their needs after all it is the consumers who can make a business lucrative. Moreover, these can also provide them with a better customer experience while shopping.

A store that can solve consumer's problem also very highly influenced the store preference of CBEA students with an item of 4.44 next to treatment. An item mean of 4.10 or highly influenced on the item "A store where the attendants are experts in the area of business" implies that the respondents select a store with knowledgeable sellers about the chosen business especially about the product they sell. This seller's attribute can boost consumers' confidence to the seller and will end up believing that the store can solve consumer's problem. On the other hand, since the respondents are students, one of their concerns is for a store to provide the products and services that will go with their age, lifestyle and the like. Hence, an item mean of 4.78 or very highly influenced for this item.

And lastly, under motivation, the item on "A store which offers additional services for free" has an item mean of 4.78 or very highly influenced, this denotes that respondents buy repeatedly from stores where they can enjoy extra service for free. This we all know cannot be enjoyed from other stores. The respondents are also price sensitive and also prefer shopping while enjoying instant benefits from their transactions or every time they shop. Hence, an item mean of 3.98 or highly influenced for "A store which offers regular sales promotion."Effective advertisement highly influenced the respondents, the data above explains the power of advertisement in driving the respondents to purchase from a store. Hence, this factor with a category mean of 4.15 highly influenced the respondents

Table 3

Test of Difference in the Degree of Influence on the Store

Preference of the Respondents to Price, Treatment, Solve Consumer's Problem and

Motivation

	SS	DF	MS	F-VALUE	P-VALUE
Within Groups Between Groups	2.4190	2	0.60475	1.88	0.1897
	3.2084	10	0.32084		
TOTAL	5.6274	14			

Decision: Accept the null hypothesis

Table 3 shows the test of difference in the degree of influence on the store preference of the respondents to time, price, treatment, solve consumer's problem and motivation.

The null hypothesis stated earlier is accepted because the p-value of 0.1897 is greater than the alpha of 0.05. This implies that there is no significant difference on the level of

perception of respondents on the five (5) normative factors like time, price, treatment, solve consumer's problem and motivation.

Table 4

Summary on the Test of Relationship Between the Degree of Influence on the Store Preference of Respondents in Terms of the Normative Factors and their Profile Variables

Profile	P-Value	Alpha	Decision
Sex	0.0061	0.05	Reject Ho
Civil Status	0.0421	0.05	Reject Ho
Family Monthly Income	2.11^{-25}	0.05	Accept Ho
Ethnicity	0.005	0.05	Reject Ho
Residence	0.0005	0.05	Reject Ho

Table 4 shows the test of relationship between the degree of influence on the store preference of respondents in terms of the normative factors and their profile variables.

All the profile variables exist a significant relationship. The degree of store preference is affected or influenced by their profile variables such as sex, civil status, family income, ethnicity and residence.

Concepts in the student of consumer buying behavior will tell us that the above profile can affect the store preference of the respondents. In relation to sex, female is more likely to be more patient to spend more time and effort in shopping for they find it enjoyable than men. They also love to do "window shopping", and review different stores just for them to have the "best buy". In addition to this, civil status, can also affect the respondents store preference. It is but normal for married respondents to prioritize purchasing the needs of their family first and to purchase it from a store that they believe can provide them with true satisfaction especially when it comes to quality and price of the product or service. This is somehow related to the monthly family income for this is the basis of the purchasing power of respondents. Moreover, ethnicity can also affect the store preference of the respondents because of individual differences brought about by social and cultural factors and lastly is residence, since place of distribution is one of the concerns of marketing. The place where the store is located can obviously affect the store preference of respondents. Most of the time a store near to consumers is an advantage.

DISCUSSION

Summary

Profile Variable of Respondents

1.   BSBA PROGRAMS

1.1   From the three (3) BSBA Programs, Marketing Management has the biggest population of 228 or 43.26.

2.   SEX

2.1   Most of the students are female due to the fact that there are more females than males in the college.

3.   CIVIL STATUS

3.1   517 or 98.10% of the respondents are single and only 10 or 01.90% are married for they are still young and they prioritize education.

4.   RESPONDENTS' MONTHLY INCOME

4.1   300 or 56.93% of the respondents' family monthly income ranges between the bracket of 16,000-20,000. Next is 112 or 21.25% with family monthly income of 5,000-9,000, this implies that most students of CSU have a low monthly family income.

5.   ETHNICITY

5.1   As seen above 200 or 37.95% are Ilocanos,190 or 36.05% are Ybanags, 77 or 14.61 are Itawes, 40 or 07.54 are Tagalog and 20 or 3.60% are Ivatan. This implies that the dominant ethnic group is Ilocano, although there are Ybanags, Itawes, Tagalog and Ivatan.

6.   RESIDENCE

6.1   115 or 21.82% are from Tuguegarao and 412 or 78.18% resides outside Tuguegarao.

Normative Factors Affecting the Buying Behavior of CBEA Students

1.   TIME

1.1   Consumer considers the distance from their place when going to shop which eventually saves their time.

1.2   The respondents consider a store accessible to transportations that can transport their goods back home without wasting their time.

1.3   Search convenience is also an important factor for the respondents, they also prefer stores that can help them easily find what they need without wasting much time.

1.4   Convenience on matters of transaction is relevant for the CBEA students they prefer to shop in a store where they can pick what they want and pay for it as quickly as possible.

2.   PRICE

2.1   CBEA students look for stores which offer low prices irrespective of the nature of the goods considering their financial stand in life.

2.2   Most of the respondents, since they belong to a business college, prefer to buy from a store which offers a low price for goods of low quality and high prices for goods of high quality.

3.   TREATMENT

3.1   Consumers prefer buying repeatedly from stores where they are given due respect irrespective of how much they are buying, age, gender and ethnicity.

3.2   Consumers also consider a store where attendants show a sense of love, care and concern about their needs.

4. INTERVENTION TO CONSUMER'S PROBLEM

4.1   The respondents are attracted to buy where the attendants have enough knowledge in their business and provide their needs.

4.2   Since most of the respondent's age fall in the bracket of 19-21, they are attracted to buy from a store where they can find new goods that fit their new life style.

5. MOTIVATION

5.1   Consumers are influence to visit stores which offer regular sales promotion.

5.2   Consumers are also influence to visit stores with effective advertisements.

5.2   Consumers also prefer buying repeatedly from stores which give surprises in the form of extra services that cannot be obtained from other service providers for free.

CONCLUSION

Based on the result of analysis and the interpretation that has been done in the previous chapter, it can be concluded that:

1. CBEA 4th year students rationally decide where to buy products and services they need more than once.

2. The profile variables can affect the store preference of the respondent.

3. They analyze various normative factors that affect their store preference like time, price, treatment, solve consumer's problem and motivation.

4. The respondents are affected from mentioned normative factors differently and the degree of its influence also varies.

5. Consumers prefer a store that has a responsible sellers that will consider their needs and wants every time they shop like, the location of the store where they can spend their time and effort wisely, the price and quality of the product or service, customer relations management of the store or how store personnel treats them, a store with knowledgeable sellers that will provide answer to their needs and a store that can motivate them to be repeat buyers.

RECOMMENDATIONS

1. Entrepreneurs must analyze whether their products/services will sell well by understanding what their consumers will buy, based on the various profile variables of consumers like family income, civil status and residence among other things. They must also provide a systematic and gradual way to build the one-on-one customer relationships that will help increase sales, solidify loyalty and prompt customers to recommend the stores to others. Moreover, they must understand that they can create economic value by creating societal value, and the purpose of businesses must be redefined as creating shared value, not just profit per se.

2. Consumers particularly the students must be familiar with consumer education to protect them from the malpractices of sellers and in making judicious purchases. Also this education will inculcate the logical viewpoint in them that will give true value to any product/service they purchase.

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