



**ABSTRACT**

**NAME OF THE INSTITUTION** : De La Salle University – Dasmariñas

**ADDRESS** : Dasmariñas, Cavite

**TITLE** : Psyche of Filipina Consumer

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**OBJECTIVES OF THE STUDY:**

**A. General**

This study was conducted to know the Psyche of Filipina Consumer in the four marker types as included in this study and as measured by the four major factors of consumer behavior such as cultural factor, social factor, personal factor and psychological factor.



**B. Specific**

1. What is the respondents demographic profile in terms of:
  - a. age,
  - b. religion, and
  - c. civil status?
  
2. What is the location of the respondents based on:
  - a. mall,
  - b. free market,
  - c. tiangge, and
  - d. ukay-ukay?
  
3. What is the implication of the four types of market types for the four factors of consumer behavior?

**Scope and Limitaion**

The scope of this study is focused on the Filipina consumers themselves who shop in the four different kinds of market types included in this study. Thus, the researchers dealt with factors that might be affecting certain behaviors. There were one hundred twenty (120) conveniently selected respondents and all of which are drawn



from four different kinds of market types included in this study. Market types are limited to the mall, free market tiangge, and ukay-ukay.

### **Methodology**

Research Design. The researchers used the descriptive research in gathering data that are necessary for the study. This method was designed to obtain information that is concerned with describing the characteristics of the population. According to Catane (1997), this method tries to find out the association of certain characteristics in the population. Sometimes, some author uses the term exploratory or normative survey to pertain to the descriptive method. This is a method that simply looks with intense accuracy at the phenomena of the moment and then describes precisely what the researcher's see (Leedy 1974:79). In this study, survey method will be used to determine the psyche of Filipina Consumer.

Research Respondents. The research respondents were limited to one hundred twenty (120), all of which are conveniently selected. The researchers focused on four different market types or areas wherein several sort of Filipina consumers can be easily observed. Market types considered were mall, free market, tiangge, and ukay-ukay.

Specifically, the researchers used convenient sampling technique. This is a kind of sampling that collects respondents from a predetermined population. The survey research is under the quantitative research, which aids to rationalize existing phenomena or behavior in the population. Since it is quite hard to study the entire population, the



use of sample is appropriate in this study. Sample is the approximation of the whole rather than the whole itself (Bailey 1994:83).

Research instrument. For the study, the researchers administered a non-standardized researchers-made-questionnaire entitled the Filipina Consumer Test (FCT), which was validated by the pschometrician. The test questionnaire was a fifteen (15)-item test on which the respondents had the freedom to choose a response from the presented choices per item. The test tried to measure the psyche of filipina consumer through the four major factors of consumer behavior and from the four different market types.

Research procedure. After the researchers had established the title and scope of the study, the researchers determined the number of respondents they needed to have in this study. Since the researchers used a checklist, the respondents had a total of one hundred twenty (120). The conveniently selected respondents were asked to fill out a checklist containing questions that assessed the psyche of the Filipina and if there is an effect of the four factors of the consumer behavior. The data gathered from the study made the researcher's basis of their research. Upon having their questionnaire done, the researchers handed out the checklist to one hundred twenty (120) conveniently selected respondents in the four different kinds of market types included in this study. The data acquired from the checklist were tabulated, and measured.



**MAJOR FINDINGS:**

1. From the demographic profile of the respondents, the highest frequency of forty three of 35.83% of the total no. of respondents were from the age bracket of 21-30. The age bracket of 51-60 got the least percentage of 4.17% or frequency of 5 out of 120 respondents. Roman Catholic got the highest frequency of 91 or 75.83% and the muslim and Baptist got the least percentage with both 1.67%. Single Filipina got the highest percentage of 62.5% and 37.5% fell under married Filipinas.
2. Fifty-one (51) or 42.5% fell on the mall while free market got the second highest frequency of 30 or 25%. Next was tiangge with 24 or 20% and the least percentage was ukay-ukay with the frequency of 15 or 12.5%.
3. Culturally, most of the Filipinas prefer to buy local products with 95.83% and 83.33% as the highest percentage, which fell under the yes option. Under the social factors, 100% found in the yes option, which was the highest, and 36.67% was also the highest percentage, which answered others. In the personal factor, 93.33% under the ukay-ukay was the highest percentage in the yes option. Twenty-two of 91.66% fell on the below 1000 budget. Under the psychological factors, 66.67% fell on the practical buyer and the highest percentage of 91.66% fell under the inexpensive yet trendy clothes option.



## CONCLUSION

The researchers therefore conclude the following:

1. The ranges of 21-30 were Filipinas who still consider the pleasure of beautifying on terms of clothes and dressing up. This stage comes the fun of experimenting with the way a woman carry herself and presents herself in the society. At the same time, most of the respondents were single which means that single were free in dressing up and that singles were free from any marital obligation as those married Filipina has. These age bracket came the most no. of respondents who were form their early adulthood stage and were still in the stage of experimenting and exploring.
2. Most of Filipinas respondents prefer to shop in the mall. Probably because of the convenience and accessibility it offers. It shows that most of the Filipina prefer to shop in a convenient, air-conditioned and hassle-free shopping place. It is well defined as the safest shopping places as believed by the respondents as well as having enough parking spaces for the shoppers.
3. From the results of the tabulated data, the researchers therefore conclude that the psyche of Filipina consumers has an implication to their choice of market type. The Filipina consumer who shops in the four market types had different kinds of



behavior when it comes to buying or consuming products. Their choice of shopping place connotes what kind of behavior they have

## RECOMMENDATION

From the findings of the research study, the researchers recommend the following:

1. Consumers and readers. Reading different studies and articles about consumers can be helpful to have a better understanding and be aware of their own behavior while they are shopping or making other marketing decisions. To also help them adapt to the psychology of how consumers think, feel, reason and select between different alternatives like brands and products.
2. Students. Managing of time is the way to achieve the goal of this study, if you're given a span of time in preparing, do it now so you won't able to rush things out.
3. Psychologists and future psychologists. They must have the attitude towards our own responsibilities and should administer a more broad related study about the research.