DETERMINANT FACTORS INFLUENCING MILLENNIALS' CONSUMER PURCHASE BEHAVIOR OF KNOCK-OFF SHOES OVER ORIGINAL SHOES IN QUEZON CITY: IMPLICATIONS TO TECHNOLOGICAL INFLUENCES, ETHICAL AND SUSTAINABLE CONSUMPTION IN CONSUMER CHOICES

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ABSTRACT

This study investigated the determinant factors driving millennial consumers in Quezon City towards knock-off shoes over originals, utilizing quantitative analysis of Millennial responses. It assessed the influence of price, quality, appearance, social status, and previous customer experiences on their purchase behavior. Multiple regression analysis and ANOVA were applied to identify significant patterns and relationships among the given variables in the study. The results showed a significant influence of low price and social status on the inclination towards knock-off shoes, underlining the importance of perceived value and societal perspectives in consumer decisions. The study underscored the substantial influence of social media on shaping consumer attitudes and behaviors, confirming its effectiveness in influencing Millennials' buying habits. The insights revealed key aspects of Millennial buying habits in the shoe market. This study added to the conversation on consumer behavior, offering strategies to engage Millennials more effectively and counteract the knock-off trend.

KEYWORDS: Millennials, knock-off shoes, original shoes, purchase behavior, determinant factors

INTRODUCTION

Fashion trends in footwear have evolved globally, including significant changes in the Philippines with the introduction of both original products and their knock-off counterparts. Technological advances have increased counterfeiting, presenting challenges for the industry. Knock-offs, often sold as genuine, include types like OEM and Master Copy, which compete with authentic brands (NIST SP 800-53 Rev. 5, 2020). In contrast, authentic shoes are produced and sold through legitimate channels, supporting brand integrity (Hamilton & Webster, 2018). Some authentic manufacturers also produce B-grade shoes that don't meet full quality standards but are still sold, complicating consumer choices and brand strategies (Green & Fisher, 2022). This scenario underscores the complex relationship between authenticity, consumer perception, and market dynamics in the footwear industry.

Theoretical Framework

The Theory of Planned Behavior (TPB) is a widely used model for predicting human behavior across different domains, highlighting its adaptability. It consists of three key components: Behavioral Beliefs, Normative Beliefs, and Control Beliefs. These elements shape attitudes, influence subjective norms, and determine perceived behavioral control, respectively, ultimately affecting an individual's intention and actual behavior control.
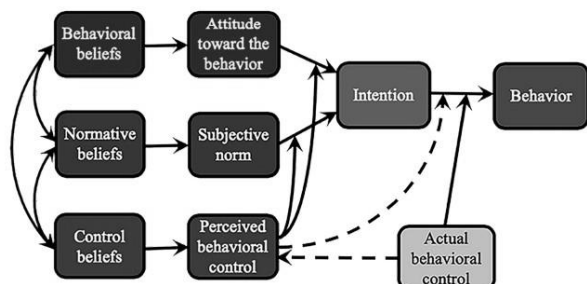

Figure 1: The Theory of Planned Behavior (TPB) Model (Ajzen, 2019)

Research on the Theory of Planned Behavior (TPB) has been extended to include factors such as price, quality, social status, and product design. These elements are crucial in shaping consumer behavior and purchasing intentions, illustrating the complexity of consumer decisions (Liang et al., 2019; Nguyen et al., 2020; Chen & Chang, 2019). TPB remains a robust psychological framework for predicting behavior, as Ajzen (2019) highlighted. It provides valuable insights for marketers and policymakers to develop targeted interventions that effectively influence consumer choices.

Review of Related Literature

Millennials (born between 1981 and 1996) and Generation Z (born between 1997 and 2012) are key generational cohorts that significantly influence current consumer behaviors and societal norms due to their technological prowess and value-driven purchasing patterns. Research indicates that Millennials prioritize work-life balance while Gen Z shows a stronger preference for technology and visual content, with both groups favoring experiences over possessions and aligning with brands that mirror their ethical values (Pew Research Center, 2021; Katz, 2020).

The COVID-19 pandemic accelerated a shift towards ethical consumption and sustainability, with consumer behavior transitioning from panic buying to more value-oriented purchasing (Ali, 2020; Mehta et al., 2020). In the context of the fashion and footwear industry, knock-off products pose a complex challenge. Despite their lower quality, knock-offs appeal due to their lower prices and the social status they confer, making them attractive to those unable to afford genuine brands (Li, Lam, & Liu, 2018; Nazir et al., 2018).

The attractiveness of knockoffs also stems from their improved quality and appearance, making them increasingly indistinguishable from original products, especially to budget-conscious Millennials (Johnson & Wilson, 2022). Positive experiences and peer influence further reinforce the appeal of knockoffs, with social media playing a crucial role in normalizing and promoting these products (Nguyen & Tran, 2019; Lee & Watkins, 2023). The preference for knock-off products among Millennials is driven by a combination of social status, cost considerations, product quality, positive past experiences, and the influential power of social media. This complex interplay highlights the nuanced nature of modern consumer behavior, underscoring the importance for brands to adapt to these evolving generational values and the digital landscape.
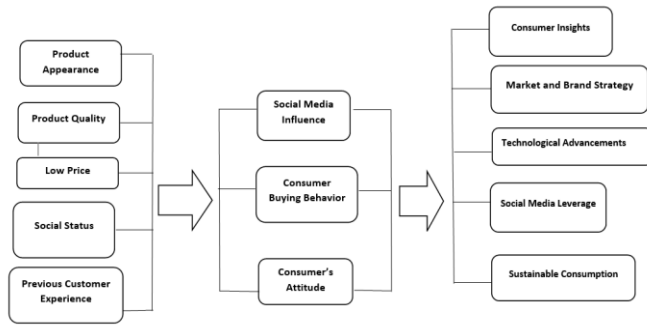
Conceptual Framework

Figure 2. Conceptual Paradigm

This study explored various factors influencing consumer attitudes and behaviors toward purchasing knock-off versus original shoes, including product quality, price, social status, and prior customer experiences. High-quality and well-priced products generally foster positive attitudes and purchasing intent, whereas low-quality or negative past experiences deter purchases. The perceived social status associated with certain products also significantly affects consumer decisions, driving purchases among those seeking social prestige.

The study highlights the complex interplay of these factors in shaping consumer behavior, offering valuable insights for marketers. It suggests that successful marketing strategies should integrate understanding of product attributes with emotional and social considerations and leverage social media to influence consumer perceptions effectively. This approach, coupled with strategic considerations like brand positioning and ethical practices, can lead to more comprehensive brand development and consumer engagement.

METHODOLOGY

Research Design
The study utilized a Descriptive Correlational design to examine the factors affecting millennials' preferences for knock-off footwear in Quezon City, incorporating demographic variables such as age, location, and income. Key influencing factors identified were low price, social status, quality, appearance of knockoffs, and previous customer experiences. Data was gathered through survey questionnaire with descriptive statistics used to elucidate the relationships between these variables. This approach provided valuable insights for marketers and businesses looking to effectively cater to consumer preferences in the knock-off market.

Subjects and Study Sites
This study used convenience sampling to gather data from millennials in Quezon City, primarily through social media and visits to knock-off shoe stores (Smith, 2019). While convenient, this method's potential biases and limitations were acknowledged, with careful consideration in analyzing the findings. Thompson and Walker (2019) highlight the importance of recognizing these limitations to enhance research credibility.

The study focused on 384 respondents aged 27 to 42, based on the 2020 Census of Age and Sex Distribution in Quezon City. The sample size was calculated using Raosoft with a 5% margin of error at a 95% confidence level. Data collection involved social media outreach and direct surveys in knock-off shoe stores.

Data Measures
This study used a researcher-made questionnaire to collect data from Millennials in Quezon City, divided into sections on demographics, determinant factors (like pricing and quality), and outcomes (such as buying behavior). It employed a four-point Likert scale for responses, from "strongly agree" to "strongly disagree."

A pilot test with 30 respondents helped assess the survey's reliability, with a statistician verifying its consistency using Cronbach's alpha, resulting in reliability coefficients of 0.82 for independent variables and 0.72 for dependent variables. Some items under consumer attitudes were identified as problematic and marked for revision to enhance reliability. The pilot confirmed the survey's overall reliability, approving it for broader data collection.

Data Collection
This study aimed to identify factors that influence millennials in Quezon City to prefer knock-off shoes over original brands. A researcher-made questionnaire was distributed to 384 individuals within this demographic, providing insights for both academic and industry stakeholders interested in consumer behavior dynamics. Data collection was conducted through the researcher's personal network, including family, friends, relatives, and acquaintances, with social media used for outreach. The network also aided in broader questionnaire dissemination. Additionally, the researcher visited various knock-off shoe stores in Quezon City to administer surveys to millennial shoppers, enriching the data on consumer preferences for knockoffs.

Ethical Considerations
During the data-gathering phase of the study on consumer behavior towards knock-off shoes, several ethical considerations were meticulously addressed:

Informed Consent: Participants were fully informed about the study's purpose, their involvement, and potential risks, especially given the sensitive nature of knock-off products and possible legal implications. Consent was obtained without coercion, emphasizing ethical standards in research on contentious subjects.

Confidentiality and Anonymity: The study adhered to the Data Privacy Act of 2012 in the Philippines, ensuring that participant identities and responses remained confidential, crucial due to the potentially illegal nature of purchasing knockoffs.

Avoiding Harm: The research was designed to avoid exposing participants to legal risks or psychological distress.
Bias and Objectivity: Efforts were made to maintain objectivity and prevent personal biases about knock-off products from influencing the study. This included careful formulation of survey questions and unbiased interpretation of responses (Creswell & Creswell, 2018).

Participants were required to sign a consent form before participating in the survey.

Data Analysis
The study analyzed demographic profiles of respondents in Quezon City, focusing on age, location, and average monthly income.

Weighted mean calculations were used to assess the importance of factors influencing purchase decisions, such as low price, product quality, social status, and previous customer experience, assigning weights to each factor.

Multiple linear regression analysis examined the relationships between independent variables (e.g., low price, quality) and dependent variables (e.g., social media influence, consumer attitude). This analysis highlighted the influence of factors like social status on consumer attitudes and past experiences on buying behavior, providing coefficients indicating the strength and direction of these relationships.

Additionally, Analysis of Variance (ANOVA) was conducted to identify significant differences among Millennials in Quezon City, examining interconnected aspects like consumer attitude, buying behavior, and social media influence.

RESULTS AND DISCUSSIONS

Problem 1: What would be the demographic profile of the respondents in terms of the following: Age, Location, and Average Income?

The summary of respondent's demographic profile provided key details about the participants' age, location, and income, highlighting the diversity and representation of the sample group.

Table 1: Summary of Respondent's Demographic Profile – Age, Location and Average Monthly Income

	N	Minimum	Maximum	Mean	Standard Deviation	%
Age	384	27	42	31.86	3.306	
Location	384					100%
Average Monthly Income						
1	2					0.50%
2	31					8.10%
3	123					32.00%
4	143					37.20%
5	66					17.20%
6	19					4.90%

Age
Based on the table, the focused age range of 27 to 42 years, with an average age of approximately 31.86 years, from the statistical analysis of 384 individuals, suggested that the study targeted a mature adult demographic, pivotal for marketers due to their potential disposable income and established consumption habits (Field, 2018; Healey, 2020). The data showed moderate variability and no missing entries, enhancing the reliability of the findings. This provides precise insights into the consumer behavior of this age group, useful for crafting targeted marketing strategies and policies to effectively engage this specific consumer segment.

Location
All 384 respondents resided in Quezon City, indicating a homogenous geographic sample. This specificity enabled focused research on consumer behaviors and preferences within this urban setting. The uniformity in location significantly influenced the study's outcomes and interpretations, as geographic and cultural contexts are known to impact consumer behavior and social trends (Healey, 2020).

Average Monthly Income
The categorization of Average Monthly Income into six ranges helped analyze the economic diversity and purchasing behaviors of the sample. Most respondents fell within the 20,001 to 40,000 pesos range, representing a middle-income group. This insight into their financial standing was crucial for understanding their consumer preferences and challenges (Kotler & Keller, 2020). The income was grouped from lower to middle and upper-middle to high, which simplified the analysis but might have masked nuanced differences within each range. Striking a balance between simplicity and detail is essential for creating tailored interventions that address diverse consumer needs and preferences.

Problem 2: How do the following determinant factors assess buyer's decision of Millennials consumers in Quezon City to purchase knock-off shoes instead of original shoes: Low Price; Product Quality; Appearance; Social Status; and Previous Customer Experience?

The data evaluated the influence of factors like Low Price, Product Quality, Appearance, Social Status, and Previous Customer Experience on consumer behavior. Mean scores reflected the average influence level of each factor, while standard deviation indicated response variability among 384 participants, rated on a scale of 1 to 4 (Uninfluential to Highly Influential).

Table 2: Weighted Mean Average and Standard Deviation: Determinant Factors (Low Price, Product Quality, Appearance, Social Status, and Previous Customer Experience)

	Mean	Standard Deviation	Verbal Interpretation
Low Price	3.246	0.4483	Moderately influential on millennials' purchasing decision
Product Quality	3.121	0.429	Moderately influential on millennials' purchasing decision
Appearance	3.304	0.6216	Highly influential on millennials' purchasing decision
Social Status	3.461	0.4916	Highly influential on millennials' purchasing decision
Previous Customer Experience	3.242	0.5075	Moderately influential on millennials' purchasing decision

Low Price: With a mean score of 3.246 and a standard deviation of 0.4483, price was moderately influential in consumer decisions. People's sensitivity to price varied based on the product and individual factors, but it wasn't the only factor they considered (Nassar & Gad, 2021).

Product Quality: Rated at a mean of 3.121 with a standard deviation of 0.4290, product quality was also moderately influential. Millennials appreciated quality but were also swayed by other aspects like brand loyalty and consumer trust (Akbar, 2019).

Appearance: Scoring a mean of 3.304 and a standard deviation of 0.6216, appearance was highly influential, particularly in products like shoes where aesthetic appeal was crucial (Dou et al., 2021).

Social Status: With the highest mean score at 3.461, social status played a significant role in purchasing decisions, influenced by social, cultural, and individual preferences (Bhukya & Paul, 2023).

Previous Customer Experience: With a mean of 3.242 and a standard deviation of 0.5075, previous experiences impacted brand loyalty and future purchasing choices, though not exclusively (Miller et al., 2017).

While these factors were significant, the diversity within the Millennial demographic and other external influences like economic conditions and marketing strategies needed further exploration to better understand and engage this consumer group.

Problem 3: How do these determinant factors enumerated in the study impact Millennials consumers in Quezon City based on the given dependent variables: Consumer's Attitude; Consumer Buying Behavior; and Social Media Influence?

The study analyzed data from 384 Millennial consumers in Quezon City, focusing on three dependent variables: Consumer Attitude, Consumer Buying Behavior, and Social Media Influence. Descriptive statistics, including means and standard deviations, were calculated using a 1 to 4 scale. This analysis was crucial for understanding the complex factors that influence consumer behavior, as highlighted in consumer research methodologies (Field, 2018).

Table 3: Weighted Mean Average and Standard Deviation of Dependent Variables (Consumer's Attitude, Consumer Buying Behavior, and Social Media Influence)

	Mean	Standard Deviation	Verbal Interpretation
Consumer Attitude	3.165	0.5851	Moderately influenced by determinant factors
Consumer Buying Behavior	3.209	0.6056	Moderately influenced by determinant factors
Social Media Influence	3.257	0.5672	Highly influenced by determinant factors

Consumer Attitude:
Millennials in Quezon City viewed knock-off shoes positively, primarily due to their affordability and style, with a mean attitude score of 3.165. However, their enthusiasm was tempered by concerns about ethics and quality. Research by Tang and Shen (2020) suggested that while Millennials cared about brand perception and ethical consumption,

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marketers needed to highlight the positives of knockoffs and address potential negatives to boost their appeal.

Consumer Buying Behavior:
Millennials moderately weighed intrinsic product value against extrinsic social factors when making purchases, indicated by a mean of 3.209. Studies by Bernardes et al. (2018) revealed a preference for sustainable and non-ownership consumption models, like fashion rentals, showing a trend towards valuing access over ownership.

Social Media Influence:
Social media greatly influenced Millennials' purchasing decisions, averaging a score of 3.257 and boosting the demand for imitation footwear. Influencers and platforms such as Instagram and TikTok were key in promoting these products. Research by Helal et al. (2018) and Jansom & Pongsakornrungsilp (2021) showed that digital platforms are essential in forming brand loyalty and consumer preferences, underscoring the importance for brands to update their marketing approaches to successfully engage Millennials.

Problem 4: Do independent variables have a significant influence on the dependent variables enumerated in the study to purchase knock-off shoes rather than original shoes?

Table 4: Multiple Regression Model: Consumer's Attitude, Consumer Buying Behavior and Social Media Influence

		Sum of Squares	dF	Mean Square	F	Sig.
Consumer's Attitude	Regression	92.944	5	18.589	184.067	<.001[b]
	Residual	38.174	378	0.101		
	Total	131118	383			
Consumer Buying Behavior	Regression	90.764	5	18.153	138.11	<.001[b]
	Residual	49.683	378	0.131		
	Total	140.446	383			
Social Media Influence	Regression	68.059	5	13.612	93.276	<.001[b]
	Residual	55.161	378	0.146		
	Total	123.22	383			

		R	R Square	Adjusted R Square	Standard Error of the Estimate
Consumer's Attitude		.842[a]	0.709	0.705	0.3178
Consumer Buying Behavior		.804[a]	0.646	0.642	0.3625
Social Media Influence		.743[a]	0.552	0.546	0.382

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Consumer's Attitude	(Constant)	-1.066	0.154		-6.912	<.001
	Low Price	0.44	0.057	0.337	7.677	<.001
	Product Quality	0.254	0.055	0.186	4.602	<.001
	Appearance	-0.241	0.052	-0.256	-4.667	<.001
	Social Status	0.504	0.058	0.424	8.716	<.001
	Previous Customer Experience	0.327	0.06	0.284	5.41	<.001
Consumer Buying Behavior	(Constant)	-0.07	0.176		-0.4	0.689
	Low Price	0.173	0.065	0.128	2.64	0.009
	Product Quality	-0.076	0.063	-0.054	-1.199	0.231
	Appearance	0.262	0.059	0.269	4.448	<.001
	Social Status	0.131	0.066	0.106	19.87	0.048
	Previous Customer Experience	0.505	0.069	0.423	7.316	<.001
Social Media Influence	(Constant)	0.827	0.185		4.463	<.001
	Low Price	0.181	0.069	0.143	2.626	0.009
	Product Quality	-0.305	0.066	-0.231	-4.591	<.001
	Appearance	0.375	0.062	0.41	6.031	<.001
	Social Status	0.264	0.07	0.228	3.791	<.001
	Previous Customer Experience	0.199	0.073	0.178	2.735	0.007

Consumer's Attitude
Ordinary Least Squares regression analysis identified key factors like past customer experience, product quality, social status, low pricing, and appearance as significant predictors of consumer attitudes towards knock-off shoes, explaining 70.5% of the variance. The model's good fit suggested reliable predictions, highlighting the influence of product quality, social prestige, and competitive pricing.

The primary motivator for choosing knock-off shoes was the desire for high social status (Beta = .424), allowing consumers to appear stylish affordably. In contrast, a strong focus on appearance (Beta = -.256) might deter Millennials due to concerns about authenticity and quality, suggesting that overly aesthetic products can seem superficial. Davda (2019) noted that shoes are a highly visible part of one's outfit and are subject to judgment, implying the importance of appearance.

Overall, social status significantly shaped Millennials' purchasing choices, whereas appearance had a lesser impact. Influencers and 'micro-celebrities' are shifting value perceptions from physical attributes to the symbolism or story behind a product, reflecting Millennials' complex considerations of cost, quality, and social factors in their purchasing decisions.

Consumer Buying Behavior
The data explored factors driving Millennials' purchases of knock-off shoes, identifying previous customer experience, product quality, social status, price, and appearance as key predictors, accounting for 64.2% of the variance in behavior.

Previous customer experience was most influential (Beta = .423), indicating that positive past interactions strongly encouraged repeat purchases. Appearance also significantly impacted decisions, underscoring the importance of aesthetics.

Price and social status, while important, were less critical than past experiences and appearance, reflecting choices based on affordability and perceived prestige.

Interestingly, product quality was the least concerning (Beta = -.054), showing that Millennials might compromise quality for better pricing, looks, or social benefits. This was particularly evident among Millennials who were likely to favor affordability over premium quality, a decision possibly driven by budgetary constraints (Smith & Doe, 2018). In the realm of knockoffs, a moderate level of quality that met basic expectations sufficed, especially when higher quality did not equate to perceived authenticity (Johnson, 2019).

This underscores a trend where aesthetics and past positive experiences overshadow quality, suggesting that marketers should focus on brand image and personal expression to resonate with this demographic.

Social Media Influence
OLS regression analysis identified key predictors of social media influence: previous customer experience, product quality, social status, low price, and appearance, with a strong correlation (R = .743) explaining 55.2% of the variance in consumer behavior. This underscores their relevance for social media marketing strategies.

The study found that positive customer experiences significantly enhance brand visibility and influence on social media. Conversely, a negative relationship between product quality and social media engagement suggested that higher-quality products might be perceived as less relatable or exciting, resulting in less social sharing.

Simply put, if marketers wanted to make a mark with social media strategy, focusing on the product's quality, the customer experience, its price, the social status it gives, and its appearance was crucial (Cheung, Pires, & Rosenberger, 2019). Effective social media strategies should incorporate product features, consumer experiences, and pricing considerations.

Problem 5: Is there a significant difference among Millennials' consumers behavior to purchase knock off shoes instead of original shoes when grouped according to Average Monthly Income?

Each of these factors was analyzed to see if there were statistically significant differences between the means of more than two groups.

Table 5: One-Way ANOVA- Average Monthly Income, Highest and Lowest Levels in the Outcome Variables Per Monthly Income and Tukey HSD (Honestly Significant Difference)

One-Way ANOVA- Average Monthly Income

		Sum of Squares	dF	Mean Square	F	Sig.
Consumer's Attitude	Between Groups	40.894	5	8.179	34.265	<.001
	Within Groups	90.225	378	0.239		
	Total	131.118	383			
Consumer Buying Behavior	Between Groups	32.414	5	6.483	22.683	<.001
	Within Groups	108.032	378	0.286		
	Total	140.446	383			
Social Media Influence	Between Groups	17.165	5	3.433	12.236	<.001
	Within Groups	106.055	378	0.281		
	Total	123.22	383			

Highest and Lowest Levels in the Outcome Variables Per Monthly Income

		N	Mean	Standard Deviation	Standard Error	95% CI Lower Bound	95% CI Upper Bound	Minimum
Consumer's Attitude	1	2	2.8	0	0	2.8	2.8	2.8
	2	31	3.581	0.5618	0.1009	3.375	3.787	1.2
	3	123	3.385	0.4853	0.0438	3.299	3.472	1.8
	4	143	2.923	0.4933	0.0413	2.842	3.005	1
	5	66	3.373	0.3998	0.0492	3.274	3.471	2.2
	6	19	2.189	0.6271	0.1439	1.887	2.492	1
	Total	384	3.165	0.5851	0.0299	3.106	3.223	1
Consumer Buying Behavior	1	2	3	0	0	3	3	3
	2	31	3.703	0.5953	0.1069	3.485	3.922	1.2
	3	123	3.34	0.5279	0.0476	3.246	3.434	1.8
	4	143	3.119	0.5722	0.0479	3.024	3.213	1
	5	66	3.242	0.3883	0.0478	3.147	3.338	1.8
	6	19	2.147	0.6284	0.1442	1.845	2.45	1
	Total	384	3.209	0.6056	0.0309	3.149	3.27	1
Social Media Influence	1	2	2.2	0	0	2.2	2.2	2.2
	2	31	3.271	0.5551	0.0997	3.067	3.475	2.4
	3	123	3.447	0.475	0.0428	3.362	3.532	2.2
	4	143	3.21	0.5869	0.0491	3.113	3.307	1.8
	5	66	3.242	0.4554	0.0561	3.13	3.354	2
	6	19	2.526	0.619	0.142	2.228	2.825	1.4
	Total	384	3.257	0.5672	0.0289	3.2	3.314	1.4

Tukey HSD (Honestly Significant Difference)

Multiple Comparisons
Tukey HSD

Dependent Variable	(I) Average Monthly Income	(J) Average Monthly Income	Mean Difference	Standard Error	Sig.	95% CI Lower Bound	95% CI Upper Bound
Consumer's Attitude	1	2	-0.7806	0.3564	0.245	-1.802	0.24
		3	-0.5854	0.3483	0.545	-1.583	0.412
		4	-0.1231	0.3479	0.999	-1.12	0.873
		5	-0.5727	0.3507	0.577	-1.577	0.432
		6	0.6105	0.3632	0.545	-0.43	1.651
	2	1	0.7806	0.3564	0.245	-0.24	1.802
		3	0.1953	0.0982	0.351	-0.086	0.477
		4	.6576*	0.0968	<.001	0.38	0.935
		5	0.2079	0.1064	0.371	-0.097	0.513
		6	1.3912*	0.1423	<.001	0.983	1.799
	3	1	0.5854	0.3483	0.545	-0.412	1.583
		2	-0.1953	0.0982	0.351	-0.477	0.086
		4	.4623*	0.0601	<.001	0.29	0.634
		5	0.0126	0.0745	1	-0.201	0.226
		6	1.1959*	0.1204	<.001	0.851	1.541
	4	1	0.1231	0.3479	0.999	-0.873	1.12
		2	-.6576*	0.0968	<.001	-0.935	-0.38
		3	-.4623*	0.0601	<.001	-0.634	-0.29
		5	-.4497*	0.0727	<.001	-0.658	-0.241
		6	.7336*	0.1193	<.001	0.392	1.075
	5	1	0.5727	0.3507	0.577	-0.432	1.577
		2	-0.2079	0.1064	0.371	-0.513	0.097
		3	-0.0126	0.0745	1	-0.226	0.201
		4	.4497*	0.0727	<.001	0.241	0.658
		6	1.1833*	0.1272	<.001	0.819	1.548
	6	1	-0.6105	0.3632	0.545	-1.651	0.43
		2	-1.3912*	0.1423	<.001	-1.799	-0.983
		3	-1.1959*	0.1204	<.001	-1.541	-0.851
		4	-.7336*	0.1193	<.001	-1.075	-0.392
		5	-1.1833*	0.1272	<.001	-1.548	-0.819
Consumer Buying Behavior	1	2	-0.7032	0.39	0.465	-1.82	0.414
		3	-0.3398	0.3811	0.948	-1.431	0.752
		4	-0.1189	0.3807	1	-1.209	0.971
		5	-0.2424	0.3837	0.989	-1.342	0.857
		6	0.8526	0.3974	0.266	-0.286	1.991
	2	1	0.7032	0.39	0.465	-0.414	1.82
		3	.3634*	0.1074	0.01	0.056	0.671
		4	.5843*	0.1059	<.001	0.281	0.888
		5	.4608*	0.1164	0.001	0.127	0.794
		6	1.5559*	0.1558	<.001	1.11	2.002
	3	1	0.3398	0.3811	0.948	-0.752	1.431
		2	-.3634*	0.1074	0.01	-0.671	-0.056
		4	.2210*	0.0657	0.011	0.033	0.409
		5	0.0974	0.0816	0.84	-0.136	0.331
		6	1.1925*	0.1318	<.001	0.815	1.57
	4	1	0.1189	0.3807	1	-0.971	1.209
		2	-.5843*	0.1059	<.001	-0.888	-0.281
		3	-.2210*	0.0657	0.011	-0.409	-0.033
		5	-0.1235	0.0796	0.63	-0.351	0.104
		6	.9715*	0.1305	<.001	0.598	1.345
	5	1	0.2424	0.3837	0.989	-0.857	1.342
		2	-.4608*	0.1164	0.001	-0.794	-0.127
		3	-0.0974	0.0816	0.84	-0.331	0.136
		4	0.1235	0.0796	0.63	-0.104	0.351
		6	1.0951*	0.1392	<.001	0.696	1.494
	6	1	-0.8526	0.3974	0.266	-1.991	0.286
		2	-1.5559*	0.1558	<.001	-2.002	-1.11
		3	-1.1925*	0.1318	<.001	-1.57	-0.815
		4	-.9715*	0.1305	<.001	-1.345	-0.598
		5	-1.0951*	0.1392	<.001	-1.494	-0.696
Social Media Influence	1	2	-1.071	0.3864	0.064	-2.178	0.036
		3	-1.2472*	0.3776	0.013	-2.329	-0.166
		4	-1.0098	0.3772	0.082	-2.09	0.071
		5	-1.0424	0.3802	0.07	-2.131	0.047
		6	-0.3263	0.3938	0.962	-1.454	0.802
	2	1	1.071	0.3864	0.064	-0.036	2.178
		3	-0.1762	0.1065	0.562	-0.481	0.129
		4	0.0612	0.1049	0.992	-0.239	0.362
		5	0.0285	0.1153	1	-0.302	0.359
		6	.7447*	0.1543	<.001	0.303	1.187
	3	1	1.2472*	0.3776	0.013	0.166	2.329
		2	0.1762	0.1065	0.562	-0.129	0.481
		4	.2374*	0.0651	0.004	0.051	0.424
		5	0.2047	0.0808	0.117	-0.027	0.436
		6	.9208*	0.1306	<.001	0.547	1.295
	4	1	1.0098	0.3772	0.082	-0.071	2.09
		2	-0.0612	0.1049	0.992	-0.362	0.239
		3	-.2374*	0.0651	0.004	-0.424	-0.051
		5	-0.0326	0.0788	0.998	-0.258	0.193
		6	.6835*	0.1293	<.001	0.313	1.054
	5	1	1.0424	0.3802	0.07	-0.047	2.131
		2	-0.0285	0.1153	1	-0.359	0.302
		3	-0.2047	0.0808	0.117	-0.436	0.027
		4	0.0326	0.0788	0.998	-0.193	0.258
		6	.7161*	0.1379	<.001	0.321	1.111
	6	1	0.3263	0.3938	0.962	-0.802	1.454
		2	-.7447*	0.1543	<.001	-1.187	-0.303
		3	-.9208*	0.1306	<.001	-1.295	-0.547
		4	-.6835*	0.1293	<.001	-1.054	-0.313
		5	-.7161*	0.1379	<.001	-1.111	-0.321

*. The mean difference is significant at the 0.05 level.

One-Way ANOVA- Average Monthly Income

The study revealed significant differences in consumer attitudes, buying behaviors, and the influence of social media across different groups, as evidenced by high F-ratios (Consumer Attitude: 34.265, Buying Behavior: 22.683, Social Media Influence: 12.236) and significance levels below .001 for all. This indicated that the factors under investigation had a strong and statistically significant impact on consumer outcomes, unlikely due to random chance.

These findings underscore the importance of tailoring marketing strategies to different consumer segments to enhance effectiveness. The significant role of social media in shaping consumer behavior was also highlighted, emphasizing the need for strategic social media marketing approaches.

Highest and Lowest Levels in the Outcome Variables Per Monthly Income

The data analysis revealed variations in attitudes, buying behaviors, and social media influence among income groups:

Consumer Attitude:
For the highest level, group 2 (10,000 to 20,000 pesos) with 31 respondents, recorded the highest average consumer attitude score (Mean = 3.581) despite a higher standard deviation (.5618), indicating positive attitudes with some variability. As for the lowest level, group 6 (Above 50,000 pesos) with 19 respondents, showed the lowest score (Mean = 2.189), with the broadest attitude range (.6271).

Consumer Buying Behavior:
For the highest level, group 2 again led with the highest behavior score (Mean = 3.703), suggesting a propensity to purchase. As for the lowest level, group 6 displayed the lowest score (Mean = 2.147), aligning with their lower attitude levels.

Social Media Influence:
For the highest level, group 3 (20,001 to 30,000 pesos) had the highest influence score (Mean = 3.447), indicating greater susceptibility to social media in purchasing decisions. As for the lowest level, group 1 (Below 10,000 pesos), with only two respondents, had the minimal influence score (Mean = 2.200).

The analysis suggested that Millennials might prefer knock-off shoes due to favorable attitudes in certain income brackets, cost-conscious behaviors, and strong social media influence. Brands could capitalize on this by targeting Millennials with marketing that emphasizes value, style, and social acceptance, potentially influencing purchasing decisions and competing with knockoffs.

Tukey HSD (Honestly Significant Difference)
The Tukey HSD post-hoc test results revealed significant differences in consumer attitudes, buying behaviors, and social media influence among different income groups:

Consumer Attitude:
- Group 2 (10,000 to 20,000 pesos) scored significantly lower than Groups 4 (30,001 to 40,000 pesos) and 6 (Above 50,000 pesos).
- Group 3 (20,001 to 30,000 pesos) also had lower scores compared to Groups 4 and 6.
- Group 4 showed higher attitudes compared to Groups 2, 3, and 5 (40,001 to 50,000 pesos).
- Group 5 scored lower than Group 4.
- Group 6 had the highest attitude scores, significantly higher than all other groups.

Consumer Buying Behavior:
- Group 2 displayed higher buying behaviors than Groups 1 (Below 10,000 pesos), 3, 4, and 5.
- Group 3 had higher behaviors than Groups 1 and 2 but lower than Groups 4 and 6.
- Group 6 recorded the highest buying behavior scores across all groups.

Social Media Influence:
- Group 1 experienced the lowest social media influence, particularly when compared to higher income groups.
- Group 2 was less influenced by social media than Group 6.
- Group 3 was more influenced than Group 1 but less than Groups 4 and 6.
- Group 6 exhibited the highest susceptibility to social media influence, highlighting a correlation between higher income and greater social media impact.

The study demonstrated that income levels significantly affect consumer attitudes, purchasing behaviors, and responsiveness to social media. Higher-income consumers generally showed more positive attitudes and behaviors, though the highest earners (Group 6 = Above 50,000) occasionally exhibited less favorable outcomes compared to lower income groups. Middle-income groups were notably influenced by social media, likely due to greater engagement or valuation of the content. This highlights the intricate link between income, consumer perceptions, buying habits, and social media impact, providing crucial insights for marketers to customize their strategies across different income segments.

Problem 6: What significant determinants will be derived from the results of the study for the millennial consumers' purchase behavior for knock-off products?

Significant determinant factors derived from the results of the study for the consumers' purchase behavior for knock-off products were the following:

Social Status: This was the most influential determinant, indicating that the desire for favorable perception within social circles significantly motivated knock-off purchases, aligning with the notion that products are often bought for their social signaling value.

Low Price: Affordability emerged as a crucial factor, with the lower cost of knockoffs providing a compelling value for budget-conscious consumers, consistent with economic principles about cost-benefit considerations.

Previous Customer Experience: Positive past experiences with knock-off products significantly influenced future purchases, suggesting that satisfaction with product quality or durability could lead to repeat buying.

Appearance: This factor negatively influenced purchasing behavior, possibly due to perceptions that knock-offs, despite resembling original products, lacked comparable aesthetic quality or the prestige of genuine items.

Product Quality: While less impactful, the perceived quality of knock-off shoes still factored into consumer decisions, indicating an evaluation of the trade-off between price and quality.

These findings highlight that while social and economic factors predominantly drove the purchase of knockoffs, aspects like product quality and appearance also played roles, albeit to a lesser extent.

CONCLUSION

The study analyzed the purchasing behavior of Millennials in Quezon City towards knock-off shoes, identifying a complex set of determinant factors through statistical analysis methods like weighted mean average, multiple regression, and ANOVA. Key findings include:

Determinant Factors: Low Price, Product Quality, Appearance, Social Status, and Previous Customer Experience significantly influenced buying decisions, with Social Status scoring the highest mean (3.461) and Low Price the lowest (3.246).

Consumer Engagement: Metrics like Consumer Attitude, Buying Behavior, and Social Media Influence showed moderate to high engagement, with Social Media Influence having the highest mean score (3.257) and Consumer Attitude the lowest (3.165), underscoring the pivotal role of social media.

Statistical Analysis: Multiple regression analysis confirmed that the five predictors significantly influenced Consumer Attitude, Buying Behavior, and Social Media Influence, with Social Status showing a consistent strong positive impact across these outcomes.

Income Influence: Grouping by average monthly income revealed significant differences in Consumer Attitude, Buying Behavior, and Social Media Influence, with ANOVA and Tukey HSD tests confirming the impact of economic background.

In conclusion, the determinant factors of social status, previous customer experience, low price, product quality, and appearance significantly influenced Millennials' consumer purchase behavior in Quezon City towards purchasing knock-off shoes. The preference of Millennials for knock-off over original shoes was driven by an intricate interplay of economic, social, and experiential factors, with social status emerging as a crucial determinant. This study offers valuable insights into consumer behavior in the knock-off market, aiding marketers, policymakers, and researchers in understanding the dynamics influencing these consumer choices.

RECOMMENDATION

The future direction of research on Millennials' purchasing behavior for knock-off versus original shoes in Quezon City could explore several key areas, considering technological, ethical, and sustainable consumption influences:

Technological Evolution: Future studies could investigate how technologies like augmented reality (AR) and virtual reality (VR) affect consumer perceptions and decision-making, potentially altering views on authenticity and quality.

Ethical Consumption Patterns: With a shift towards ethical consumption, further research might analyze how ethical considerations impact Millennials' preferences for knock-offs, exploring the psychological drivers behind these decisions and their effects on brand loyalty (Smith, 2019).

Sustainable Consumption: As consumer focus on sustainability grows, examining how sustainable practices by brands influence purchasing decisions could be insightful, particularly the impact of sustainability certifications on consumer choices between knock-offs and original shoes (Green & Harris, 2019).

Social Media and Influencer Marketing: Considering the influential role of social media, additional studies could look into how influencer marketing shapes perceptions of knock-offs versus original brands, focusing on the authenticity and credibility of influencers promoting ethical and sustainable fashion (Davies & Lee, 2020).

Global vs. Local Consumer Trends: Future research might also compare local consumer trends with global patterns in the consumption of knock-off versus original shoes, identifying unique cultural and socioeconomic factors that influence behavior across different regions (Darku & Akpan, 2020).

These avenues for future research offer potential to deepen understanding of Millennials' buying behaviors and provide actionable insights for brands, policymakers, and educators to foster more ethical, sustainable, and technologically integrated consumer practices.

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