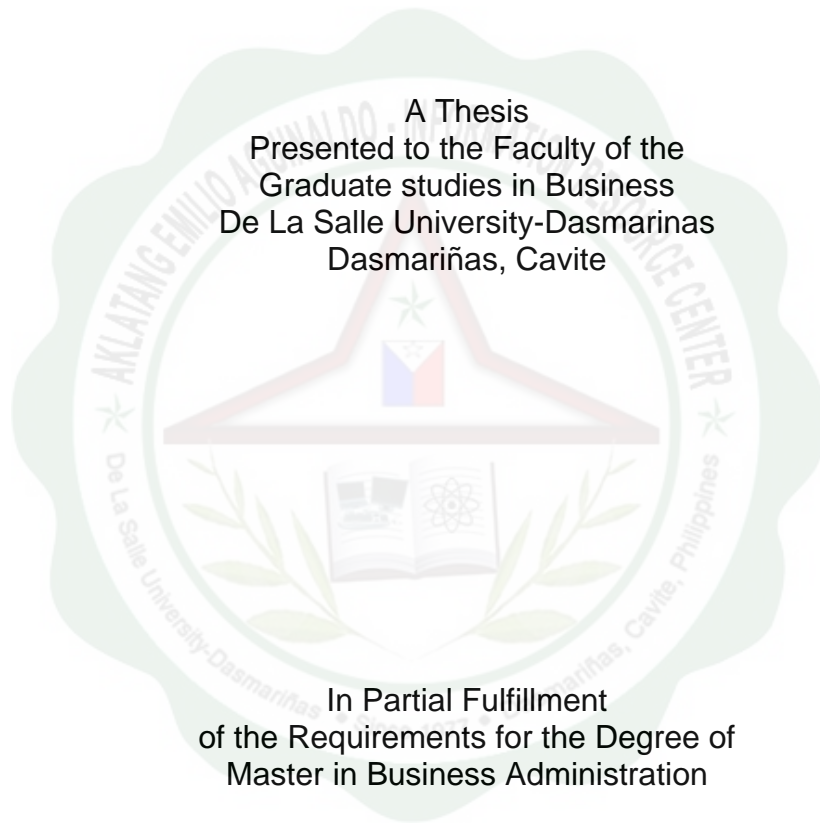




De La Salle University - Dasmariñas
GRADUATE PROGRAM

CUSTOMERS' PURCHASING INTENTION OF SANITARY WARES

A Thesis
Presented to the Faculty of the
Graduate studies in Business
De La Salle University-Dasmariñas
Dasmariñas, Cavite



In Partial Fulfillment
of the Requirements for the Degree of
Master in Business Administration

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October 2011



ABSTRACT

TSENG “GARY” YU-SHEN, CUSTOMERS’ PURCHASING INTENTION OF SANITARY WARES. Master in Business Administration, De La Salle University-Dasmariñas, Cavite, March 2010. Adviser: Dr. Aldrin P. Antivola.

The purpose of the study is to identify and analyze customers’ purchasing intention toward sanitary wares in the city of Manila. This study would provide a guide and help business owners or manufacturers understand the current market of sanitary wares on how customers look into the products’ performance. The purchase intention investigated from city of Manila; and the demographic and selected drivers from customer equity affecting it was evaluated using a self-administered survey questionnaire composed of demographic profile, drivers of value equity, drivers of brand equity and purchase intention questionnaires.

The responses to each of the questionnaire were statistically treated using the percentage, mean, and frequency distribution were used to analyze the distribution information with regard to their age, gender, education, income and occupation as to the questions. Analysis of variance (ANOVA) was adopted to evaluate the correlation between independent - drivers of value equity and brand equity and dependent – purchase intention. It was used to determine the effect of the different drivers to purchase intention. *F* test was also utilized to test the significance of the drivers and dependent variable. Then the correspondent P-value was identified to determine whether the drivers were determinant factors. ANOVA and Scheffe test were applied to further test and comparison which



levels of the demographic characteristics had higher degree of effect on the selected drivers and customers' purchase intention.

Results show that the respondents were 65 percent male and 35 percent female, 40 to 49 age bracket. The majority of the respondents were college graduates. For income aspect, most respondents belonged to the P10, 000 ~ P19, 999 bracket and title designations of occupation were supervisory Level in their working field. On the other hand, drivers of price-prestige, quality, convenience, brand perception and brand awareness had significant effect on purchase intention. Age, education and income among selected demographic profile had noticeable effect on drivers of price-prestige, quality, convenience, brand perception and brand awareness, while education proved his determinant effect on purchase intention.

Future researchers on the similar study can select different level of customers, like respondents from traditional type stores instead of depot. Definitely the pricing and products categories were different in depot and traditional stores. Moreover, the backgrounds of customers are different which were determinant as shown in the study.