



**HOLY CROSS COLLEGE OF CALINAN
CALINAN, DAVAO CITY**

**A CONTENT ANALYSIS STUDY ON THE FACTORS AFFECTING
THE PURCHASING BEHAVIOR OF THE MILLENNIAL
CONSUMERS**

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CONSUMERS**

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Chapter 1

INTRODUCTION

Background of the study

Every generation has its own characteristics. They have been influenced by global changes, and they have also changed the world. Millennials are the generation that was born between year 1980 to 2000, this shows an age range from 20 to 41 years old. Aside from that, millennials are classified into two segments which are the younger millennials that was born from year 1986–2000 with an age range of 20-35 years old, while the other one is the older millennials that was born from year 1980-1985 with an age range of 36 to 41 years old (Morris, Mohktarian & Mcdonald, 2016). The millennials establish now large populace, and their purchasing power is making them an attractive target for some customer enterprises.

According to the research study of Smith (2011), twenty to thirty years old (20-30 y/o) have an amazing gathering to be concentrated since they have various experience in terms of purchasing product compared with different ages, this is the reason why studying millennial acquires importance and relevance. Additionally, millennials generally spend their salary rapidly and more regularly through the web especially in different social media platform such as Facebook and online shopping application (Moreno, Lafuente, Carreon, & Moreno, 2017). As time passes by, millennials are unconscious that their wants have changed as their age has progressively expanded (Bansal, 2016).

As of the 3rd quarter of 2019, sixty-five percent (65%) of the millennial consumers in United States regularly purchased a private label solution rather than name brands (Coppola, 2020). The consumer study of Ospino (2020) showed that 70% of millennial

consumers in New York, United States trust brands with videos about their products more than brands without videos. Additionally, according to Netzer (2020), thirty percent (30%) of the millennials in America feel loyal to brands and 50% of millennials say that positive customer service experience is a factor in their loyalty to brands.

Another study by Fernandez (2020) titled *Price sensitivity versus ethical consumption: a study of Millennial utilitarian consumer behavior* found out that, millennial consumers are less price sensitive regarding product attribute and favor ethical consumption over price when Corporate Social Responsibility (CSR) engagement is revealed. Their purchase behaviors have been shaped by their journey, wrought by social and economic trials, and clear preferences are emerging that can advise brands on the communications and connections that will have the most impact (Woo, 2018). Millennials might be criticized for their bad spending habits, but they are spending less on clothes than their older Gen X peers whose born on 1965-1980 with an age range of 39-54 years old (Debczak, 2019). According to the same survey from the U.S. Bureau of Labor Statistics, millennials spent just \$1,979 on apparel in 2018, compared to Generation X, which spent \$2,343, on average (Woroch, 2020).

The same coercive consumption characteristic is observed among the consumers in the Philippines. According to Sachs (2020), fifty-seven percent (57%) of millennials compare prices in stores this does not mean they will not consider buying more expensive goods. Consistently, good quality is one of the factors that make millennials loyal to a brand. Millennials want to make sure that the brands they are loyal to be also loyal to them. According to Nielsen (2020), eighty percent (80%) of millennials in the Batangas subscribe to loyalty programs and fifty-five percent (55%) said reward card would keep them

engaged with the brand. They also prefer digital rewards more than boomers, with sixty-six percent (66%) stated by Radda (2018) that they are more likely to shop from the store where they are part of the loyalty program. Additionally, according to Nartea, Jamice and Goyenechea (2019) stated in their study titled *Exploring the characteristics of millennials in online buying behavior* that, Filipinos still prefer to buy the best product based on their personal preferences rather than the cheapest option. In contrast to getting ready for their future, various studies of millennial ways of managing money find that this youthful age is ready to spend on travel, leisure events, feasting, and rec-center enrollment.

Slightly on the contrary, a study revealed that millennials in Davao City like to purchase fresh out of the box new items that offer most an incentive as far as administrations and renown and assortment of decisions (model and highlights) to browse. They exceptionally incline toward strategically placed stores where they can without much of a stretch locate the required item. They think about the general store idea (atmospherics, conveniences, stock) as critical to make the most of their shopping experience; where the store staff exhibits high respect for clients and other clients' conduct improve their general shopping experience. They do not care to shop in an occupied and swarmed condition. They like it when companions share with them their best worth shopping experience. They search at best costs before really choosing, they get pulled into limited things and would not see any problems with sitting tight for store deals advancement to appreciate limits (Te, 2019). Out of all generations in the workplace, millennials are struggling the most when it comes to their finances, due to high student loan debt and lack of savings, according to a new study, they also display lower financial literacy than older working-age adults (Nedlund, 2020).

With all the facts gathered, it shows different factors that influence the millennial consumers to its purchasing behavior. Some millennial consumers bought product because of the cheap price and good quality of product, purchase fresh out of the box new items that offer most an incentive and some prefer to buy the best product based on their personal preferences rather than the cheapest option. Thus, the researchers are challenged to analyze the level of purchasing behavior of Millennial consumer . This study is unique comparing to other studies conducted about consumption behavior since it will focus on the millennials. Consequently, the reason for this study is to know the factors that affects the purchasing behavior of the millennials.

Statement of the Problem

The researchers seek to determine the factors that affect the consumption behavior of the millennial consumers. Specifically, it seeks to answer the following questions through the use of content analysis.

1. What is the demographic profile of the Millennials when group according to:
 - 1.1 age range
 - 1.2 sex; and
 - 1.3 status
2. What is the level of purchasing behavior of the millennial consumers in terms of:
 - 2.1 Brand Consciousness.
 - 2.2 Price Consciousness; and
 - 2.3 Quality Consciousness

Review Related Literature

In this section, the researchers gathered different information from different sources that are related to the cognitive age on status consumption of millennial consumer in the community to deeply understand its concepts in order to support this study.

Brand Consciousness

Brand is broadly divided into the psychological and experiential. The brand's experiential aspect consists of the sum of all brand contact points and the brand image is referred to in psychological terms. The brand image is the symbolic construct created within people's minds, containing all the information and expectations related to a product. The psychological aspects include factors that associate with a brand such as thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, etc. For example, when it comes to fast food, Nestlé's Maggi 2 Minutes Noodle is a top of the mind brand (Goswami, 2018). Brand consciousness refers to the mental orientation to select products that are well-known and highly advertised brand name. Consumers often express personal characteristics and preferences through brand (Ismail, 2017).

Brand consciousness allude to the degree to which individuals go for brand name to make choices in buying. Brand awareness implies to the clients' direction towards the acquisition of costly and well-known brands. Brand cognizant is not simply an issue of information or mindfulness about brand or not to choose a brand over another. It is an issue that a brand has unmistakable picture, quality, and properties to the extent their name and capacities are concerned (Siddique & Rashidi, 2016). According to Beer (2017), recent college graduates speak to a huge open door for unbelievably to an age and level of pay

where long propensities are built up, 60% of millennial recognize themselves as brand-loyal, expressing that once they discover a brand, they stick to it, while half portray themselves as brand-cognizant.

Brand-conscious consumers consider brands to be symbols of status and prestige, and therefore prefer to buy well-known brand names. In addition, brand-conscious consumers tend to abide by the opinions of others when choosing a brand when they lack confidence in buying unfamiliar brands. These ideas are in line with previous findings that consumers with high levels of confidence are less likely to seek information from others (Yang, Kim, & Kim, Y, 2017). Furthermore, by observing others or seeking information from them, consumers tend to obtain brand information (Lertwannawit & Mandhachitara, 2016).

Brand Consciousness' is being conscious of the nature, type and the manufacturer of the products, used or consumed by an individual. It is assumed brand consciousness determines ones way of living. Consumers of goods want a company at the root to do good. Applying this to professional services, consumers are likely to begin to look deeper into the brand identity of a company. Consumers are becoming more aware of the organizations in which they interact, especially Millennials, and they are exercising their consumer choice vigorously (Peart, 2020). Becoming brand aware and making healthy choices among teenagers is growing in the modern world. Most customers choose their product preferences between the ages of 15 and 25. In addition, peers and the like play a crucial role in the market among young people, since they make strong impacts through their purchases and brand choices. (Olga, B., David, D., Dhameeth, G., Adam, S., and Elliott, S., 2018). Brand consciousness plays an important role in the consumer's decision-making

with the consideration of three benefits: learning benefit, consideration benefit, and option benefit (Keller K. L., 1998 as cited in Setiyadi, 2017). Branded goods have little market appeal, according to Kotler and Keller (2016), unless there is a market segment of individuals who are brand conscious, know their elements, and are willing to pay money to have them.

Continuous sales and the consumer's use of the product will greatly improve product recognition and customer loyalty, providing a competitive advantage (Suki et al., 2016). Based on the previous claim, consumers who obtain favorable product satisfaction will eventually establish a greater propensity to purchase goods and then actively look for products in a shop (Hung et al., 2016; De Medeiros et al., 2016). According to Prentice and Loureiro (2018), the image of the brand creates experiences for customers and emotional responses to the purchases of certain brands. Brand image plays an important role in the improvement of product identification and consumer purchase intentions for a particular product or service (Coelho et al., 2018). Through integrated advertising, companies can remind customers of any new development or improvement of the product in order to attract customers to remain loyal to the product or service (Chaab & Rasti-Barzoki, 2016). Since brands play an important role in consumer purchasing decisions, consumer behavior research has attracted the attention of brand awareness. The influence of brand awareness on purchasing decisions may play a greater role in selecting a global brand of apparel. Brand-conscious consumers tend to avoid the risks of unknown brands due to lack of experience with the brand. In addition, brand-conscious consumers may purchase high-profile global brand names to ensure that they are able to purchase well-known, high-quality products safely (Yang, Kim and Kim 2017).

The cognitive process of brand consciousness among consumers, which plays an important role in purchasing decisions or in the experience of product use, is still unclear in the brain. Brand awareness, as is well known, plays an important role in consumer decision-making, market performance, marketing mix and brand equity. Keller, 2008 as cited in Zhang 2020 pointed out that brand consciousness refers to whether consumers can recall or recognize a brand, or simply whether consumers know a brand. Obviously, when consumers are faced with a vast commodity brand, the greater the awareness of the brand, the easier it is to attract consumers. Scholars have carried out detailed studies on the two main elements of brand perception, brand identification and recall (Zhang, 2020). Brand recognition can be related to the willingness of consumers to remember and appreciate the brand. It is the consciousness of a customer to communicate with those connections with the brand name, logo, jingles, etc. In particular, brand knowledge allows a buyer to comprehend the group to which the good or service belongs. It also offers rational ideas about the attributes of the goods and services offered. The useful effects of the continuous cycle of research, preparation and control are the mechanism of brand building or brand recognition. If meticulously and ceaselessly applied, the branding structure can result in the consumer's acceptance.

Brand awareness exercises can consist of functional characteristics and symbolic principles of the brand communicated by the different elements of the marketing mix (Goswami, 2018). Emotions are very important to the process of decision-making. A brain which can't feel can't make up its mind. Therefore, the relevance of incidents that make consumers aware of the various brands and the conditions surrounding them plays a vital role in consumers' actual buying decisions (Lehrer, 2009 as cited in Khurram, Qadeer and

Sheeraz 2018). In any teenager's life, wearing clothes with a famous brand name is a very important factor. Today, teens are more willing than ever to be accepted. In their teenage years, girls' brand awareness is at its height. Branded apparel provides them with an acceptable forum to fulfill all their requirements and desires (Hussain and Haq, 2018). A brand-conscious individual is someone who, even if a purchase is costly, only likes to purchase products made by certain famous companies. To differentiate it in some way from other products designed to satisfy the same needs, a brand serves to add dimensions to a product. Brand strength is measured by the price difference that consumers are prepared to pay for other products in the same category (Madhusoodanan 2019).

They are becoming more self-conscious, raising in them the temptation to follow the brand race craze. Street trends are moving down the market, and the market is dominated by the new models tagged with brand name. It has been discovered that different age groups of individuals have distinct brand preferences. The brands have gone nuts about them, and it has become their weakness. When it comes to clothes, shoes, accessories etc., they choose to go for the labels and are prepared to pay a much greater sum for brands just to look new and fashionable. While brand awareness has increased to a great level, But young people, once they find young people, are not loyal to any single brand. They actually move something better to it (Khandelwal, 2012 as cited in Madhusoodanan 2019). Asraf et al., 2017, analyzed the relationship between customer purchase behavior and other marketing variables in the footwear industry, namely ads, brand image, brand affiliation and brand loyalty. The effect of brands and their interaction with customer behavior has been studied by several countries. Today, in view of customers like celebrity ads, brand generates value. This advertising generates an understanding of the products and

consumers expect many aspects from products before using them, such as brand name, brand affiliation, etc. The brand has a greater effect on the purchasing behavior of customers. Also, at high prices, brand-conscious customers prefer branded goods.

The brand has a greater effect on the purchasing behavior of customers. Also, at high prices, brand-conscious customers prefer branded goods. Dissanayake and Weerasiri, 2017, said that celebrity endorsement is a form of advertising by a well-known individual, advertising branded goods. The attraction and trustworthiness of celebrity endorsement improves the brand's efficiency. Consumers are fascinated with brands publicized by celebrities. 52% of male respondents were included in the survey, while 48% of the overall sample were females. The findings revealed that males are marginally more exposed to celebrity endorsements than females. The brand has an important role to play in improving every country's economy. Brand is just a system that can alter the actions of the buyer (Shehzad et al., 2014 as cited in Rabia et al., 2019). The consumption of luxury brands benefits customers, especially during social activities. Interactions, they get a favorable treatment on the show of luxury products from the people. One of the important driving factors affecting consumer behavior is the consumption of prestige-laden goods as an overt show of wealth, achievement, and status. Materialism, therefore, as a measure of desire to own and have external target pursuits and brand recognition as a measure of customer demand for popular and costly brand name items (Kavkani et al., 2011 as cited in Sharda and Bhat 2018).

Consumers with high brand awareness levels feel that brands can reflect prestige and wealth and are more likely to purchase costly and high-status brands. Brand recognition plays an important role in their decision-making process as brand names

gradually become part of the vocabulary of customers, thereby making branded goods a sign of their status. A customer may patronize a brand because he or she frequently sees the brand name and logo in advertising or has brand experience. Therefore, it is very important for marketers to develop awareness of their brands. A good reputation for a brand will boost the level of popularity and encourage the interests of the customer in the brand. Therefore, brand consciousness is a consumer's ability to identify and remember a brand in various contexts (Aaker, 2010 as cited in Ateke and Onwujiariri 2016). Whereas brand recognition is important for a new brand, for a well-known brand, brand recall is crucial. Consumers patronize brands of which they are acquainted or have prior experience. Positive brand awareness increases brand awareness and stimulates the brand's customer desires. Brand consciousness is responsible for the willingness of customers to identify a brand, remember the brand in various contexts, and differentiate it from rival brands. While brand awareness is necessary for a new brand, for existing ones, brand recall and differentiation are crucial (Aaker, 2010 as cited in Ateke and Nwulu 2017). In this way, brand awareness consists of brand identification, recall and differentiation.

Brand consciousness reflects the ability of customers to recognize a brand when there is a brand cue; brand recall indicates the ability of customers to remember a brand name when they see it (Chi et al, 2009; Kim et al, 2003, as cited in Ateke and Nwulu 2017), while brand differentiation reflects the ability of customers to identify a brand and differentiate it from other brands. It is important to note that the cognitive process and brand awareness in the brain have already been involved in some studies, such as linguistic encoding and brand experience retrieval processes, the basis of the relationship between brand personality associations and brain activity (Chen et al., 2015 as cited in Zhang 2020).

Part of the millennial cohort, on the other hand, seek 'value for money' and always look for discounts and coupons (Forbes 2016). Therefore, we believe that millennials who are looking for costly brands at discounts, that is, being brand-conscious while saving some cash, are likely to show a greater intention to buy them online group purchasing as it offers the best combination of brand and price for many products. These brand-conscious consumers are filtered because data from customers unable to recognize a brand adds noise to the creation of brand awareness predictive models.

In addition, it has been found that attracting brand-conscious consumers is critical for premium brands like those considered in this report (Aaker 2009 as cited in Burnap et al., 2016). People with high uncertainty avoidance have a higher brand awareness propensity than others because brand helps customers minimize effort and provide a sense of familiarity that in turn reduces the risk involved. They are worried about the money they spend and the value they earn each time they shop. It takes them longer to decide where to visit or spend their vacation, which can lead to confusion (Antónia et al. 2011, as cited in Chin and Viriyasuebphong 2016). In the belief that the higher price of a product is an indicator of better quality, brand awareness measures a consumer orientation towards buying the more expensive and well-known brands. Consumers of such styles are likely to buy expensive products with internationally renowned brands and believe that high prices are equivalent to high quality, so they want to spend more money choosing brand products. Confusion by over-choice refers to a feature that identifies those customers who perceive too many brands and stores to choose from and therefore experience data over load. Such, consumers always think that too many brands exist. Millennials' potential brought awareness to this generation as brands and companies start to realize their importance and

the advantage that engaging them can bring. As millennials are seen as a group of customers with enormous spending power, the potential of this generation comes not only from their large number, but also their purchasing power.

At the same time, being part of a more connected generation than ever provides them with convenient access to their ideal goods and services. Their number of sales makes them important to brand and, at the same time, their huge number makes them simple producers of new trends and powerful spreaders of newly developed fads. Generation Y has been receiving attention and research for the last few years, given their own characteristics and the influence they can have as customers, and previous research has tried to get to know Millennials so that useful ways to connect with them can be identified and put into use. In relation to the goal and personal value evaluation of the item by customers, brand consciousness varies from fashion consciousness. Subjective valuation focuses on brand awareness, while, in essence, fashion awareness is more realistic. Brand awareness is defined as the personal and intangible assessment of the product of the customer over and above its objective significance. For any brand, there are three key responsibilities. First, it makes it possible to acquire potential customers. Secondly, it recalls existing customer offers. To conclude, it serves as an emotional corporate bond with its individual clients. Private characteristics and opinions are often conveyed by consumers through brand (Manrai, Lascu, Manrai, & Babb, 2001 as cited in Khan, Fatima and Matloob 2019).

To distinguish it in some way from other products designed to meet the same need, a brand helps to add dimensions to a product. The strength of the brands is determined by the price gap between customers who are willing to pay for other goods in the same

category. A well-known brand name also makes a social statement about the status of a person. This belief may or may not be precise or realistic; however, it represents a particular decision-making result for the customers who buy these goods. This finding consists partly of others' favorable views of the user of expensive brand products; thus, brand recognition plays an important role in society and generates the illusion that higher prices mean higher quality. In addition, in terms of financial capital and decision-making discretion, it is generally assumed that the adolescent stage in which the consumption leverage of a person increases very rapidly. In the sense that the group provides the social references of brands and goods that facilitate the acceptance of the individual, pressing the subject for social norms, and depositing their expectations through socializing institutions such as family, hobby groups, work groups, among others, social influence is present. Here, with its symbolisms that may include many discourses, brand consciousness takes its place in the collective, is validated and strengthened. In establishing an identity, a sense of achievement and identification for consumers, brands are seen as important, as they have the ability to communicate messages and decide how others view consumers themselves (Assimos, Pinto, Leite and Andrade, 2019).

Consumers are now starting to identify brands at a very young age, actually in the very early years of their teenage years. Moreover, by the time they are about 15 and 25 years, they are largely finished with the development of their brand preferences. So, if a brand wishes to thrive in the long run, it's the youth where some significant efforts should be put in. This is more evident in some types of items that young people are already purchasing and will continue to purchase throughout their lives (Kumar, 2019). Among different customers, the level of brand awareness varies. In addition, brand recognition is

connected to the mechanisms of socialization of consumers in consumption habits and distinct cultural settings. Consumers with elevated brand levels of consciousness is more likely to purchase products of well-known and costly brands that signal loyalty to their company (Liao & Wang, 2009 as cited in Ahmed and Raziq 2018). Their brand loyalty reaffirms their absolute confidence in the product's consistency and their willingness to meet their standards. Consumers with greater brand knowledge consider brands to be mere indicators of higher status. Consumers gain self-confidence in establishing their own self-identity through brands and are proud to represent others with such an identity. Because of its cult following, these customers are able to pay higher rates for well-known brands.

Bhan and Tait (2008, as cited in Oodith and Parumasaur, 2017) claim that consumers with low incomes prefer superior brands of goods, not because they are especially aware of the brand, but because they want value for money. Because of limited access to knowledge about new products, brand-conscious buyers are likely to rely on positive word-of-mouth, people's advice and opinions that they trust and respect, and family and friends' favorable product experiences have a strong effect on the products and brands they buy that have a great preference for leading brands, but not the inability to purchase them leads to frustration. Brands-conscious customers have also been found to hesitate to pursue new unfamiliar brands for fear of wasting scarce money on underperforming goods. Brand-aware buyers are intelligent consumers who can not afford to make errors in buying decisions and are thus more likely to purchase trustworthy branded goods. As described in Oodith and Parumasaur, 2017 found that this practice leads to high levels of brand confidence and loyalty among brand conscious customers. The use of promotional resources by the company, such as cents-off coupons and in-store specials,

can be crucial to preserving the patronage of price-sensitive consumer-conscious brands can reduce the likelihood of brand switching. In order to be competitive in brand projects, the lack of brand confidence is an important obstacle that companies need to address.

Brand differentiation and recognition are important because it is less likely for brand-conscious customers to try new products on the market. Therefore, corporations must clearly prove the merits of selling their products to these customers. Brand consciousness is a subjective evaluation of the preference for consumer goods. As a result of prior investments in the marketing mix of the business, the added significance of a brand can also be established. Customers are highly conscious of their product when evaluating a specific product as durable, distinctive and acceptable. If consumers choose a specific brand that complements their images, they produce a positive brand image that eventually increases the likelihood of their brand preference over rivals. Similarly, optimistic product perceptions will favorably affect the customer's affective involvement. It says that brand recognition is supposed to influence the willingness of consumers to pay, the ability to repurchase, and the probability of brand recommendation (Rust, Lemon, & Zeithaml, 2004 as cited in khan, Matloob and Fatima, 2019).

Price Consciousness

Price consciousness is characterized as the eagerness of buyers to invest time and vitality to search around to items at the most reduced value (Lichtenstein, Ridgway and Netemeyer, 2016). This also refers to how much a purchaser concentrates on addressing just an ease (Khurram, Qadeer & Sheeraz, 2018). Advertisers attempt to ingrain in purchaser discernment that specific brand has more prominent incentive for sensible cost or lower than contenders so customer's odds of procurement can be expanded (Campbell,

Dipietro & Remar, 2016) and his image acknowledgment in various circumstances/events can be improved.

Millennial purchasers are bound to take part in bargain looking for conduct when looking for CPG things than are more seasoned customers, as indicated by the aftereffects of an IRI overview, seven out of ten millennials purchase the most minimal value thing while shopping for food, when contrasted with 59% of grown-ups by and large, per the report. Seniors (46%) are the least extent liable to buy the most reduced value item. Millennials are additionally the in all likelihood age to purchase over-the-counter prescription (64%) and magnificence/individual consideration items (54%) that are at a bargain as opposed to their favored image (Millennials, 2017).

Cost sends a mental message identified with esteem: things that cost more are thought to be of higher worth. Things that cost less are thought to be of lower esteem (Ries, 2016). As indicated by Anselmsson, Vestman, and Johansson (2016), value premium might be the best pointer accessible to gauge the brand value. Cost is a significant part in shopper's buy choice, cost is one of showcasing blend (4P: price, place, product, promotion). A brand incorporates a value premium when the absolute value that shoppers are happy to follow through on is higher than the all-out cost, they are eager to pay for any comparative items from different brands (Siahaan, 2017).

In one study, price as a life of sacrifice indicates the ad of money to be spent by the shoppers once shopping for the product. Meanwhile, price is employed as associate degree informational cue, and price will specify the worth and standing of the product's possessions. For several consumers, buying counterfeit merchandise amounts to value-saving albeit it's a compromise to the standard of the purchased counterfeit product. This

cost savings leads consumers to position high value consciousness towards the worth of counterfeit products. The request for counterfeit products is principally owing to its lower costs as hostile to the price of the initial one. For shoppers who don't have the money ability to shop for the upper cost accounting original products, the sole substitute is to buy a counterfeit product. Therefore, it's common that many analyses have tested that fakes are guaranteed to be obtained by low financial gain consumers who are typically young or less educated. This will be evidenced by some findings that recommend low costs contribute to the consumer's purchase intention to buy counterfeit products. Shoppers are in favor of counterfeit things over real ones after they can apprehend at a much cheaper price (Hashim1et.al, 2020).

Perceived price is taken into account because of the subjective clarification on the value of the merchandise, to look at whether it's as low-cost or expensive. Worth is considered as a mirrored image of prices and in marketing, price plays a crucial role to realize attentions from customers, and it is additionally used as a tool to convey some messages to customers concerning the product and complete perception. Moreover, it will influence consumers' decision-making process. In additional developed countries, Zara, H.&M, Mango or Topshop forever feel of their offered cheap price with pretty smart quality. Additionally, Millennials are less price conscious, and have a bent towards disbursal extra money within the store than different age group. It absolutely was found that younger generations are a lot of doubtless to associate higher costs with improved quality and value (Vuong & Nguyen, 2018).

Researchers have demonstrated a significantly increased interest in price premium that consumers are willing to pay (known as WTP). Previous research has defined the WTP

as the premium to be paid for a product or service by consumers when ethical attributes in the goods or services are communicated. Ethical approaches have been playing a significant role in the behavior processes of consumers in recent years. It was confirmed that consumers' buying behavior is impacted by demographics in terms of age, gender and nationality. According to research, stressed that female, younger, and highly educated consumers are the customers most willing to pay a premium for honest trade merchandise. Furthermore, many studies have claimed that shopper characteristics have an effect on the WTP a premium similarly as purchase selections. Generally, Fairtrade products are seemingly to be costlier than competitory ones. A Fairtrade premium could be directly involving into higher prices of producing or certification, a warranted price for producers, and a proportion of the worth put aside for development comes within the producer community (Aksoy & Özsönmez, 2019).

The study more subtracted that millennials particularly younger millennials were in the main influenced by the prices of feat an electrical vehicle. At the time of this study there are currently no cheap various towards electrical Vehicles in Sweden, and electrical Vehicles rare associated expensive even within the Second-hand vehicles market therefore this has not been an option to these young Millennials. The study shows that these Swedish millennials are either finding out or simply beginning come in their careers living in Urban setting which generally expensive to measure and have a deficiency of spaces to park vehicles what is more the study known that majority were singles therefore this too hinders the very fact of shopping for a rich electrical Vehicle because of the lower social unit financial gain compared with millennials who are married or in co-habilitating relationships. To conclude it may be deduced that because of the mixture of those factors

along would result in the Swedish time period forced to settle on Fossil fuelled alternatives than electrical Driven Alternatives. They possess the requirement and need to consume an electrical driven alternative however they're being hindered by the issue of value and their economic situation, manufacturers of electrical Vehicles ought to take a note of that as a result of they might quite simply miss a probably terribly profitable market by simply manufacturing cheap electrical vehicles and with the Swedish Governments backup they may be able to expand further (Ismail & Al-Saeedy, 2020).

Price sensitivity was conjointly raised as a rational motive for consumption; however, the ringing motivator was that of consumption out necessarily for the item, that could be a valuable perspective for each slow fashion shoppers AND VSM adopters. Value sensitivity is an issue that cannot be ignored, considering South Africa is a country with an unequal dispersion of wealth and a high state rate. As a result, it's been determined that slow fashion is simply accessible to a particular niche market, in terms of the affordability of the items. The excessive imports of quick fashion clothing, which are typically low-cost and easily accessible, are the same to be choking the native covering and slow fashion industries alike. However, the foremost common response in terms of the hindrance of slow fashion within the country was notably a scarcity of information, education and awareness concerning slow fashion, its constructs and its availableness in the country. The up killing of people from lower or no financial gain households was conjointly seen as a valuable tool to not solely enable those individuals to elongate the period of time of their covering by repairing it, however conjointly to equip them with a talent that may cause some variety of employment, with the hope that the tip result are a rejuvenated native clothing and textile business and a down state rate. Conclusively,

consumption levels may prospectively see a decrease, ought to the interest in slow fashion clothing increase among consumers (Moodly, 2020). The wellness tourism industry has sparked the eye of educational students and industry professionals, scant academic analysis has been conducted on the well-being travel angle of this age cohort. Hence, the aim of this study is to look at the attitude of millennials towards wellness travelling. For the purpose of this study, a qualitative analysis comprised of eleven in-depth semi-structured interviews was conducted at intervals of a sample of individual's aged 23-35. The results of this research indicated that this people section displayed a selected travel attitude towards wellness business enterprise, which may be understood from a psychological feature, affective, and connotative angle. Overall, the most cognitive associations and thoughts with wellness tourism entailed the notion of relaxation, and health-enhancement, while the core emotions experienced ranged from inner fulfillment, and happiness to yearning and serenity. the most advantages sought-after involved, get away standard of living and stress relief, that are per previous studies. It was clear from this study that millennials are price-sensitive, and that they treasure the range of activities beside the novelty of experiences once motion for well-being. This analysis conjointly sheds light-weight on the foremost often utilized travel platforms and channels of communication, which may give business enterprise selling specialists and trade professionals with constructive recommendations in terms of advertising and communication of wellness travel offerings (Agrodimou, 2019).

Quality Consciousness

Quality cognizance infers familiarity with to one and the nature around shows counting what establishes quality and superior for individuals, procedures and items – above all. It additionally recommends that one should accomplish arrangement of their

cognizance with the awareness of the association, which will help in full action and commitment of the faculties. One's consideration must be specifically engaged onto what can be achieved now as indicated by that arrangement (Radziwill, 2016). Quality awareness can be characterized as the workers' mindfulness concerning the nature of the administrations they produce; or connecting high need to quality in the administrations they produce. In the administration part, consumer loyalty depends to a huge degree on the administration staff (Taner, 2018). One of the factors in having a quality consciousness is having a personal circumstance, being a solid help, energized the global trader class to devise methods for guaranteeing that their merchandise and enterprises dependably arrived at their retail location with the goal that expenses could be recovered, and benefits created – quality affirmation was conceived.

Radziwill (2016) found out that quality cognizance can be summarized by the “3 A's” – Awareness, Alignment, and Attention. Quality cognizance suggests attention to oneself and the earth around (counting what establishes quality and superiority for s should accomplish arrangement of its cognizance with the awareness of the association, which will help in full action and commitment of the faculties. One's consideration must be specifically engaged onto what it can achieve right now as indicated by that arrangement (which infers that you can viably channel the quick and voluminous floods of data coming at you).

There are several 'marketing-oriented' interpretations of perceived quality. Mitra and Golder (2006), for instance, see perceived quality as 'customer experience' and oppose it to 'objective' quality. These views on perceived quality derive from Zeithaml's earlier research (1988), where perceived quality is defined as the judgment of a subjective

consumer (different from objective quality) on overall product superiority. A similar view is expressed by Aaker (2009), which describes the perceived quality as 'the perception of the consumer of the overall quality or superiority of a product or service in relation to its intended intent, as opposed to alternatives as all cited in (Stylidis & Söderberg, 2019).

Consumer satisfaction is positive comments in the type of testing relative to customer expectations after buying those products or services. Consumer satisfaction is calculated by the performance of products or services that can satisfy the needs and preferences of consumers using customer expectations. A happy consumer means that the output of the goods and services is close to the hope of the consumers, that they will be encouraged to re-buy the items. Kotler and Armstrong (2012) described that "customer satisfaction is the extent to the which a product's perceived performance matches a buyer's expectations."

Quality can be defined broadly as superiority or excellence according to Zeithaml (2016). Kotler and Armstrong (2012 as cited in Razak, Nirwanto & Triatmanto, 2016). defined here that product is anything that can be offered to a market for attention, acquisition, use, or consumption that MIGHT satisfy a want or need for attention, acquisition, use or consumption, while Aaker (2016), quoted Ehsani (2016), said that Product quality is the understanding of the consumer of the overall quality or superiority of the product or service, compared to alternatives, with respect to its intended intent." Kotler and Amstrong (2012 as cited in Razak, Nirwanto & Triatmanto, 2016). Assumed that product quality is "Product quality is the attribute of a product or service that is able to meet specified or implied customer needs.

It is important to remember that the quality of the product is not reviewed from the viewpoint of the manufacturer, it is seen from the customer's perspective. In connection

with this, two important factors have been raised that influence the quality of the product, namely the anticipated quality of the product and the perceived quality of the product. In detail, if the perceived quality of the product is in line with the expectation, the consumer will consider the quality of the product as good quality and feel happy as well. Conversely, if the perceived quality of the product is not as expected, then the quality of the product as perceived by the consumer is qualified as a bad quality of the product. Consequently, both bad and good product credentials rely on the company's ability to satisfy the requirements of the consumer. Quality is the function of any product that bears on its ability, either expressed or implied, to fulfill consumer requirements Garvin (2017). Kotler and Keller (2016) considered that the quality of the brand consists of several metrics, namely performance, characteristics, reliability, compliance, longevity, service capability, aesthetics, and perceived quality.

Garvin (2018) proposed the most comprehensive definition of product quality, with the following eight attributes: Performance: Product's primary operating characteristics. Features: Additional features or the bells and whistle of the product. Conformance: The extent to which a products design and operating characteristics meet established standards. Reliability: The probability that a product will operate properly over a specified period of time under stated conditions of use. Durability: The amount of use the customer gets from a product before it physically deteriorates or until replacement is preferable. Serviceability: The speed, competence and courtesy of repair. Aesthetics: How a product appeals to our five senses. Customer-perceived Quality: Customer perception of a product's quality based on the reputation of the firm. Although Garvin's eight-dimension framework first appeared in 1984. Rose and Nabil (2002) Madu , Kuei , and Lin (1995) as cited in Chigbata &

Christian (2018) used price product features and product reliability as some of the key indicators operationalizing the customer satisfaction construct.

Product quality can also be defined as an extent to which a product succeeds to meet the needs of the customer (Lemmink & Kasper, 1994 as cited in Hussain & Ranabhat, 2016). According to product-based approach, the quality is the root of economics and the variation in quality of product are the reflection for differentiation in quality (Garvin, 2018). Product quality is one of the important tools to maintain the competitive advantage in market which is designed to undergo the product (Hussain & Ranabhat, 2016)

Age impacts the brand, price and quality of the product. Chronological age stands out from all other variables in terms of frequency of its use. In consumer behavior research it is often employed in descriptive consumer behavior studies, or in efforts to segment consumer markets. Analysis of this review relayed literature, research can be easy know if there is relation between cognitive age and status consumption.

Theoretical Framework

The Theory of Reasoned Action (TRA) examines the relationship between outcome behavior, intention to act in a certain way, attitude and subjective norm (Fishbein & Ajzen, 1975). The primary purpose of the TRA is to understand an individual's voluntary behavior by examining the underlying basic motivation to perform an action. It is mainly used to predict how individuals will behave based on their pre-existing attitudes and behavioral intentions. An individual's decision to engage in a particular behavior is based on the outcomes the individual expects will come as a result of performing the behavior. In addition, TRA states that a person's intention to perform a behavior is the main predictor

of whether they actually perform that behavior. One study that uses Theory of Reasoned Action is the *Artificial Intelligence in Behavioral and Mental Health Care 2016*.

Significance of the Study

This paper has a big contribution to the business community, millennial consumers, and future researchers. Studying consumer behavior helps individual to understand how the decision to buy was made and how they hunted for the product. These information help companies and business managers to know the reasons behind the purchase or rejection of a product or service by the customer. As this research can provide necessary information regarding the elevated rate of persuasive purchasing behavior it can benefit the business community. It can help in the foundation of different business for seeking the purchasing behavior of individual as they read this article. Secondly, this study will be extraordinarily significant particularly to the millennial consumers because it can help them assess and to have better understanding to their buying behavior as a consumer. Third, future researchers will benefit from this study because it will provide them with knowledge and considerations that will be relevant to their future studies.

Scope and Delimitation

This study seeks to determine the factors that affect the purchasing behavior of the millennial consumers. Due to the global pandemic, researchers will not directly collect data from people. Thus, study availability will probably be a constraint especially with the pandemic policy restrictions. In gathering the data, the researchers will be utilizing seven to ten (7-10) chosen related studies from the published online articles in the Google Scholar

and Google Opac national and internationally. The sources must be published from the year range of 2011-2021 for them to have a current and relevant information to the study.

Definition of Terms

Purchasing Behavior- Is the decision processes and acts of people/prospective customers involved in buying and using products. The use and disposal of goods and services, and how the emotions, attitudes and preferences affect buying behavior.

Brand Consciousness- refers to believing that the brand image and strong brand names stand for good quality, and only likes to buy products made by certain famous companies.

Price Consciousness- has been defined as a buyer's "unwillingness" to pay a higher price for a product and or "the exclusive focus" on paying low prices. Aware of how much things cost and thus avoiding buying expensive items; looking for value for money.

Quality Consciousness- implies awareness about the constitutes quality and high performance of a certain product.

Chapter 2

METHODS

This chapter covers the research procedure to be utilized by the researchers to pursue the study. It is prepared into numerous sections that offer teamwork inside which to explain the studies procedures. This section contains with a concise portrayal of the different parts of research design, ethical consideration, data analysis, sampling frame, unit of analysis, and coding and procedure scheme.

Research Design

In conducting the study, the researchers will use a quantitative content analysis. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations (Bhandari, 2020). Quantitative content analysis is a research approach in which features of textual, visual, or aural information are systematically classified and documented so that they can be analyzed. Widely employed in the field of communication, it also has usefulness in a number of other fields (Coe & Scacco, 2017). Moreover, according to Rose, Spinks & Canhoto (2020) it involves the classification of parts of a text through the implementation of a formal, standardized coding scheme from which conclusions can be drawn about the message material.

Reasons why the research utilize content analysis because is that it is a versatile approach to analysis that can be extended to a broad variety of information of text. It can help our study to describe substance characteristics of message content which is the purchasing behavior and to describe form characteristics of millennial consumer as they purchase. Content analysis can cope with vast volumes of data, assisted by the availability

of information in the review related literature. Conducting a successful content analysis requires careful attention to unitizing (segmenting the texts for analysis), sampling (selecting an appropriate collection of units to analyze), reliability (different researchers making codes consistently), and validity (using a coding scheme that adequately represents the specified phenomena).

Ethical Consideration

The ethical consideration of the study should be recognized in part in order to emphasize objectives and consistency. It provides guidelines for the responsible conduct of research. In addition, it educates and monitors scientists conducting research to ensure a high ethical standard. The following is a general summary of some ethical principles:

Honesty. Strive for honesty in all communication. honesty report data, results, methods and procedures and publication status.

Objectivity. Strive to avoid bias in relation content analysis, data analysis, data interpretation, peer review, expert testimony another aspect where objectivity is required.

Integrity. Keep the promises and agreements; act with sincerity; strive for consistency of thought an action.

Carefulness. Avoid careless error and negligence, carefully and critically examine your own work, and the work of your peers. keep good records of research activities such as data collection, research design, and respondents with agencies or journal.

Openness. Share data, results, ideas, tools, and resources. Be open to criticism the new ideas.

Confidentiality. This ethics hides the personal data of the respondents. The researcher should assure that the identities of the research participants are kept anonymous. When it is required to show the identity the research participant should be informed, and a written consent should be taken.

Legality. The researchers should give a proper credit to the authors ideas that was incorporated to the paper. Citing sources in a legal manner will help the researchers to avoid committing plagiarism.

Intracoder Reliability. Intracoder reliability is a method used by researchers to determine consistency within the coding phase of a coder. Intracoder reliability is proven in studies with only one coder, unlike intercoder reliability, which needs at least two coders. This ethics is widely used for the extent to which independent coders evaluate the characteristics of a message or artifact and reach the same conclusion.

Data Analysis

(a) Sampling Frame

This study will use the purposive sampling. Purposive sampling is an acceptable kind of sampling for special situations. It uses the judgment of an expert in selecting cases or it selects cases with a specific purpose in mind. Purposive sampling is used most often when a difficult-to-reach population needs to be measured (Lopez, 2017). Several months is a sufficient period of time for this study since several months is long enough to data from reviewed literature. Hence, the researchers will get seven to ten (7-10) samples study dependability of previous studies that can be seen in journals, articles and theoretical framework from the

google scholar within the timestamp of 2011-2021. This study will use the research related studies that can help them drive generalizable conclusion in the study.

(b) Unit of Analysis

Unit of Analysis According to Wimmer and Dominick (2011), a unit of analysis in a content analysis can be defined as the smallest item that the researcher counts as he or she comes across it.

The units of analysis in this study were the terms and phrases used in research papers and project reports. The frequency of the word and phrase concepts that shows all about the purchasing behavior provided the researchers with the quantitative data they needed to address the research questions. In order to measure the descriptive words/phrases about purchasing behavior, a coding sheet with appropriate categories was used.

(c) Coding Procedure and Scheme

Coding of data refers to the process of transforming collected information or observations to a set of meaningful, cohesive categories. It is a process of summarizing and re-presenting data in order to provide a systematic account of the recorded or observed phenomenon (Allen, 2017). After the overview of coding, the researchers will decide to compile and discuss all the discussion of result that was being found. Assigning codes in every reaction helps seize what the response is set which, in turn, helps researchers examine and summarize the consequences of the

whole survey Medelyan (2019). By this, the researcher would be able to find the result.

For the coding of the data, the researchers will make a table that has nice columns and four rows for the SOP 1 which is the demographic profile and SOP 2. Since the study has two problems the researcher will utilize two table. The first table shows the SOP 1, horizontally at the first part of the table are the related research study then at the first column the table this will be classified as the demographic profile, specifically, the said table was made up of first columns namely: Sex, Age Range, Status. This can be seen in Table 1.

	Study 1	Study 2	Study 3	Study 4	Study 5	Study 6	Study 7	Study 8
Sex								
Age Range								
Status								

Table 1: The concept table for the SOP1

<https://www.youtube.com/watch?v=0MWYQf4DQKU>For the SOP 2, the table will be making the same as the table number two. horizontally at the first part of the table are the related research study then at the first column the table this will be classified as the purchasing behavior, specifically, the said table was made up of first columns namely:

Brand Consciousness, Price Consciousness, and Quality Consciousness This can be seen in Table 2.

	Study 1	Study 2	Study 3	Study 4	Study 5	Study 6	Study 7	Study 8
Brand Consciousness								
Price Consciousness								
Quality Consciousness								

Table 2: The concept table for the SOP2.

Chapter 3

RESULTS AND DISCUSSION

This section includes the presentation of the researchers' findings from their data collection. Here you'll find discussions about the study's research issues, as well as visual representations and tables to help you understand them better. Studies based on a review of relevant literature are often provided to demonstrate what factors affecting the purchasing behavior of millennial with the study's findings.

Research Problem #1

What is the demographic profile of the Millennials?

Sex	Frequency <i>N</i>	Percentage %
Male	1309	51.74%
Female	1221	48.26%
Total	2530	100

Table 3. The demographic profile result of sex.

The table shows that, the sex of millennials was in a total of 2530, male has more population than female with a percentage of (51,74%) and (48.26%), respectively.

Age Range	Frequency <i>N</i>	Percentage %
18-21 years	752	29.72%
22-25 years	654	25.85%
26-29 years	581	22.96%
30-33 years	250	9.88%
34-37 years	113	4.47%
38-41 years	180	7.11%
Total	100	100%

Table 4. The demographic profile result of age range.

The table shows the demographic profile result of age range. The age range of the millennial was started at 18-41 years old. The researchers made 4 as the interval in age

range to fit the end number which is 41. From the result the highest percentage was in the age of 18-21 years old with the percentage of 29.72%, followed by 22-25 years old and 26-29 years old, come up with the percentage 25.85% and 22.96%, respectively. Additionally, the table shows that the age range between 34-37 years old has the lowest percentage which is 4.47%.

Status	Frequency N	Percentage %
Students	832	32.89%
Private employees,	461	18.22%
Public employees	477	18.85%
Entrepreneur	760	30.04%
	2530	100%

Table 5. The demographic profile result of status.

The table shows the demographic profile result of the millennial consumers that are group according to status. And this also shows the status of millennial consumers who are students, private employees and entrepreneur.

Research Question #2:

What is purchasing behavior of the millennial consumers?

Purchasing Behavior	Brand Consciousness	Price Consciousness	Quality Consciousness
Study 1	3	3	2
Study 2	4	1	4
Study 3	3	2	4
Study 3	0	3	5
Study 5	3	3	3
Study 6	4	4	6
Study 7	7	0	4
Study 8	2	5	5
Total	26	21	33
Mean	3.25	2.625	4.125

Table 4: The data result of purchasing behavior of the millennial.

From the table above, it shows the purchasing behavior of the millennial consumers which was analyzed according to its indicators namely, Brand Consciousness Price Consciousness and Quality Consciousness. Based from the result, it shows that quality consciousness is the most significant purchasing behavior of millennial consumer with an average mean of **4.125**. It follows with the brand consciousness as the second purchasing behavior of the millennial consumer and the least among the three indicators is the price consciousness with the average mean of 2.625. Thus, this result affirms to the study of Eastman, Iyer, & Thomas (2019) which states that brand consciousness, price consciousness, and quality consciousness impacted the purchasing behavior of the millennial consumer.

They highlighted that when it comes to usefulness, early adopter, as well as customers, would not expect too much of new payment's feature. Additionally, perceived ease of use also has positive association with the customer's behavioural intention. New technologies may not be a challenge for this generation as sufficient knowledge of current people is the reason for lower impact of this variable.

The study was the first to focus on relating status consumption to shopping styles and found that for millennial consumers who are motivated to consume for status, they are more likely to demonstrate the shopping styles of being brand conscious, price conscious and quality conscious. The study highlighted that, the common result from their findings are millennials was more into the quality consciousness, then to be followed by the brand as the sequence result of this study.

Chapter 4

CONCLUSION AND RECOMMENDATION

This chapter contains the study's overview, its conclusion regarding the results, and the researcher's provided recommendation.

Conclusion

Based on the results of the study, researchers concluded that the mostly behavior of millennials as they purchase product will be based on their quality consciousness. The researchers found out a support in price consciousness. Additionally, the average mean of indicators Brand Consciousness, Price Consciousness and Quality Consciousness, 3.25, 2.625, and 4.125, respectively indicate that brand consciousness, price consciousness and quality consciousness are the common purchasing behavior of millennial consumer. Therefore, researchers concluded that as the millennial went out of go to the store of shop to purchase some products, they will directly purchase the product based from their purchasing behavior with the quality consciousness.

Recommendation

Based on the findings on this study, the following recommendation is being suggested.

To enhance the study the future researchers must add the indicators of purchasing behavior of millennials consumer like Fashion Conscious, Recreational/Shopping Conscious; Impulsiveness/Careless; and Habitual/Brand Loyal. Another limitation was that we were unable to look at price consciousness in this study due to problems with the

measure. Future research is needed to examine the construct of price consciousness/sensitivity more closely.

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Appendix 2: Coding Draft

Studies	Significant Words or Phrases (Code)	Theme	Frequency
Study 1	kind famous brands Label	Brand	3
	monetary less price conscious worth	Price	3
	Value Worth	Quality	2
Study 2	well-known choice national brands brand image	Brand	4
	sale prices	Price	1
	condition best overall quality Value standard	Quality	4
Study 3	trademarks logo specialty	Brand	3
	lower price sale price	Price	2
	good quality character grade	Quality	4

	value.		
Study 4	Monetary price Cost Payment	Price	3
	Value Coupon Convenient Condition Status	Quality	5
Study 5	Variety store brands types	Brand	3
	checking the prices cost rate	Price	3
	high quality feature nature products	Quality	3
Study 6	brand name well-known brands famous brands trade name	Quality	4
	Expensive Sale checking prices amount	Price	4
	Better Condition Standards Class Value	Quality	6

	forms		
Study 7	most advertised bestselling brands well-known familiarity brand loyal type variety	Brand	7
	Superior Standards good quality nature	Quality	4
Study 8	luxury fashion brand loyalty	Brand	2
	Spend Money lowest price sale prices amount	Price	5
	Category Standard classic products aspect low standards	Quality	5