

# The Impact of Store Advertising to Apparel Buying Behavior of both Male and Female Students

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## Abstract

*The study is aimed to recognize how an apparel store influences the purchasing conduct whether it is a male or female with regards to obtaining and buying apparel/clothing. Specifically, the study shown to how these aspects of consumer buying behavior of male and female students generally has an effect to their market. This research is designed to decide whether sexual orientation influences to consider in examining the apparel buyer purchasing conduct of youthful grown-ups. The study is a quantitative research which means to portray the effect of store promoting to attire purchasing conduct and look at contrasts of both male and female when picking and purchasing clothing. There will be 337 respondents among the students of College of Business Administration and is divided by course, 56 for Entrepreneurship Department, 78 for Office Administration Department, 101 for Human Resource Development Management Department and 102 for Marketing Department. This investigation is directed at Polytechnic University of the Philippines. Analysts have picked youthful grown-ups as our interviewees to top off the aims of research will all due regard to the degree of observations in addressing the inquiries thinking about that this field of age going from 17 to 21 would now be able to figure out how to think profoundly. As indicated by the information, male and female students conduct while purchasing garments, despite the fact that students intend to purchase, they frequently like to attempt other and better decisions through in-store/mannequin shows. It implies that male and female students rely upon themselves and what they truly need, by seeing retail locations like dress, they will in general gaze increasingly stylish and upward to-date. While both male and female students get a thought of what to purchase through certain presentations, despite everything they don't depend on or base their buy choice to just take a gander at the store displays. Students invest more energy investigating in-store stock and are not compelled to picking and coordinating the apparel they need to purchase, they will in general take a gander at the item that is as of now accessible to them, making it simpler and speedier for them to pick dress that grab their eye and they'd react to eye getting garments or perhaps focus on the items they're strolling through in the shop. The study intends to distinguish the customer purchasing conduct of both male and female understudies of College of Business Administration of Polytechnic University of the Philipines - Mabini Campus.*

## Introduction

The bulk of buying decisions are based on the normal principles of rational decision-making. The disparity of both male and female students is reflected in the aspects of nature, socialization and other social and psychological factors. Whether deciding on their personal or professional life, deciding on their habits and behaviors, students are completely different when it comes to making decisions. We work with different types of stimuli and different measurement criteria differently. Students seem to be happy and enjoy themselves when shopping, some seem to be more aloof to shopping. The experiences, motivations, rational and actions of actions are most students completely different. Everything from marketing style, messaging and press, product design, store layout, sales training, and customer service policies are designed specifically for both genders. Contrary to this

theory and assumption, researchers have emphasized that these discrepancies do not indicate the dominance of a single gender because there are measurable variations between how the minds of male and female function and how data is interpreted. People tend to act while making decisions with their subconscious brains. Habit affects decision-making and consumer behavior, which is why marketers concentrate on the initial purchasing decision to gain an advantage before a habit is formed, ensuring their goods or service

The research is generally intended to identify how a store layout affects the buying behavior whether it is a student when it comes to purchasing apparels/clothing. In particular, the study intends to examine how the promotional strategy of a store makes an impact to their market. Finally, this seeks to determine if affects to consider in studying the clothing consumer buying behavior of young adults.

With today's fast-changing lifestyle, patterns, and preferences particularly among teenagers, it is important to test the influence of store ads in their behavior of buying apparel. This will allow retail apparel stores, as well as the apparel industry, to assess their strategies in targeting the young adult market to buy their products and instill brand loyalty with them. The research would allow the marketers to discern how to convince students purchase apparel.

In evaluating the clothing purchasing activity among male and female teen buyers, the analysis will concentrate only on store ads. This won't cover other shopping psychological extrinsic variables. Often, intrinsic variables are not included in the analysis. Lastly, the working and labor people are not included in the study, such as the faculty and working personnel of Polytechnic University of the Philippines, the study is limited to student respondents. It will also not include respondents' purchasing conduct in other types of products.

### Hypothesis

- a. A retail store's window display makes an influence on the buying behavior of both male and female young adult.
- b. Displaying of mannequins affects the purchase decisions of both male and female?
- c. Eye catching and well-designed outlets have an impact on purchasing decisions of teens male and female students.
- d. Marketing signs and clothing store advertising strategies influence purchasing decisions.
- e. There more possibilities to buy a product while walking in a shop?

Swarna Bakshi (2010) notes that "one of the major factors influencing the decision-making behavior of the customer is sex. Sex plays an important role in consumer behavior as their consumption represents the differences in preferences, interests, lifestyles, etc. Male and female are looking for different items and they have different ways to like them and win them. (As cited in *"Impact of Gender on Consumer Purchase Behavior"*, 2010, p. 1).

As Kara Arnold (2012) says, "It is crucial that we differentiate the terms attitudes of age, gender identity and gender because it has consequences for consumer behavior. There are differences between men and women about their tastes and interests and their purchasing actions and marketing responses (as cited in *"Relationship Marketing, Gender, and Culture: Implications for Consumer Behavior"*, 2012).

Gainer's (1993) work suggests that people with higher female identities will be more involved in products that are perceived as feminine. Not only are women and individuals with a female gender identity more likely to be related, but they will also be more likely to be involved in products related to both biological sex and feminine gender. The more a person is involved in a product, the more likely they are to be open to engaging in a relationship with a company that markets a product, or a product itself, or a different brand of that product.

Namita Rajput (2012) points out that "purchase decision is facilitated by having a comprehensive knowledge of the brand which helps in evoking positive effects towards the brand, as these days people don't buy the product they buy images (brands). It influences brand choice, preferences and intention to purchase of consumers. Therefore, it is indispensable for a marketer to comprehend about the perceptions of consumers for a

brand which impact the purchase decision embedding gender perspective” (as cited in “*Consumers’ Attitude towards Branded Apparels: Gender Perspective*”, 2012, p. 114).

In the study by, Pentecost & Andrews (2009) Recognized that fanship development and buying motivation were the basic psychographic drivers of consumption. The after-effects of the said investigation showed that model fanship was entirely influenced to week-by-week and month-to-month usage; then drive purchasing was expected to affect annual use. While as far as sex is concerned, the investigation has also shown that while men may not shop as often as women, when they do, they are almost certain to spend more money.

In a research entitled, *The Effect of Gender on Consumer Behavior* (2012), the female students are said to have been very influenced by the appearance of a star, whereas the men were not. The study believes that the main influence is the use of internet shopping, where access to the latest designs, bargains, stores, women's fashion is instantly available at any time of day or night and, in most cases, with delivery from the next day. 75 per cent of women responded that they received fashion data from television or the Internet, compared to 35 per cent for men on the basis of questionnaire responses. While the findings also show that 35 per cent of men receive their fashion tips from magazines, only 10 per cent of women do.

In a study by, Aloomo & Lawan, (n.d.), While the study focused on consumer demographic variables affecting clothing purchase behavior in Borno State, Nigeria, the results of the study showed that consumer clothing needs attention based primarily on specific wardrobe specifications, and that society has served as a key knowledge portal for most consumers. Performance was the main criterion for the assessment of clothing, and the majority of consumers were patronized by native clothing. The test showed a significant age impact on customer purchase behavior with respect to patronage. Occupation has also had a significant impact on the cycle of clothing acceptance and patronage. Training has an overbearing impact on consumer behavior and on understanding post-purchase behavior. The impact of income on perception of need and patronage was also significant. In contrast, the influence of gender and marital status on consumer purchasing behavior was invariably not significant.

In a study by, Meta & Chugan, P. (2013), this notes that there are four dimensions of visual merchandising. Window show, in-store form / mannequin display, floor merchandising and advertising signage were studied and their effect on purchasing behavior. The study results indicate that some aspects of visual merchandising influence the purchasing of impulses. The study also shows the importance of visual merchandising to improve store sales.

Rajagopal (2011) He argued that a wide range of factors, such as personal values, perceptions and socio-economic considerations, have an impact on customers' purchase intentions for fashion clothing. It has been found that the longer customers are attracted by marketing, creativity, technology, behavioral drives through their own devices, celebrity promotions, and store attractions, the more idle they become as purchase intentions grow. Nowadays, Fashion apparel has built an image on the market by positioning designs aimed at more passionate and energetic male and female shoppers as far as they are concerned. It is argued that shifts in consumer culture give rise to design innovations due to personal taste and consumption.

Retail is women's dominion; they shop to buy important and luxury products, to relax and socialize, so it's no wonder that women pay for more than 80% of consumer spending, or about \$5 trillion annually, according to the U.S. Department of the Census.

Women, on the other hand, are reluctant shoppers in the store and much more concentrated, shopping only if they plan on buying a particular item and want to get in and out quickly. A number of research studies have shown that much of this activity, which is clearly stereotypical, contributes to online shopping. In reality, the early days of online shopping were quite masculine, as product selection was limited to computers, technology, music, and consumer electronics. Males became even more excited about e-commerce when tools for product and price comparison (the ability to do this without having to visit physical stores is particularly appealing to men) became available. Instead, as the range of online products grew to include food, clothing, household goods, and toys, women went shopping online. However, web shopping lacked the social aspects of retail shopping and clothing retailers (especially luxury brands) were slow to move online. In addition, in combination with improved graphics and audio, the introduction of social media platforms has made the online shopping world more attractive. Females can now share more on-line shopping experience and decision-making with friends and family (Kaplan, 2011).

The shopping center is now offering a wide range of shops. It is important to note that the goal of the centers is to build an impressive external physical appearance to attract customers to shopping malls and department stores (Ashraf, et al., 2014). Nevertheless, according to (Sit et al., 2003), the portrayal of the shopping center encourages the patronization of the customer store. This "front line" traction image is useful for retail stores. Enjoyable surroundings are the main reasons for shop patronization (Jin and Kim, 2003). According to (Baker, 1987), these basic elements, such as architecture, interior design and decoration, lighting, music, smell and cleanliness Gender identity, a mixture of gender psychological characteristics, gender roles and gender orientation, have a dramatic impact on one's consumption-related attitudes and behaviors. However, in recent advertising literature, the impact of gender identity has been oversimplified by the use of sex as the primary descriptor related to gender. This hindered advertising literature in its ability to predict age-related customer behavior. This research focuses on how gender identity is expressed in the material use and brand relationship of the consumer. Generation-Y aged customers in the U.S. and their relationships with personal care products have been the focus of demographic concern. The results of structural equation modeling suggest that multiple gender identity constructs have a significant and special impact on product involvement and brand loyalty, and that product involvement acts as a mediator linking gender identity to brand loyalty. (Robertson and Ye, 2012).

According to a study by Amit Aggrawal (2010, June) entitled Impact of Consumer Perception on Buying Behavior in the Apparel Retail Sector, with particular reference to Selected Indian Cities, consumers' perception of clothing can be viewed as a production that takes into account cultural aspects as well as changes in preferences and tastes. The relationship between customer and product characteristics is becoming increasingly important in terms of marketing, particularly with features such as materialism as a strong driver for the purchase and consumption of specific types of products. The study focuses on exploring the relationship of brand perception between the characteristics of consumers, including age, nationality, level materialism.

### **Methodology & Materials**

This chapter will provide the information of the research design, research setting, research subject, research instrument, data gathering procedure conducted and the statistical treatment utilized by the researchers.

#### **Research Methods Used**

Stratified Random sampling will be done to select the respondents. Stratified Random Sampling is a technique that divides the elements of the population into small subgroups (strata) based on the similarity in which way that the elements within the group are homogeneous and heterogeneous among the other subgroups formed. To obtain the information from which to draw the conclusions, a questionnaire from online journals will be utilized in the study. The said survey will be self-administered, which is a type of questionnaire, in paper form where a respondent completes questionnaire on his/her own. It was decided to use it rather an interview because the data would be easier to obtain and collect and then be easier to present. Likert scale type of questionnaire will be used, which is a method commonly used in questionnaires where it uses numerical value assigned to each potential choice and a mean figure for all the responses is computed at the end of the evaluation. This will measure the degree of influence of the influencers studied to male and female respondents. Calculating the weighted average for each scale will be the statistical measure to interpret the results.

#### **Statistical Population and Statistical Samples**

The study is a quantitative research which aims to describe the impact of store advertising to apparel buying behavior and examine differences of both male and female when choosing and buying apparel. There will be 337 respondents among the students of College of Business Administration of Polytechnic University of the Philippines, Sta. Mesa, Manila and is segmented by course, 56 for Entrepreneurship, 78 for Office Administration, 101 for Human Resource Management and 102 for Marketing students. This study is conducted at Polytechnic University of the Philippines. Researchers have chosen young adults as our interviewees to fill up the intentions of research will all due respect to the level of perceptions in answering the questions considering that this field of age ranging from 17 to 21 can now manage to think deeply.

#### **Data Collection and Analysis Tools**

The questionnaire consists of six sections which include demographics, and questions about impact of store advertising materials to buying behavior such as window display, in-store form/mannequin display, promotional signage, floor merchandising, and in-store browsing. The questions will be answered by Likert Scale of one to five from never to most frequent and from never, seldom, sometimes, frequently, and always. In this way we can measure the buying behavior of the respondents in quantitative form, this will ease the work and let us tally the data more accurate.

## Results

### Section 1: Demographic Profile

The tables illustrates the demographic segmentation that obtained the number of respondents which is highlighted and the least number which is italicized as to course, year, and section, day/night shift, age, sex, their family size, person/s living with, and their weekly allowance.

COURSE	FREQUENCY	PERCENTAGE
<b>1</b>	56	16.62%
<b>2</b>	78	23.15%
<b>3</b>	101	29.97%
<b>4</b>	102	30.27%
<b>TOTAL</b>	337	100%

According to the data, both male and female respondents come from courses Entrepreneurship with 56 respondents, Office Administration with 78 respondents, Human Resource Management with 101 respondents, and lastly Marketing Management with 102 respondents.

YEAR	FREQUENCY	PERCENTAGE
<b>1</b>	181	53.71%
<b>2</b>	154	45.70%
<b>3</b>	0	0.00%
<b>4</b>	2	0.59%
<b>TOTAL</b>	337	100%

In the demographic as to what year are the respondents, most of them are freshman students with 181 respondents, second year students with 154 respondents, and lastly fourth year students with only 2 respondents.

SECTION	FREQUENCY	PERCENTAGE
<b>1</b>	162	48.07%
<b>2</b>	90	26.71%
<b>3</b>	66	19.58%
<b>4</b>	19	5.64%
<b>TOTAL</b>	337	100%

In the category of what section are respondents, a total result of 162 students shows that most of the students are from section 1, while the least number of respondents of 19 are from section 4.

SHIFT	FREQUENCY	PERCENTAGE
<b>1</b>	192	56.97%
<b>2</b>	113	33.53%
<b>3</b>	32	9.50%
<b>TOTAL</b>	337	100%

In the segmentation of either day/night shift are the respondents are, most of the number of results showed that 192 respondents are day shift. While on the other hand, 113 respondents are night shift, and lastly, 32 respondents are from petition shift.

AGE	FREQUENCY	PERCENTAGE
<b>17</b>	6	1.78%
<b>18</b>	126	37.39%
<b>19</b>	145	43.03%
<b>20</b>	54	16.02%
<b>21</b>	6	1.78%
<b>TOTAL</b>	337	100%

According to the data gathered, most of both male and female respondents come from the age 19 years old, with 145 respondents, while the age 17 contains the least number of respondents with only 6.

SEX	FREQUENCY	PERCENTAGE
1	103	30.56%
2	234	69.44%
<b>TOTAL</b>	337	100%

In the category of sex, most of the number of results are female with 234 respondents, while the number of male respondents resulted to 103.

FAMILY SIZE	FREQUENCY	PERCENTAGE
1	115	34.12%
2	202	59.94%
3	20	5.93%
<b>TOTAL</b>	337	100%

In the demographic profile on their family size, most of the respondents answered their family consists of 5-8 members garnering the total of 202 respondents, while least answered 9 and above, with only 20 respondents.

LIVES WITH	FREQUENCY	PERCENTAGE
1	16	4.75%
2	126	37.39%
3	110	32.64%
4	12	3.56%
5	14	4.15%
6	9	2.67%
7	50	14.84%
<b>TOTAL</b>	337	100%

In the demographic as to whom the respondent lives with, a total result of 126 respondents says that they are living with their parents, while living with their single parent father receives the least number of respondents with 9.

WEEKLY ALLOWANCE	FREQUENCY	PERCENTAGE
1	9	2.67%
2	128	37.98%
3	128	37.98%
4	32	9.50%
5	40	11.87%
<b>TOTAL</b>	337	100%

In the category how much does a student receive on their weekly allowance, most of both male and female answered they are receiving P500 – P999 and P1000 – P1499 with 128 respondents respectively with the total of 256, while the least number of respondents receives weekly allowances P100 – P499 with only 9 respondents.

Since most of the respondents are from the age group 17-21 years old, most of the are students aged 19 years old with the number of 145, 126 respondents are 18 years old, 54 respondents are 20 years old, and 17 and 21 years old received a number of 6 respondents respectively. The data show that male and female that are students from College of Business Administration - Entrepreneurship, Office Administration, Human Resource Management, Marketing Management are aged 17-21 years old. In the category of sex, the data show that most of the respondents are female students with total of 234 compared to male respondents with a total number of 103. It shows that the most response are from female students. In the number of family members of the respondents, most answered with family of 5-8 members, 202 in both male and female while the least response is with family of 9 and above, with 6 male and respondents.

Generally, both male and female respondents have the same demographic profile based on the tally of each demographic segment. There is only a minimum variation in the total numbers of male and female respondents in each segment. Nonetheless, same category in each demographic segment has recorded both the highest and least number of male and female respondents.

**SECTION 2: INFLUENCE OF WINDOW DISPLAY**

Among the in-store advertising mediums used in the survey, the influence of window display in buying behavior of both male and female got the highest mean.

SECTION 2			MEAN	
Q1	FREQUENCY	PERCENTAGE	Q1	3.709198813
1	16	4.75%		
2	29	8.61%		
3	85	25.22%		
4	114	33.83%		
5	93	27.60%		
<b>TOTAL</b>	337	100%		

The table illustrates the influence of window display to the apparel buying behavior of male and female respondents. The first question under it which is about entering of a store when they got attracted by the eye-catching window display (Q1) got a weighted average mean of 3.71 and most number of frequency 114 with the most answer is 4 (Frequently) with an

average of 33.83%. This portrays that male and female students tend to enter a store when they got attracted by the captivating window display. However, the third question is about choosing which store to shop depending on eye catching window display gains exposure but not engagement for students. Pre-selection and having a prospect brand already in mind can be a reason to this which is already a practice to student when it comes to shopping. Students can appreciate that window display exposes but do not impose themselves to enter the store.

Q2	FREQUENCY	PERCENTAGE	MEAN	
1	9	2.67%	Q2	3.646884273
2	31	9.20%		
3	104	30.86%		
4	119	35.31%		
5	74	21.96%		
<b>TOTAL</b>	337	100%		

The second question under it which is about feeling compelled to enter the store when seeing an interesting window display (Q2) got a weighted average mean of 3.65 and most number of frequency 119 with the most answer is 4 (Frequently) with an average of 35.41%. This indicates that male and female students tend to react on the

things that they got attracted with. They tend to be inquisitive about what the store could possibly offer more to them.

Q3	FREQUENCY	PERCENTAGE	MEAN	
1	11	3.26%	Q3	3.675595238
2	29	8.61%		
3	93	27.60%		
4	128	37.98%		
5	75	22.26%		
<b>TOTAL</b>	337	100%		

The third question which is about choosing which store to shop depending on eye catching window display (Q3) got a weighted average mean of 3.68 and most number of frequency 128 with the most answer is 4 (Frequently) with an average of 37.98%. This shows that male and female young adult students still considers other

aspects such as brand loyalty other than eye-catching window displays that allures them in buying apparel.

**SECTION 3: INFLUENCE OF IN-STORE FORM/MANNEQUIN DISPLAY**

Among the in-store advertising mediums used in the survey, the influence of in-store form/mannequin display in buying behavior of both male and female.

SECTION 3			MEAN	
Q1	FREQUENCY	PERCENTAGE	Q1	3.507418398
1	13	3.86%		
2	37	10.98%		
3	103	30.56%		
4	134	39.76%		
5	50	14.84%		
<b>TOTAL</b>	337	100%		

The table illustrates the influence of in-store form/mannequin display to the apparel buying behavior of male and female respondents. The influence of in-store form/mannequin displays to male and respondents falls under moderate influence. The first question under it which is about getting an idea of what to buy after looking through in-store

form/mannequin displays (Q1) got a weighted average mean of 3.51 and most number of frequency 134 with the most answer is 4 (Frequently) with an average of 39.76%. This implies that although students have planned purchase, they still tend to seek for other and better options in buying apparel through in-store/mannequin displays.

Q2	FREQUENCY	PERCENTAGE	MEAN	
1	24	7.12%	Q2	3.080118694
2	72	21.36%		
3	132	39.17%		
4	71	21.07%		
5	38	11.28%		
<b>TOTAL</b>	337	100%		

The second question under it which is about the tendency of buying apparel upon seeing a clothing featuring a new style and design on display (Q2) got a weighted average mean of 3.08 and most number of frequency 132 with the most answer is 3 (Sometimes) with an average of 39.17%. This implies that male and female students

rely their buying decisions on themselves and on themselves and on what they would really want to have.

Q3	FREQUENCY	PERCENTAGE	MEAN	
1	31	9.20%	Q3	3.071216617
2	64	18.99%		
3	127	37.69%		
4	80	23.74%		
5	35	10.39%		
<b>TOTAL</b>	337	100%		

The third question which is about the tendency of buying apparel upon seeing clothing liked on in-store form/mannequin displays (Q3) got a weighted average mean of 3.07 and most number of frequency 127 with the most answer is 3 (Sometimes) with an average of 37.69%. This implies that male and female students also tend to look

more fashionable or to look more up to date by wearing latest styles and trends by seeing clothing likes on apparel stores.

Q4	FREQUENCY	PERCENTAGE	MEAN	
1	38	11.28%	Q4	3.023738872
2	60	17.80%		
3	124	36.80%		
4	86	25.52%		
5	29	8.61%		
<b>TOTAL</b>	337	100%		

The fourth question which is about relying on store displays when making apparel purchase decisions (Q4) got a weighted average mean of 3.02 and most number of frequency 124 with the most answer is 3 (Sometimes) with an average of 36.80%. This implies that even though male and female students get an idea of

what to buy through some displays, they still do not depend or base their purchase decision by merely looking at store displays.

#### SECTION 4: INFLUENCE OF FLOOR MERCHANDISING

Among the in-store advertising mediums used in the survey, the influence of floor merchandising is second to the highest in buying behavior of both male and female respondents.

SECTION 4			MEAN	
Q1	FREQUENCY	PERCENTAGE	Q1	3.172106825
1	20	5.93%		
2	77	22.85%		
3	103	30.56%		
4	99	29.38%		
5	38	11.28%		
<b>TOTAL</b>	337	100%		

The table illustrates the influence of floor merchandising to the apparel buying behavior of male and female students. The first question is about the tendency to try on an eye-catching clothing without looking through the whole section (Q1) got a weighted average mean of 3.17 and most number of frequency 103 with the most answer is 3 (Sometimes) with an average of

30.56%. This implies that male and female students spend more time in exploring merchandises inside the store and do not limit themselves in choosing and fitting apparel that they intended to buy.



Q2	FREQUENCY	PERCENTAGE	MEAN	
1	7	2.08%	Q2	3.62611276
2	38	11.28%		
3	93	27.60%		
4	135	40.06%		
5	64	18.99%		
<b>TOTAL</b>	337	100%		

The second question is about looking through the clothing close to them when walking along the isle (Q2) got a weighted average mean of 3.63 and most number of frequency 135 with the most answer is 4 (Frequently) with an average of 40.06%. This implies that male and female buyers tend to look at the merchandise that is already accessible to them which allows them to choose easier and faster on clothing that catches the eye.

Q3	FREQUENCY	PERCENTAGE	MEAN	
1	22	6.53%	Q3	3.445103858
2	42	12.46%		
3	101	29.97%		
4	108	32.05%		
5	64	18.99%		
<b>TOTAL</b>	337	100%		

The third question is about the tendency to try on clothing that catches the eye when passing by (Q3) got a weighted average mean of 3.45 and most number of frequency 108 with the most answer is 4 (Frequently) with an average of 32.05%. This implies that male and female buy tend to react on eye catching apparel or perhaps,

pays attention to the merchandise they are passing by in the store.

**SECTION 5: INFLUENCE OF PROMOTIONAL SIGNAGE**

Among the in-store advertising mediums used in the survey the influence of promotional signage in buying behavior of male and female students.

SECTION 5			MEAN	
Q1	FREQUENCY	PERCENTAGE	Q1	3.685459941
1	7	2.08%		
2	42	12.46%		
3	83	24.63%		
4	123	36.50%		
5	82	24.33%		
<b>TOTAL</b>	337	100%		

The table illustrates the influence of promotional signage to the apparel buying behavior of male and female students. The first question is about is the tend buy and to have interest in promotional signages such as reduced prices and sales promotions (Q1) got a weighted average mean of 3.69 and most number of frequency 123 with the most answer is 4 (Frequently) with an average of 36.50%. This implies that that male and female students pass by and see sale signage, it is a signal for them to go inside the store. It strongly emphasized that having sale Is one effective marketing strategies.

Q2	FREQUENCY	PERCENTAGE	MEAN	
1	4	1.19%	Q2	3.768545994
2	25	7.42%		
3	96	28.49%		
4	132	39.17%		
5	80	23.74%		
<b>TOTAL</b>	337	100%		

The second question is about having a sale or clearance signs that entice to look through the clothing (Q2) got a weighted average mean of 3.77 and most number of frequency 132 with the most answer is 4 (Frequently) with an average of 39.17%. This implies that students have higher chance of impulse buying when enticed by

clothing apparel is on sale or clearance sign.

Q3	FREQUENCY	PERCENTAGE	MEAN	
1	2	0.59%	Q3	3.762611276
2	30	8.90%		
3	91	27.00%		
4	137	40.65%		

<b>5</b>	77	22.85%		
<b>TOTAL</b>	337	100%		

The third question is about special promotional signs that they tend to look at the clothing (Q3) got a weighted average mean of 3.76 and most number of frequency 137 with the most answer is 4 (Frequently) with an average of 40.65%. This implies that male and female students have a high chance of checking out the clothing when they see promotional signs which make them believe that they will get a better deal.

<b>Q4</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>	<b>Q4</b>	3.480712166
<b>1</b>	13	3.86%		
<b>2</b>	48	14.24%		
<b>3</b>	103	30.56%		
<b>4</b>	110	32.64%		
<b>5</b>	63	18.69%		
<b>TOTAL</b>	337	100%		

The fourth question is about making an unintended purchase if the store has a sale or clearance sign (Q4) got a weighted average mean of 3.48 and most number of frequency 110 with the most answer is 4 (Frequently) with an average 32.64%. This implies that male and female buyers tend to look in the clothes but not necessarily make

an unintended purchase by the store having a sale or clear sign.

Overall, the influence of in-store browsing in buying behavior of male and female students illustrated in this section.

#### SECTION 6: INFLUENCE OF IN-STORE BROWSING

<b>SECTION 6</b>			<b>MEAN</b>	
<b>Q1</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>	<b>Q1</b>	3.49851632
<b>1</b>	25	7.42%		
<b>2</b>	39	11.57%		
<b>3</b>	84	24.93%		
<b>4</b>	121	35.91%		
<b>5</b>	68	20.18%		
<b>TOTAL</b>	337	100%		

The first question which is about the more time spend on looking at the product, the greater is the chance of buying it (Q1) got a weighted average mean of 3.49 and most number of frequency 121 with the most answer is 4 (Frequently) with an average of 35.91%. This implies male and female buyers tend to buy apparel upon long exposure to it which usually involves not

only looking but also touching and fitting it on.

<b>Q2</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>	<b>MEAN</b>	
<b>1</b>	22	6.53%	<b>Q2</b>	3.314540059
<b>2</b>	55	16.32%		
<b>3</b>	106	31.45%		
<b>4</b>	103	30.56%		
<b>5</b>	51	15.13%		
<b>TOTAL</b>	337	100%		

The second question which is about the longer the time spend on wandering inside the store, the greater is the total number of items bought (Q2) got a weighted average mean of 3.31 with most number of frequency 106 with the most answer is 3 (Sometimes) with an average of 31.45%. It means that male and female buyers tend to

buy additional or more products just by merely roaming inside the store for a longer time than usual.

<b>Q3</b>	<b>FREQUENCY</b>	<b>PERCENTAGE</b>	<b>Q3</b>	3.445103858
<b>1</b>	19	5.64%		
<b>2</b>	46	13.65%		
<b>3</b>	94	27.89%		
<b>4</b>	121	35.91%		
<b>5</b>	57	16.91%		
<b>TOTAL</b>	337	100%		

The third question which is about the longer paths and travel around the store, the more chances to buy additional items (Q3) got a weighted average mean of 3.45 with the most number of frequency of 121 with the most answer is 4 (Frequently) with an average of 35.91%. This shows that male

and female buyers tend to buy additional apparel upon long walks along the stalls of the store where they grow fondness until they found an apparel and fit it on.

### Conclusions

We therefore conclude that, we infer that male and female students prefer to enter a store when drawn by a fascinating display. Nonetheless, depending on the eye catching window display, whether to select which store to shop would gain exposure, but not student interest. Pre-selection and already considering a prospective brand can be a reason for this, which is already common when it comes to shopping for students. Students can appreciate the shop window visibility, as they don't need to enter the store. Students tend to react to the items with which they were drawn. They are still curious about what the store could give them more, and other factors, such as brand loyalty, are also taken into account by students other than eye-catching window displays that draw them to buy clothing.

This means that while buying clothes, even though students plan to buy, they often prefer to try other and better choices through in-store / mannequin displays. It means that male and female students depend on themselves and what they really want, by looking at retail stores like clothing, they tend to look more trendy and up-to-date. While both male and female students get an idea of what to buy through some displays, they still don't rely on or base their purchase decision to simply look at the store displays.

Students spend more time exploring in-store merchandise and are not constrained to picking and matching the clothing they want to buy, they tend to look at the product that is already available to them, making it easier and quicker for them to choose clothing that catch their attention and they'd react to eye catching clothes or maybe pay attention to the products they're walking through in the shop. When students get to see signage for the sale, it's a signal to go inside the store. This demonstrated strongly that advertising is an effective marketing technique, students are more likely to buy impulse when clothing clothes are on sale or clearance and they will have a great chance to check out their clothes when they see promotional signs that make them believe they're going to get a better deal. In some situations, though, they may look in the clothing, but not necessarily make an unwanted purchase by a store with a clear sign or offer.

Young adults, male and female, tend to buy apparel after long exposure, probably involving not just to have a look, but also touching and fitting. Male and female customers tend to buy additional or more items simply by spending longer time than usual inside the shop where they develop fondness before they find and suit the clothing

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