

Assessing the Influence of Planned Behavior on Consumer's Purchase Intention on Selected RTW Establishments in Valencia City, Bukidnon

Lumanay Salamah¹, Lapatis Arlene², Capuyan Razel Joy³,
Huiso Sharmae⁴, Equit-Saramosing Millisa⁵

^{1,2,3,4}Student, Business Administration

⁵Teacher, Business Administration

ABSTRACT

The fashion industry has been continuously growing over the years, yet it is an industry that was greatly being growing until now. Businesses are keen to understand the factors that influence their purchase intentions. However, there is a lack of comprehensive research focusing on the determinants of purchase intention in the RTW clothing establishment, particularly in Valencia City, Bukidnon.

The study used Theory of Planned Behavior as a theoretical lens to examine the relationship between consumer's attitude towards behavior, subjective norm, perceived behavioral control and purchase intention. A mixed-method approach is utilized to gather and analyze data. Quantitative data is collected through surveys distributed to a sample of consumers in Valencia City, Bukidnon. The survey includes questions designed to measure the respondents. There were 370 respondents who voluntarily participated and answer the questionnaire. It uses inclusion and exclusion criteria to identify which individuals of the target population can or are unable to participate in the study at the same degree as the study's objectives. The analyses revealed a significant positive relationship between consumer' attitudes towards behavior having the results of (CR 0.825, AVE 0.611) strong relationship, subjective norms (CR 0.723, AVE 0.469) good relationship, perceived behavioral control (CR 0.720, AVE 0.464) slightly good relationship, and purchase intention having the strongest relationship among all of the variables which have (CR 0.895, AVE 0.680). All variables are there is no significant difference to each hypothesis. . In other words, consumers who had a positive decision in Ready-To-Wear clothing, felt social pressure to purchase such clothing, and believed they had the ability to do so were more likely to intend to purchase RTW clothing. Furthermore, demographic profile have a strong relationship between those factors and purchase intention.

The study "Assessing the Influence of Planned Behavior on Consumer's Purchase Intention on Selected RTW Establishments in Valencia City, Bukidnon" was chosen to understand consumer behavior, particularly in the Ready-To-Wear industry in Valencia City. Consumers stand to gain from improved shopping experiences and better product offerings tailored to their preferences. Businesses and resellers can leverage to there insights to refine their marketing strategies, enhance product development, and increase profitability. Furthermore, this study contributes to the academic literature, providing a foundation for future research in this field.

KEYWORDS: Ready-to-wear clothing, Theory of Planned Behavior, Valencia City Bukidnon, consumer

behavior, fashion industry, marketing strategy Valencia City Bukidnon, consumer behavior, fashion industry, marketing strategy

INTRODUCTION

1.1 Rationale

With the advent of technology and the rapid pace of globalization, the fashion industry has witnessed significant transformations, giving rise to new trends and influencing how individuals express themselves through clothing and accessories; this is how fashion in today's generation is characterized. The influence of clothing on social interactions is substantial, as it facilitates socialization and functions as a representation of one's social standing and personal identity (D. Kodzoman, 2019) [1]. Recognizing the potential of clothing to meet these needs piques an individual's interest in purchasing clothing products. The individual would strongly intend to invest significant time and effort in finding appropriate clothing items that fulfill their wants in purchasing clothing (U. Tunku et al., 2021) [2]. Thus, this study explains consumers' perceptions and intentions to purchase ready-to-wear clothing.

Purchase intentions can be predicted or documented by analyzing behavioral data or interaction databases, which explicitly capture instances where customers attempt to make a purchase. However, either reject the transaction or fail to complete the transaction. Purchase intentions are expected to be accurate predictors of future consumer behavior because they allow people to consider the factors most important to their purchasing decisions. Based on this belief in the predictive nature of purchase intentions, marketers use them in market studies as substitutes for future behavior or indicators of future behavior in forecasting models (V. Morwitz, 2014) [3]. The importance of intentions lies in their role as the primary predictor of actual behavior (I. Gil-saura, A. Rodríguez-Orejuela, et.al; 2020) [4]. Purchase intentions are thought to be the single best predictor of behavior in this study. The number of consumers in Valencia City who acquire ready-to-wear clothing will be evaluated via the theory of planned behavior.

Individuals' attitudes create decision-making and behaviors, ultimately influencing their intentions (S. K. Vijayan and Y. H. Oo, 2022) [5]. Thus, the attitudes toward purchase intent in ready-to-wear clothing provide valuable insights for businesses seeking to understand consumer preferences, improve marketing strategies, and create offerings that resonate with target customers. Moreover, when consumers perceive a brand as innovative, they tend to develop favorable attitudes towards it (N. L. Kim, D. C. Shin, et.al; 2021) [6]. Subjective norm signifies that engaging in a behavior is driven by the desire for societal acceptance, where social pressure significantly impacts consumer purchasing decisions (B. Journal, M. Studies, et.al; 2019) [7]. Also, the individual's subjective assessment of the level of ease or difficulty involved in carrying out a specific behavior can be determined by perceived behavioral intentions (C. Nam, H. Dong, et.al; 2017) [8]. Thus, the Theory of Planned Behavior, a widely used framework in consumer behavior research, provides an alternative approach for predicting intentions and behaviors (M. Hélène, D. Cannière, et.al; 2009) [9]. According to the Theory of Planned Behavior, three distinct factors contribute independently to intention formation: attitude toward the behavior, subjective norm, and perceived behavioral control, all discussed further in this study.

This study's findings indicate the purchase intentions of Ready to Wear clothing consumers in Valencia City, Bukidnon. Limited research has been conducted to investigate the unique factors influencing purchase intention in this specific product category, providing an opportunity better to understand consumer attitudes, motivations, and decision-making processes when purchasing ready-to-wear clothing.

1.2 Research Objectives

The research generally aims to assess the influence of planned behavior on consumers' purchase intention on selected RTW establishments in Valencia City, Bukidnon.

Specifically, the objectives of the study are as follows:

1. To determine the frequency in terms of percentage of demographic profile: age, marital status, educational level, monthly income, employment status, and municipality.
2. To assess the level of planned behavior among customers of ready-to-wear (RTW) clothing in Valencia City, Bukidnon, specifically in terms of:
 - a) Attitude toward behavior
 - b) Subjective Norm
 - c) Perceived Behavioral Control
3. To investigate whether there is a significant difference between demographic profiles and attitudes towards behavior, subjective norms, perceived behavioral control, and purchase intention among customers of RTW in Valencia City, Bukidnon.
4. To determine the significant relationship and influence of planned behavior among customers of RTW clothing in Valencia City, Bukidnon in terms of:
 - a) Attitude toward behavior
 - b) Subjective Norm
 - c) Perceived Behavioral Control

1.3 Research Hypothesis

This study focuses on exploring the influence of planned behavior on purchase intention in the context of ready-to-wear (RTW) clothing. It specifically highlights the significance of customers' survival plans and the importance of merchants paying attention to customer purchasing power as crucial factors for achieving success in the RTW market.

Hypothesis 1 (Ha1). There is a significant relationship between attitude towards behavior and purchase intention of RTW customers in Valencia City, Bukidnon.

Hypothesis 2 (Ha2). There is a significant relationship between subjective norms and the purchase intention of RTW customers in Valencia City, Bukidnon.

Hypothesis 3 (Ha3). There is a significant relationship between perceived behavioral control and the purchase intention of RTW customers in Valencia City, Bukidnon.

Hypothesis 4 (Ha4). There is a significant influence between attitude towards behavior and purchase intention of RTW customers in Valencia City, Bukidnon.

Hypothesis 5 (Ha5). There is a significant influence between subjective norms and the purchase intention of RTW customers in Valencia City, Bukidnon.

Hypothesis 6 (Ha6). There is a significant influence between perceived behavioral control and purchase intention of RTW customers in Valencia City, Bukidnon.

Hypothesis 7 (Ho7). There is no significant difference between demographic profiles and attitudes towards behavior, subjective norms, perceived behavioral control, and purchase intention among customers of RTW in Valencia City, Bukidnon.

1.4 Related Review Literature

Ready-to-wear or ready-made, or clothing manufactured for mass consumption, first appeared in the early twentieth century. However, beginning in the 1920s, the term "ready-to-wear" came to be used to describe

clothing purchased directly from retail store racks (S. B. Marcketti, 2021). During the 1970s, numerous younger customers with disposable income for couture clothing grew increasingly weary of the time-consuming process involved in acquiring such garments. Consequently, they embraced the emergence of high-quality ready-to-wear clothing. Ready-to-wear not only provided instant fashion gratification but also offered the convenience of trying on multiple items, enabling buyers to select the garment that best suited their preferences and needs (M. Ruppert-stroescu, 2020). A large portion of the population in the Philippines has gained importance significant in fashion, particularly among the younger generations. It serves as a means of concealment for some individuals, while for others, it becomes a platform for self-expression and showcasing their creativity using various fabrics and styles that align with their personal identity and preferences (M. Ruppert-stroescu, 2020).

1.4.1 Purchase Intention

Purchase intention is a decision-making process in which consumers evaluate the factors that influence their decision to purchase a specific brand (V. Mirabi, et.al, 2017). Previous empirical research within the broader marketing industry has consistently demonstrated the impact of brand attitude on purchase intention (D. Lee, et. al, 2019). According to Schiffman and Kanuk (2018) purchase intention is a psychological process that results from a combination of affective (emotional) and cognitive (thought-based) responses to a desired product or service. Also, previous research has shown that providing useful information and facilitating a smooth transaction process positively influences customer perception and increases purchase intent (M. Dachyar, et. al, 2017). Impulse buying behavior involves consumers making instant decisions and purchasing products that appear more appealing to them. In partially pre-planned scenarios, consumers select the product type and pattern in advance but make the final decision on the brand at the store. In fully pre-planned situations, customers have already determined both the product and brand they intend to purchase (Engel et. al, 2017). Consumer's emotions, which encompass personal preferences and impulsive reactions, play a significant role in shaping their purchase intentions. These intentions can vary depending on the situation, such as when prices exceed customers' expectations, leading to differences in their willingness to make a purchase (P. Muhammad, et. al, 2018).

Purchase intention influences customer willingness to buy a product. It is crucial in marketing, as it helps businesses promote goods and services based on consumers' intentions to accept, purchase, or utilize a specific product or service. Every purchase includes some risk for clients (Bauer, 2021). According to (Wagner, 2017), a person's purchase intention is the outcome of their subjective assessment of a good or service. Purchasing customers desire to explore future purchases and repurchase decisions (Rahman et al., 2019). Ajzen (2021) assumes that intentions capture the driving force behind motivation that affects conduct. It establishes how arduously people will attempt to engage in the behavior. Therefore, a person's subjective assessment of a product that might influence their purchasing behavior is their purchase intention. Ferdinand (2017) Subjective judgment can be measured through transactional Intention, preferential Intention, referential Intention, and explorative Intention, indicating preferences, recommendations, and information seeking. Xiao et al. (2018) purchase intentions in quick-service restaurants and fast-food businesses are crucial for long-term strategy and competitiveness. Factors like brands and online transactions influence purchase intent, with quality products and services resulting in sales and positive customer perception.

Purchase intention identifies consumers' readiness to buy online or offline, but there are reasons why buyers may not intend to buy, especially in online purchases. Understanding the reverse of purchasing intention and lack of intention requires dynamic marketing tactics to address high and transparent

customer and supplier interactions. (Rishi and Hadi, 2017). Gomathy and Sabarirajan (2018) found a link between purchasing intentions, social media use, and print media consumption. Nuclear families are more likely to have purchasing intentions, while social media is given more weight. Businesses use social media platforms for informal communication and problem resolution, resulting in faster customer satisfaction (Erkan & Evan, 2018). Alnsour's (2018) Study explores social media's impact on airline purchasing intent, examining functional, monetary, hedonic, psychological, and social advantages and reviews influencing carrier selection. Businesses worldwide increasingly recognize social media as a corporate strategy and counter-competitive tool. The decline of television and print commercials has led to new-age practices, such as visibility and long-term investment in social media platforms. Successful tactics depend on consumer engagement with products and services (Mutinga et al., 2017). Purchase intention is a hidden desire for customers to fulfill their needs, often hidden within individuals, making it difficult to understand their expectations. (Malik et al., 2018). The research examines product quality and purchase intention through e-word of mouth, examining attitudes, subjective norms, and behavioral control factors (Rehman, 2019). The relationship between behavioral Intention and performance is influenced by volitional control. Intervention strategies targeting attitude, subjective norm, and perceived control increase long-term behavior change and provide a framework for evaluating intervention effectiveness.

Consumer purchase decisions are a complicated process. Purchase intent typically correlates with consumer attitudes, behavior, and perceptions. Consumers must consider purchase behavior as a crucial factor. Purchase intent is a useful indicator of the likelihood that a consumer will purchase, according to access and evaluation of the particular product. Purchase purpose might be influenced by perceived or monetary value superiority and worth. Additionally, consumers are impacted by either internal or external factors during the purchasing procedure researchers have suggested six steps must be completed before making a purchase decision, which includes awareness, information, passion, preference buy, and persuasion Customers always believe that purchasing a product with low price, simple packaging, and minimal consumer awareness is a considerable risk since the quality of these goods is not reliable (Gogoi, 2018).

Brands often consist of a name and a symbol. It is a crucial tool for improving client perception. Brand plays a critical part in developing loyal customers, customers and maintaining market share for businesses (Eric's et al., 2017). Customers who are brand loyal make repeat purchases and tell others about the brand. Brand fidelity entails. Customers spend more money on a specific brand than on similar goods. Previous research demonstrates that client repurchases result from long-term devotion that generates profit (Molla & Licker, 2020).

Xiao et al. (2018) examined the role of students from Generation Y and their aspirations to patronize quick-service restaurants and the fast-food sector. When it comes to long-term planning and negotiating the plans and products of competitors in a sector, intentions are crucial. When goods and services satisfy quality standards, they sell well and leave a good image. Purchase intention can be influenced and affected by a wide range of factors. Brands are under pressure because of their ability to persuade customers to buy them. Additionally, it illustrates buyers' intentions by demonstrating their desire to make an online transaction. An openness demonstrated by customers can shop offline or online, but their desire to make a purchase can be determined (Ma & Yang, 2018).

However, there are also many reasons customers do not want to, primarily when shopping online. When comprehending the opposite of purchasing, there needs to be sufficient data intention, which is the

opposite of Intention. Due to the great volume and transparency of supplier and consumer interactions in online contexts, marketing strategies must be adjusted and dynamic (Rishi & Hadi, 2017).

Purchase intentions can be used as a test for adopting a new distribution channel to assist managers in deciding whether the idea merits further development and which geographic areas and customer categories to target through the channel (Morwitz et al., 2007). Since intentions are regarded as the primary predictor of actual behavior, their study is crucial to the success of any online retailer. The main variable to be examined in this study is buying intentions. The construct occurs during the pre-purchase phase and captures the psychological factors influencing consumer behavior. Knowing the attitudes, evaluations, and internal variables leading to buy intent is crucial to forecasting customer behavior (Montaño & Kasprzyk, 2015).

There must be sufficient evidence regarding understanding the opposite of purchase intention, which means a lack of Intention. There is a need to tinker with marketing strategies, and it must be made dynamic since customer and supplier interactions are high and transparent in online environments (Rishi & Hadi, 2017). The online purchase environment is characterized and defined by the rise in the e-commerce industry. Meanwhile, social media has recently gained prominence second to online behavior and intentions. Social Networks will define how consumers will likely be influenced by internet space. During the years 2015 through 2018 e-commerce industry posted year-on-year growth of more than twenty percent, with \$ 15 billion in revenues generated in 2017 (Kian et al., 2017). They demonstrated the relationship between purchase intentions, use of social media, and print media. Regarding family types, a nuclear family seems more likely to arrive at an intention to purchase than a joint family. Regarding family income, all income levels between 1.5 lakh/annum and above to about 5.5 lakh/annum people have responded homogeneously. Though social media and print media explain the variance of purchase intention almost at the same level, when it comes to model fit, there is more importance paid to social media than traditional print media. (Gomathy and Sabarirajan, 2018)

Consumers' purchase intention is the final consequence of several factors in a specific business context, which may directly impact consumers' shopping behavior (Arlin et al., 2018). Purchase intention is rooted in consumer psychology and reflects the subjective probability that consumers will take a specific purchase behavior (Li et al., 2021; Zhou et al., 2023). Mullet and Karson (1985) believed that consumers' attitudes toward a certain product or brand, combined with the effect of external factors, constitute consumers' purchase intention, which can be regarded as the subjective tendency of consumers to choose a specific product. It has also been shown to be an important predictor of consumer behavior (Blackwell et al., 2018). The prediction of consumer behavior is directly related to the sales of products and the decision-making of the company (Jeong & Jin, 2020). Hence, planning behavior is an important research issue in consumption behavior and a major concern of marketing researchers. In addition to consumer attitudes, consumer identity is closely related to consumer behavior (Mullet & Karson, 2018). The sociology of consumption holds that identity includes not only the action side, which is related to the paradigm of "consumption behavior," but also the culture and symbol side, which is related to the paradigm of "cultural consumption" (Rössel et al., 2017). As previous research indicated, increasing consumers' cognitive, motivational, and behavioral capabilities to deal with cross-cultural issues is a productive way to mitigate the negative consequences of cultural differences on their psychological and cognitive changes (Hu et al., 2020).

1.4.2 Attitude Towards Behavior

Consumer purchase intentions are heavily influenced by their attitude. It refers to an individual's evaluative judgments and overall favorability or unfavorability toward a specific product, brand, or purchasing decision. In their study, Xiao et al. (2018) focused on exploring the purchase intentions of Generation Y students in relation to quick service restaurants and the fast-food industry. The researchers emphasized the significance of purchase intentions as a crucial factor in long-term strategic planning and product competition within the industry (Yang, S. et. al, n.d). Consumer behavior encompasses various elements, including consumer attitudes, which play a significant role in influencing buying interest. Attitudes can be described as inherent characteristics or predispositions that shape an individual's prepared response to a given situation, they also represent a person's unique way of perceiving, experiencing, and interpreting specific circumstances (M. Luqman, n.d). Certain beliefs shape a person's attitude toward a specific behavior. A person's attitude toward performing a behavior is specifically influenced by their beliefs about the outcomes associated with that behavior, as well as their evaluation of those outcomes. It is assumed that having a more positive attitude toward an object leads to a greater intention to engage in positive behaviors related to that object and a lower intention to engage in negative behaviors (N. Azmi, O. Mohammad, et. al, 2018).

Attitudes significantly influence behavior, prompting social science studies. This article explores the evolution of attitudes and their potential failure to predict behaviors. While consumer attitudes in industrialized countries are well studied, more research on emerging market economies is needed, as expanding consumerism and marketing efforts demand understanding (Chan T.S. 2020). The study found that purchase intention for renewable energy technology is significantly influenced by attitude, with personal attitudes less likely to align with subjective norms. Cross-cultural behavior variance is interesting, as individualistic and collectivistic cultures exhibit disparities in personal and social attitudes.(W.W. Laymorte 2022).

Marketing scholars study consumer values and ideas, influencing customer experiences. Emerging market economies require more research on consumer attitudes, as thriving marketing operations and expanding consumerism make it crucial for firms and governments. Maintaining a positive attitude influences clients, employees, suppliers, and investors. A positive approach boosts confidence and confidence, while a negative one undermines confidence, performance, mental abilities, and health. Negative attitudes and behaviors can lead to lower productivity, absenteeism, less team cohesion, and low morale. Jung and Seock's (2018) research show that brand awareness and customer attitude strongly influence corporate reputation, brand attitude, and purchase intention. (Gomathy and Sabarirajan, 2018) Research shows a link between purchasing intentions, social media use, and print media consumption, with nuclear families more likely to have purchasing intentions. Social media has given more weight to model fit. Attitude is a lasting system of assessment, feelings, and mental readiness, determining a person's response to objects and situations. It can be conveyed through actions or latent power. Similarly, (Ahmadi, 2019) defines attitude as a notion that aids in comprehending human behavior. Attitude consists of affective, behavioral, and cognitive components, influencing foreign language learners' preferences and reactions in specific situations, especially in English.

Cognitive learning involves language learners' thoughts about knowledge and comprehension of the learning process, including affective, behavioral, and cognitive components. Attitude is an important aspect of language learning, as they are inextricably linked to learning and can influence learning. Researchers consider all markers of this research (Carnduff & Reid, 2018). Similarly, (Fakeye, 2020)

Language acquisition relies on learners' mindset, with attitude being a crucial personality factor. Positive attitudes directly impact academic performance, as internal characteristics influence classroom learning. According to Kara (2019), good attitudes inspire students to positive actions toward their course of study by actively participating in it and motivating them to learn deeper. The researcher concludes with the different forms of attitudes.

They have both positive and bad attitudes. Students with positive attitudes exhibit positive behavior and succeed well in English learning. On the other hand, poor attitudes lead pupils to engage in poor conduct and attain low levels of accomplishment. Each component has unique characteristics that contribute to linguistic attitude outcomes. According to Brown (2017), Linguistic attitude consists of three components: affective, behavioral/cognitive, and cognitive. Affective refers to a person's emotions and conduct, while cognitive involves knowledge, beliefs, and thoughts about the object. Travers, Gagne, and Cronbach agree on these components.

The principle of attitude consistency (that for any given attitude object, the ABCs of affect, behavior, and cognition are normally in line with each other) thus predicts that our attitudes (for instance, as measured via a self-report measure) are likely to guide behavior. Supporting this idea, meta-analyses have found that there is a significant and substantial positive correlation among the different components of attitudes, and that attitudes expressed on self-report measures do predict behavior (Glasman & Albarracín, 2017). Every human being holds thousands of attitudes, including those about family and friends, political figures, abortion rights, terrorism, preferences for music, and much more. Each of our attitudes has its own unique characteristics, and no two attitudes come to us or influence us in quite the same way. Research has found that some of our attitudes are inherited, at least in part, via genetic transmission from our parents (Olson, Vernon, attitudes are learned mostly through direct and indirect experiences with the attitude objects (De Houwer, Thomas, & Baeyens, 2018).

Although we might use the term in a different way in our everyday life (e.g., “Hey, he’s really got an attitude!”), social psychologists reserve the term attitude to refer to our relatively enduring evaluation of something, where the something is called the attitude object. The attitude object might be a person, a product, or a social group (Albarracín, Johnson, & Zanna, 2019; Wood, 2020). A factor that may explain both patterns is attitude strength. A stronger (more favorable) attitude toward an issue may make the connections between related behaviors more salient and increase the motivation to work toward the underlying goal. (A. Brugger, B. Hotli et. al, 2019). The relationship between attitudes and

behavior is not symmetrical. A literature review is used to organize a summary of methodological and practical problems in this area. In turn, these findings are used to comment on how sociology and social work practice can take this into account (H. Chaiklin et. al, 2019). Attitudes are Behavior those who hold to a psychological definition of attitude recognize that social structure is aris, & Jang, 2017).

But they claim that I behavior is to change, attitude change must come first (Dollard, 2018; Krech & Crutchfield, 2018; Kutner, Wilkins, & Yarrow, 2018; Lewin, 2019). The studies that support this proposition are mainly social psychology laboratory experiments. Their results can be replicated outside the laboratory. Hovland (2020) has suggested that what accounts for differences between the sociological surveys low correlations and the higher correlations obtained in psychological laboratory experiments are differences in methodology and differences in the way respondents are exposed to the stimulus. He made some methodological suggestions and a plea for reconciling the differences. Researchers continue to hope that this will prove fruitful despite the lack of positive findings (Acock & DeFleur, 2019).

Behaviorists introduce a variation by saying that changing attitudes may be away to change behavior but it is more cost effective to influence behavior by changing the consequences.

(Geller, 2018). Efforts to guide peoples' behavior toward environmental sustainability, good health, or new products have emphasized information and attitude change strategies. There is evidence that changing attitudes leads to changes in behavior, yet this approach takes insufficient account of the nature and operation of habits, which form boundary conditions for attitude-directed interventions (B. Verplanken, S. Orbell et. al, 2021).

1.4.3 Subjective Norm

Subjective norm influences an individual's purchasing decisions and are also positively related to a consumer's attitude toward specific behaviors (C. Nam, H. Dong, et. al, 2017). According to Kim and Karpova (2017), subjective norms are directly and significantly correlated with attitudes, perceived behavioral control, and purchase intention concerning artificial apparel. The influence of social groups has a significant impact on potential consumers' purchasing decisions. Because individual opinions can be biased, potential customers will seek advice from trusted sources such as family, friends, or coworkers (P. Muhammad, E. Malik, et. al, 2018). According to Solomon et al. (2017), a value is defined as a belief about a desirable outcome that extends beyond specific situations and influences behavior choices. As stated by Ajzen and Fishbein (2019), beliefs are recognized as factors influencing attitude, behavioral control, and subjective norms. Individual values influence the intention to pay more and spread positive word-of-mouth indirectly by fostering a favorable attitude and perceived behavioral control. The influence of social values on intention, on the other hand, is less pronounced and is mediated by subjective norms (S. Maria, C. Loureiro, et. al, 2018). Individuals are more likely to act if their role models endorse the same behavior (Schepers and Wetzels, 2017), therefore subjective norms are frequently used as a factor preceding decision-making (Sandve and Gaard, 2019). Subjective norms, which arise from perceived social pressure, play an important role in shaping consumers' behavioral intentions (Schepers and Wetzels, 2017). Individuals who value subjective norms are more likely to act on the expectations of their peers (I. Gil-saura, A. Rodríguez-orejuela, et. al, 2020). As a result, individuals in collectivist cultures are expected to have stronger subjective norms than those in individualistic cultures, as they seek acceptance within the group (Choi and Geistfeld, 2020).

Subjective norms are the perceived social pressures to perform or not execute a behavior (Malebana, 2017). In other studies, subjective norms are defined as the social pressure to engage in the referred-to behavior. Furthermore, subjective standards assess the social assistance provided by significant individuals, such as family, friends, and others seen as role models and companions (Bauer et al., 2018; Segal et al., 2018; Yau & Ho, 2018). Subjective norms were positively associated with students' Behavioral Intention to use e-learning in their education when the related literature was reviewed (Park, 2017; Yau & Ho, 2018). Family reactions to new foods and cooking techniques influence individuals' behavioral intentions to try healthy cooking. Participants created and brought home whole dishes for free to alleviate the fear of losing money. Family attachments were subjective standards, including bonding with family members and creating food that families would appreciate. Environmental cognition and self-efficacy significantly impact green purchase intention, with self-efficacy being the most predictive. Combining environmental indebtedness, self-efficacy, and controllability significantly impacts green purchasing behavior (Park, 2017; Yau & Ho, 2018).

This study highlights the importance of subjective norms in entrepreneurship, which influence students' interest and motivation. Subjective norms, part of Planned Behavior Theory, refer to an individual's beliefs

about following others' advice when engaging in entrepreneurial activities. (Kristiadi et al. 2018). Subjective norms involve personal views and the drive to follow the rules, influenced by encouragement and support from others. These norms provide confidence in seeking assistance from friends, family, and successful entrepreneurs, fostering confidence in entrepreneurship. (Kristiadi et al. 2018). Students with the support of friends and family roles are more likely to be entrepreneurial than students who do not have the support of friends, family roles, or people around them. Aside from subjective norms support from others, the Theory of Planned Behavior includes a component of self-efficacy that influences entrepreneurial intentions. Self-Efficacy refers to individuals' perceptions about their potential to generate entrepreneurial activity (Kristiadi, 2018).

Subjective norms influence entrepreneurship behavior and drive, influencing purchasing Intention, attitudes, and perceived behavioral Intention. This study examines the influence of entrepreneurship education and subjective norms on entrepreneurial intentions, focusing on the relationship between these factors. Subjective norms are individuals' perceptions of social pressure from important people, such as family, friends, and colleagues, to behave in a certain way. These norms are determined by beliefs about the amount of pressure they want to comply with. To gauge subjective norms, ask multiple questions to understand the influence of these influences on behavior (Ajzen, 2018). Ajzen (2018) suggests that subjective norm measures should include descriptive (group or behavioral) norms to determine if important others engage in the same conduct. However, low response variability is common due to the perception that important others approve of desirable behaviors and disapprove of undesirable ones.

The theory of planned behavior distinguishes between injunctive and descriptive norms as motivation sources. Injunctive norms refer to significant others' attitudes and behavior, while descriptive norms are perceptions of others' attitudes and behavior. High internal consistency is desirable for measuring subjective norms. Research shows moderate to strong correlations between descriptive norms and intentions, while others find weak or insignificant relationships. The results of our research justify and validate this dual approach, which can provide crucial theoretical insights and demonstrate various meanings behind social and descriptive norms. Other researchers (Grube et al., White, Terry, & Hogg, 2019) Past studies have neglected to consider descriptive norms and social norms when evaluating subjective norms, focusing solely on injunctive questions, and measuring social norms. This is particularly relevant in purchasing green, organic, and sustainable food. Kumar's (2017) Study examines determinants of purchase intention for environmentally sustainable products, finding no significant relationship between subjective norms and Intention to buy sustainable and organic food. Subjective norms are based on an individual's judgment of what should or should not be done depending on the reward or punishment resulting from engaging in such activity. Accordingly, subjective norms are defined in this research as the encouragement a customer receives from friends, family, and coworkers to make purchases through online retailers, following the study by Kim et al. (2018). Because people are more likely to behave if their role models believe they should, subjective norms are frequently utilized as a per-decisional tool. The amount of study on the elements that motivate people to make online purchases is low, however studies like those that claim subjective norms Nor and Pearson (2019).

It is suggested in the literature that customers' intentions to make a purchase will be higher if they think their friends will support them in doing so. The evidence demonstrates how customers' perceptions are subject to cultural subjectivity (Andrews & Bianchi, 2018). The degree of individualism helps explain how national culture moderately impacts interpersonal relationships in the investigated locations. Compared to collectivism, where people desire to feel part of a collective, individualism is defined as the

degree to which people in a nation choose to act as individuals rather than members of groups Hofstede et al. (2017). According to Schepers and Wetzels (2017), individuals who hold subjective norms in high regard are more likely to behave in ways that their peers support. As a result, consumers' behavioral intentions are dictated by perceived social pressure. To be accepted by the group, people are expected to exhibit higher subjective norms in collectivist societies than in individualistic cultures. Subjective norms are an individual's perceptions of a particular behavior, which are strongly influenced by the judgments of others (Trumbo & O'Keefe, 2005; Chung, 2016; Yadav & Pathak, 2017; Verma & Chandra, 2018). Ajzen (1985) argued that the comprehensive set of accessible control beliefs determines perceived behavioral control. Therefore, the following hypotheses are proposed. Similarly, Western Asian countries have countered changes in policies and practices largely due to social media intervention. In the recent past, Saudi Arabia, for the first time, allowed women to have more choices for participation in society, moving out of their homes, owning a license to drive, and more. The power and impact of the social media campaign are immense. Sample this; There are over 3.5 billion users of social media, i.e., roughly forty-five percent of the world is now hooked on social media and transferring messages (Emarsys, 2019).

1.4.4 Perceived Behavioral Control

As a highly influential conceptual framework in the field of studying human actions, the theory of planned behavior has gained considerable prominence and widespread recognition (M. Hélène, et. al, 2008). It represents individuals' perceptions concerning their ability to access the necessary resources and opportunities required to carry out a specific behavior, encompassing factors such as financial resources, time availability, and other essential resources. Additionally, it considers the individual's self-confidence in their capability to successfully execute the behavior (C. Nam, H. Dong, et. al, 2017). Three factors play an important role in determining whether behavioral intentions are translated into actual behavioral performance. First, having a strong behavioral intention is insufficient; an individual must also have the necessary knowledge and skills to carry out the desired behavior (D. Montano, 2020). Second, the presence of few or no environmental constraints is critical to ensuring that behavioral performance is not overly difficult or impossible (Triandis, 2018). Third, the behavior in question should be of great importance or relevance to the individual (Becker, 1974). Furthermore, repeated engagement in the behavior can form a habit, reducing the importance of intention in determining behavioral performance for that specific individual (Triandis, 2019). To evaluate the causal influence of intention on behavior, it is necessary to change the intention and observe whether there is a corresponding change in behavior. In other words, if an experimental intervention successfully increases the strength of intention, it should also result in a significant increase in subsequent behavior if intention and behavior are causally linked. Numerous studies have used such behavioral intention manipulations and analyzed the resulting changes in behavior (T. L. Webb, 2018).

Perceived behavioral Intention is a factor in planned behavior, like self-efficacy, and is influenced by attitudes, subjective standards, and perceived behavioral control. The Theory of Planned Behavior (TPB) highlights the influence of these factors on behavior. (Ajzen, 2018). These findings justify attempts to assist participants in developing intervening abilities, predicting the possible benefits of proactive intervention, and learning about actual levels of support for proactive intervention behavior. Furthermore, providing normative feedback and correcting their misconceptions about intervention norms as part of the programming may boost the efficacy of TPB and Social Norms Theory-based programs (Ajzen, 2018). According to Yoon (2021), perceived behavioral control represents one's view of the ease with which any action can be performed. The presence of appropriate resources and the ability to control behavioral

barriers influence behavior performance. The larger the perceived behavioral control and the lower the perceived impediments, the greater the perceived behavioral control and the stronger the will to perform activities. Individuals may intend to modify and maintain specific health behaviors, but their daily environment may not support those behaviors. Perceived behavior intention (PBI) is a contentious construct in the Theory of Perception (TPB) due to different empirical findings and disagreements on its conceptualization and operationalization. PBI predicts Intention by assessing an individual's ability to perform the desired behavior, like social learning concepts.

Researchers have found that Personal Behavioral Control (PBC) consists of self-efficacy and perceived contractility. Self-efficacy measures internal control elements like knowledge and abilities, while perceived contractility includes external control aspects. PBC is divided into these components, measured by perceived difficulty and confidence. (Ajzen, 2018). Various authors have defined the term "intention" in divergent ways. Ajzen (2018) provides a generic definition of behavioral Intention, defining intentions as "indications of a person's readiness to perform a behavior." In the entrepreneurial context, a general definition is that entrepreneurial Intention is the state of mind that directs and guides a person's attention, experience, actions, goal setting, communications, commitment, organization, and other types of work toward enacting entrepreneurial behavior.

Preference for entrepreneurship, often known as "latent entrepreneurship," is an individual preferring to be self-employed rather than a salaried job. Latent entrepreneurship, as the first stage in the entrepreneurial process, is a necessary but not sufficient condition for an individual to engage in the entrepreneurship paradigm because a latent entrepreneur may have the will and drive to become an entrepreneur but does not always take concrete actions to start-up a new firm (Atasoy, 2018). Gender has a minor effect on attitude and perceived behavioral control (PBI) but no significant direct effect on entrepreneurial Intention. This may be due to gender being considered an independent variable, mediated by other intervening variables, or as a moderator variable in some studies. (Shneor & Jenssen, 2019). Maes et al. (2019).

Research shows gender directly influences entrepreneurial Intention, with males having greater entrepreneurial Intention and nascent entrepreneurship than females. Gender also influences perceived barriers and entrepreneurial Intention, with men showing a stronger negative relationship in Western countries and women in China. Shirokova et al. (2017), the study found no significant differences in entrepreneurial self-efficacy between female and male students. Anggraini and Siswanto (2019) found a negative impact on internal auditors' attitudes toward revealing workplace fraud. Respondents believed recording transactions without supporting documentation was improper, but internal auditors did not report findings. Stress and fear influence performance, and individuals grow through overcoming them. (Brown, 2018). They stated that control beliefs determine perceived behavioral control, which is determined by the degree to which individuals perceive the existence of factors that could inhibit or facilitate the occurrence of behavior and the power of these factors to make it easier or harder to engage in the behavior. According to Buchan (2017), subjective norms indirectly rather than directly influence ethical behavior. He discovered that subjective norms influence attitude, which drives the Intention to act ethically. According to Anggraini and Siswanto (2018), Subjective norms positively impact attitude but negatively impact ethical Intention. They are antecedent elements of ethical behavior intention and often poor predictors of intentions. Subjective norms can reduce the negative relationship between attitude and ethical Intention.

Theory of planned behavior was developed to evaluate the effects of antecedents that influence consumers' intention to buy green products. Perceived behavioral control is a persons beliefs in showing certain

desired behavior. PBC is the belief of to do or not to do something. These beliefs can come from the past and can also be obtained from other people information. The construction of PBC must take advantage of the perceptions of the factors that support or hinder the performance of the behavior (Aqila., et al, 2017). Perceived behavioral control/ PBC reflects belief regarding to access of resources and opportunities needed to behave. A number of empirical studies show that there is a relationship between perceived behavioral controls in intention.

Furthermore, the measurement of perceived behavioral control is the perception of the resources, knowledge and ability to perform the behavioral. PBC defines that trust is assessment of one's relationship with others in doing certain transactions and belief in uncertain environment. There are three factors that influence one's beliefs against the others, which are ability, benevolence and integrity. Trust in online environment is the most important because of the complexity and diversity of online interactive and it may result on unexpected and not genuine behavior (Chen2019). (Aqila 2017) Perceived behavioral control is determined according to all the accessible control beliefs. If consumers receive more information related to the green characteristics on a product and thus have higher perceived behavioral control, then they have a greater purchase intention for environmentally friendly products. Intention is defined as an indication that a person is ready to perform a certain act and is considered as the direct antecedent of behavior. In this study, intention was defined as the possibility that consumers will choose to purchase the environmentally friendly products.

Finally is perceived behavior control refers to individual's perceived ease or difficulty of making intention to purchase. Perceived behavioral control varies across situations and actions, which results in a person having varying perceptions of behavioral control depending on the situation. Perceived behavioral control reflects people's judgments about their capacity to perform a behavior and judgments about their autonomy over the decision to perform the behavior. Measures therefore should include both perceived capacity and autonomy items to capture the full range of perceptions of behavioral control. Thus these variables are highest motivation towards making intention (Hsu & Lin, 2018).

1.4.5 Demographic Profile

Demographic profiles of college students include age, education, marital status, job status, income, barangay, and municipality: planned behavior impacts purchasing intentions. Younger students are more receptive, while older students may view strategies with suspicion.

This study examines demographic factors such as gender, college, and student status, focusing on the impact of these traits on academic achievement.

Since the demographic characteristic is an independent variable in this study, this method is suitable to include adequate respondents for each different demographic characteristic. The data analysis applied in this study consists of Reliability test, t-test, One-Way ANOVA and Multiple Linear Regression. (Doma Pulger, D., & Raman, S. (2021, October 1)

1.4.6 Synthesis

The research examines variables influencing ready-to-wear buying intentions in Valencia City, Bukidnon, focusing on elements' effects.

The research shows no significant difference in consumers' purchase intention at ready-to-wear stores in Valencia City, Bukidnon, despite factors like age, education, marital status, employment, and barangay. Making a buying choice is a difficult process for customers. Purchase intention often correlates with customer behavior, perceptions, and attitudes. It implies that planned behavior influences trust and emotional ties for buying ready-to-wear (RTW) in Valencia City, Bukidnon

1.5 Correlation Between Measures

Sociological elements such as shopping delight progressively influence attitudes about ready-to-wear in the current purchasing period. This delight is classified as a hedonic motive, motivated by a desire for fun and pleasure. People who desire to buy ready-to-wear frequently make unconventional purchases, resulting in various behaviors and causes.

Table 1.1 Correlation of Independent Construct to Dependent Construct of the Study

Construct	Correlation to Purchase Intention	Reference
Attitude Towards Behavior	($r= 0.211, p<.05$)	Hook vs. hope: Examining customer perception, and planned behavior (Eisingerich et la., 2019)
Subjective Norms	($r= 0.192, p<.05$)	Hook vs. hope: Examining customer perception, and planned behavior (Eisingerich et la., 2019)
Perceived Behavioral Control	($r= 0.136, p<.05$)	Hook vs. hope: Examining customer perception, and planned behavior (Eisingerich et la., 2019)

1.6 Theoretical Framework

Anchor Theory:

The Theory of Planned Behaviour (TPB) is a continuation of the Theory of Reasoned Action (TRA) proposed by Fishbein and Ajzen in 2017 and further developed by Ajzen and Fishbein in 2017. Both models share the underlying principle that individuals make rational and informed decisions regarding their involvement in particular behaviors, considering the available information (S. Ryan, et. al, 2018). The Theory of Planned Behavior (TPB) proposes that the likelihood of an individual participating in a health behavior, like regular exercise, is associated with the strength of their intention to do so. Behavioral intention represents an individual's commitment to take action and is influenced by various factors (A. Kagee and S. Africa, 2017). According to the TPB, the determinants that directly affect intentions to engage in a health behavior are the person's attitudes toward the behavior, their perception of subjective group norms related to the behavior, and their perceived control over the behavior (Fishbein, 2020). The Theory of Reasoned Action (TRA) encompasses two main characteristics. Firstly, in line with the principle of compatibility, it suggests that strong connections between attitudes and behavior will exist when the measures of attitudes and behaviors align with each other. Secondly, attitude is regarded as only one factor influencing behavior. The model is visually depicted in Figure 1.1.

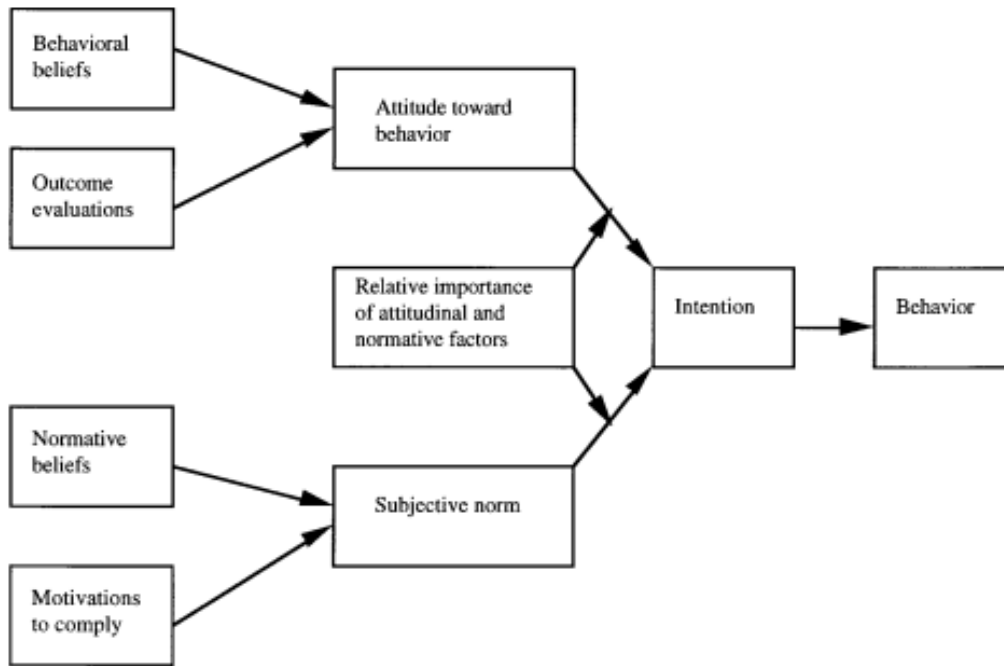


Figure 1.1 *The theory of reasoned action (after Fishbein and Ajzen 1975).*

Han and Yoon (2018) found that the fundamental components of the theory of planned behavior, including attitude, subjective norms, and beliefs, have a positive impact on a consumer's intention to visit environmentally responsible hotels. This intention, in turn, influences their green purchasing behavior (Yadav and Pathak, 2017). Additionally, various researchers have expanded the theory of planned behavior to explore consumer behavior indicators (M. Ghani, J. Ali, et. al, 2019).

Valencia City, Bukidnon consumers' purchase habits for ready-to-wear were examined using a theory of planned behavior framework, revealing a high priority for safety in their choices.

Support Theory 1 : The influence of Utility theory in Theory in Planned Behavior (Gössling S, Scott D, 2021)

It beliefs upon individuals’ preferences. It is a theory postulated in economics to explain behavior of individuals based on the premise people can consistently rank order their choices depending upon their preferences. Each individual will show different preferences, which appear to be hard-wired within each individual. We can thus state that individuals’ preferences are intrinsic. Any theory, which proposes to capture preferences, is, by necessity, abstraction based on certain assumptions.

Support Theory 2: The Consumer Behavior Theory (Yin, Bibo, Yajing Yu, and Xiaocang Xu. 2021)

A consumer is an individual who purchases, has the capacity to purchase, goods and services offered for sale by marketing institutions in order to satisfy personal or household needs, wants, or desires.

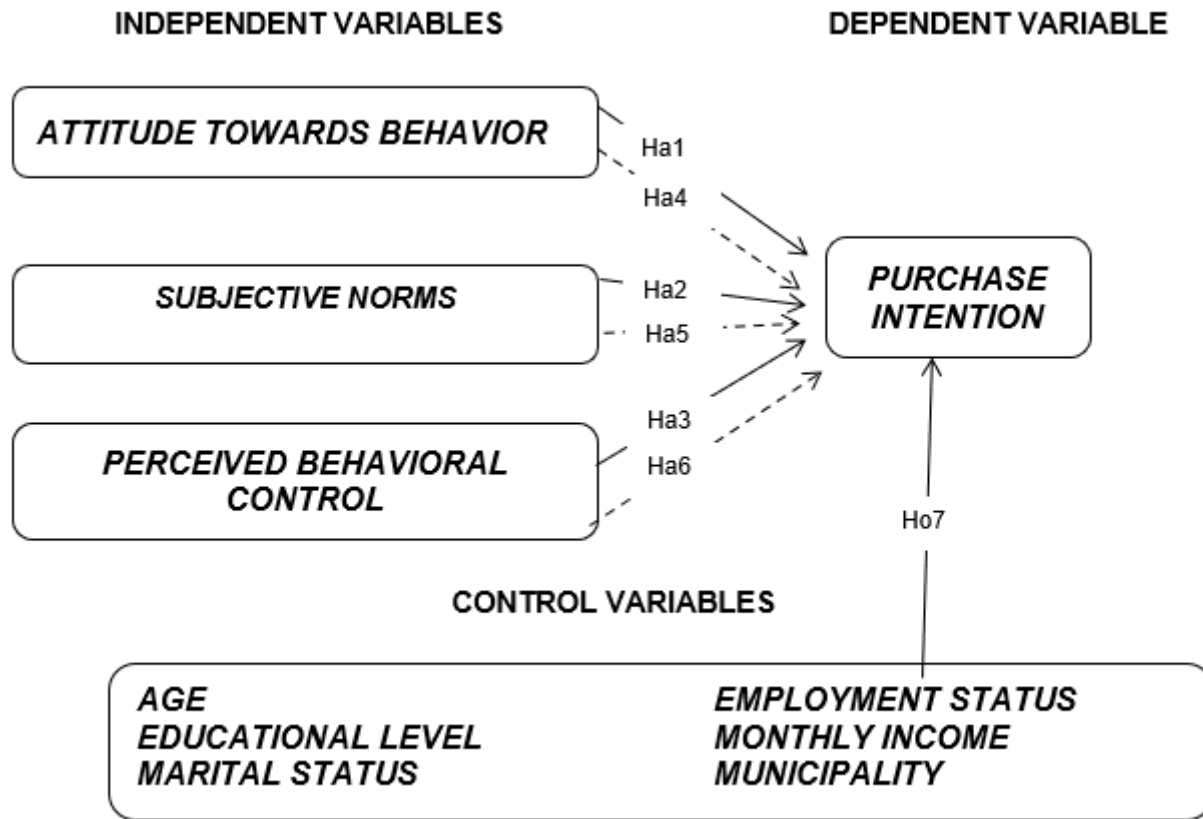
The influence of Utility Theory and Consumer Behavior theory through planned behavior is that both of this theories is an economic theory that is very important for goods and services because it directly influences the demand, price, goods and services. This theory measures the value or satisfaction that someone gets from consuming or purchasing a product or services. This makes people tend to purchase products because they want or need those products, which is utility and consumer measures how much value those purchases provide.

1.7 Conceptual Framework

Table 1.2 “Independent Variables and Dependent Variables”

Construct	Definition	Source
Attitude Towards Behavior	An individual's positive or negative evaluation of self-performance of the particular behavior. The concept is the degree to which performance of the behavior is positively or negatively valued. It is determined by the total set of accessible behavioral beliefs linking the behavior to various outcomes and other attributes.	https://www.researchgate.net/?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmXPY2F0aW9uIiwicGFnZSI6InB1YmXPY2F0aW9uIn19
Subjective Norms	an individual's perception of social normative pressures, or relevant others' beliefs that he or she should or should not perform such behavior	https://www.researchgate.net/?_tp=eyJjb250ZXh0Ijp7ImZpcnN0UGFnZSI6InB1YmXPY2F0aW9uIiwicGFnZSI6InB1YmXPY2F0aW9uIn19
Perceived Behavioral Control	an individual's perceived ease or difficulty of performing the particular behavior. It is assumed that perceived behavioral control is determined by the total set of accessible control beliefs.	https://www.psychiatrie-verlag.de/product/psychosoziale-umschau-2-2020/
Purchase Intention	In this study, the construct of self-efficacy in online stores is added to these variables to explain the intrinsic factors of the consumer that influence online purchase intention, as well as the construct of buying impulse, to add subjective factors not included in traditionally studied variables.	https://www.actascientific.com/ASOR/pdf/ASOR-06-0704.pdf . https://doi.org/10.31080/asor.2023.06.0704

Figure 1.2 Conceptual Framework of the Study



1.8 Significance of the Study

The significance of this study is based on the theory of planned behavior. As briefly explained in the Introduction, the TPB postulates that the intention to perform a given behavior is the most immediate antecedent and best predictor of actual behavior performance. Intention captures people’s motivation to perform the behavior and indicates their likelihood of following through with it. According to the TPB, the stronger the intention to purchase the product.

The aim of this study was to explore the factors that influence consumer purchase intention and behavior for Ready-to-wear (RTW). The proposed model included all TPB standard relationships and further incorporated the candidate variables of subjective norm, perceived behavioral control, attitude towards behavior, and purchase intentions.

4.9 Definition of Terms

- **Attitude** - Mental and emotional components defining a person's approach and perspective.
- **Attitude toward behavior** - an individual's positive or negative evaluation of self-performance of the particular behavior. The concept is the degree to which perform
- **Subjective** - refers to something that is based on or influenced by one's own subjective experience.
- **Subjective norms** - a person's perception of the social expectations to adopt a particular behavior. Subjective norm is influenced by a person's normative beliefs combined with the person's motivation to comply.
- **Behavioral** - humans, organisms, systems, and artificial entities act in an environment.
- **Perceived behavioral control** - is a person's expectancy that performance of the behavior is within his/her control. Intentions are determined by three variables. The first is attitudes, which are an individual's overall evaluation of the behavior.

- **Purchase intention** - also called customer or buyer' intent, is a measure of each shopper's propensity to buy a product or service.
- **Intention** - agent commits to a course of action through mental states.
- **Purchase** - a position for advantageously applying power.
- **Theory** - a supposition or system of ideas to explain something based on general principles.
- **Influence** - effect on character, development, behavior, or effect itself.
- **Planned** – decide and plan.

CHAPTER 2

Research Methodology

The chapter outlines study methods, research design, setting, demographics, sample, tools, data collection techniques, and ethical standards.

2.1 Research Design

Quantitative research is a fundamental method of basic research that involves collecting and analyzing numerical data to identify patterns, establish relationships, and draw objective conclusions. Surveys can capture data from many participants, allowing for the generalizability of findings (Anderson, 2022). Regression analysis enables researchers to analyze the relationship between variables, as Brown et al. (2018) demonstrated. Consequently, quantitative research provides a structured framework for evaluating hypotheses and making objective interpretations using statistical techniques and standardized measures. Its emphasis on numerical data enables statistical analysis, which facilitates the investigation of complex phenomena and informs evidence-based decision-making in fundamental research (Anderson, 2022).

The study employs descriptive and correlational research methods to analyze quantitative data, focusing on marketing mix effects and the Theory of Planned Behavior. Surveys reveal trends, averages, forecasts, and generalized results. In addition, descriptive research is a study design that seeks to describe a phenomenon accurately and comprehensively, individual, group, or state of affairs as it exists. This type of design typically employs observation, case studies, and surveys to collect data (Singh, 2017). A major advantage of descriptive research is that it enables researchers to examine variables in their natural environment or context without the interference of an artificial experimental setup. Bell et al. (2019) provides a realistic and comprehensive picture of the variables.

2.2 Research Locale

The study assessed the efficacy of planned behavior research to determine the Intention to purchase ready-to-wear (RTW) among the customers of inside and outside of Valencia City. The study was conducted at ACLC College, equipped with comfortable seating, ventilation, and amenities.

Phillipine Map



SOURCE: GOOGLE MAP (<https://www.google.com/maps/@7.6794007,125.2022647,10.5z?entry=ttu>)

Valencia City, Bukidnon Map



SOURCE: GOOGLE MAP (<https://www.google.com/maps/@7.6794007,125.2022647,10.5z?entry=ttu>)

2.3 Population and Sample

Population: the population of this study is the customers of a Ready-to-wear (RTW) in Valencia City, Bukidnon. People who frequently purchase in RTW in Valencia City, Bukidnon, Philippines, including locals and tourist, make up in this population. People of all ages, educational level, marital status,

employment status, range of monthly income, barangay and municipality may be found at the RTW Establishment

Cluster Sample: is to reduce the total number of participants in a study if the original population is too large to study as a whole. Assessing the Influence of Planned Behavior on Consumer’s Purchase Intention on Selected RTW Establishments in Valencia City, Bukidnon uses inclusion and exclusion criteria to identify which individuals of the target population can or are unable to participate in the study at the same degree as the study's objectives. Using probability sampling, which gives every member of the population a chance to be chosen, the researcher will gather data.

Sample Size Calculation: To determine the sample size needed for the study, the researchers uses a sample size calculator such as Raosoft.com. The sample size calculator depends on factors such as the desired confidence level, margin of error, and population size. These specific parameters should be determined based o the study’s requirements and research

Based on the above calculation, the estimated population size of 10,000 would be 370 customers. With a margin of error 5%. Confidence level of 95%, and the response distribution of 50%. All calculated at Raosoft.com.

2.4 Research Instrument

The questionnaire will be used in this study by the researcher. The questionnaire is a list of questions that have been meticulously organized and are ready for respondents to answer. Its purpose is to gather data and facts.

TABLE 2.4.1 “Independent and Dependent Variable of Assessing the Influence of Planned Behavior on Consumer’s Purchase Intention on Selected RTW Establishments in Valencia City, Bukidnon”

Construct	Description	Source	Pilot testing (30 samples) reveals Cronbach's Alpha.	Remarks
Attitudes Towards Behavior	A person's evaluation of behavior, either favorable or unfavorable.	(Ajzen, 2018)	0.913	Three items with Cronbach's Alpha higher than 0.7 in Scale > Reliability Analysis.
Subjective Norm	Belief in majority approval or disapproval of behavior relates to a person's beliefs about peer approval or disapproval.	(Wayne W. LaMorte, MD, Ph.D., MPH, 2022)	0.917	Three items with Cronbach's Alpha higher than 0.7 in Scale > Reliability Analysis.

Perceived Behavioral Control	Empirical findings on Intention's influence are inconsistent due to disagreements in conceptualization and operationalization.	(Yap, Othman, & We, 2018)	0.8	Three items with Cronbach's Alpha higher than 0.7 in Scale > Reliability Analysis.
Purchase Intention	Enhances decision-making across business areas.	(Wu et al., 2017)	0.953	Four items with Scale > Reliability Analysis showed higher Cronbach's Alpha than standard 0.7.
Overall Cronbach's Alpha		0.974		Data collection involves 13-item questions for independent and dependent variables.

The model fit of this investigation is shown in Table 2.4.1. As can be observed, the Attitudes toward Behavior (ATB) results from 0.889 in The Theory of Planned Behavior. Subjective Norm (SN) has a score of 0.917, Perceived Behavioral Control (PBC) has a score of 0.886, and Purchase Intention (PI) has a score of 0.953. Cronbach's Alpha is 0.974 overall.

TABLE 2.4.2 “Assessment of Assessing the Influence of Planned Behavior on Consumer’s Purchase Intention on Selected RTW Establishments in Valencia City, Bukidnon”

Construct	Item Questions	No. of Items
ATTITUDE TOWARDS BEHAVIOR	ATB1: RTW clothing is a wise choice.	
	ATB2: RTW clothing-wise investment.	3
	ATB3: Enjoy shopping for clothing on RTW.	
SUBJECTIVE NORM	SN1: Influenced by the social environment on RTW purchasing behavior.	
	SN2: Expected to buy clothing on RTW from family and friends.	3
	SN3: Appreciating family and friends' opinions on RTW clothing.	
PERCEIVED BEHAVIORAL	PBC1: Utilize resources to buy clothing on RTW.	
	PBC2: Participate in purchasing clothing decision-making process.	3

CONTROL	PBC3: Free choice in RTW clothing purchasing.	
	PI1: Next purchase: Clothing apparel.	
PURCHASE	PI2: Purchase clothing apparel.	4
INTENTION	PI3: Recommends purchasing clothing apparel.	
	PI4: Opportunities for purchasing clothing apparel.	

Table 2.4.2 presents the construct questionnaire's validity, using structural equation modeling to verify. It includes the theory of planned behavior paradigm for segmentation, positioning, and differentiation and the planned behavior to understand buyer behaviors during product acquisition.

TABLE 2.4.3 “Interpretation of Assessing the Influence of Planned Behavior on Consumer’s Purchase Intention on Selected RTW Establishments in Valencia City, Bukidnon”

SCALE	RANGE INTERVAL OF WEIGHTED MEAN	SCALE DESCRIPTION	INTERPRETATION
7	3.432 – 4.289	Strongly Agree	As we see in the survey results, it is Observed by the customers who purchase in RTW.
6	5.148 – 6.000	Agree	As we observe in the survey results, it is Very Extensive for the customers who purchase in RTW.
5	2.547 – 3.431	Somewhat Agree	As we see in the survey results, it is Moderately Observed by the customers who purchase in RTW.
4	4.290 – 5.147	Neutral	As we see in the survey results, it is Extensively Observed by the customers who purchase RTW.
3	0.0 0.857	Somewhat Disagree	As we see in the survey results, it is Not Observed by the customers who purchase in RTW.

2	1.716 – 2.57	Disagree	As we see in the survey results, it is Rarely Observed by the customers who purchase in RTW.
1	0.858 – 1.715	Strongly Disagree	As we see in the survey results, it is Almost Not Observed by the customers who purchase in RTW.

Table 2.4.3 shows clients' preferences for Ready-to-wear, with Strongly Agree being the most frequently observed, followed by Neutral, Somewhat Disagree, and Strongly Disagree.

2.5 Data Collection

Researchers will use Likert scale surveys to assess respondents' attitudes, opinions, and perceptions, determining marketing mix and planned behavior theory.

The study requires approval from authorities and an ethical permit from ACLC College of Bukidnon. The researcher will discuss the quantitative investigation of the ready-to-wear (RTW) marketing mix and the theory of planned behavior. Data will be collected through face-to-face interviews with respondents and the researcher. Open-ended questions will be prepared to gain in-depth knowledge of the marketing mix and theory of planned behavior.

This figure shows project timeline lengths, including task sequences, duration, and data for each task, ensuring a comprehensive project.

Table 2.5.1 Research Actual Data Collection Timetable

Research Timetable					
Activities	September 18, 2023 to January 2024				
	Sept.	Oct.	Nov.	Dec.	Jan
Approval letter and printing of questionnaire.					
Data gathering (distribution and retrieval of questionnaire)					
Data tally, analysis and interpretation.					
Presentation of results.					
Crafting of recommendation and research implication.					
Finalization of manuscript, appendices and references.					

2.6 Statistical Tools

The analysis of variance technique is used to analyze experimental data, determining if a factor significantly affects the response variable. In a quantitative study of Ready-To-Wear respondents aged 19 and over,

SPSS used data tabulation, analysis, and interpretation utilizing the Likert scale and summated rating tools for data interpretation.

Table 2.6.1 Statistical Tools to be Used in Data Analysis

Objective	Analysis	Statistical Tool
Objective 1: Examining customer planned behavior and purchase intention on selected RTW establishment in Valencia City .	Correlation Analysis	SPSS Correlate > Bivariate SPSS Regression > Linear
Objective 2: Assessing customer perception of the planned behavior on selected RTW establishment in Valencia City .	Descriptive Analysis	SPSS Descriptive Statistics > Descriptives
Objective 3: Determine frequency based on demographic profile percentages.	Descriptive Analysis	SPSS Descriptive Statistics > Frequencies
Objective 4: Investigating demographic differences impacting customer planned behavior on selected RTW establishment in Valencia City .	Comparative Analysis	SPSS compares means using independent sample T-test and One-Way ANOVA.

2.7 Ethical Consideration

Ethics guide researchers in conducting studies, ensuring confidentiality, and protecting participants' safety and privacy. They use pseudonyms and anonymity instead of real names, ensuring data confidentiality and participant safety.

Researchers must gather and analyze data professionally, without manipulation, to ensure unedited results. Respondents must consent before participating; a consent form will be sent to ensure their informed consent. This ensures the study's integrity and ensures the validity of the findings.

To ensure the originality and authenticity of our work, the implementation of this study measures to prevent plagiarism was carefully carried out. One of this measures involved the diligent use of Grammarly, a well regarded plagiarism detection tool this tool allowed our research team to thoroughly assess each chapter of our study for potential instances of plagiarism.

The results of this comprehensive evaluation were high reassuring. Each chapter of our research project achieved an exceptional overall uniqueness score of 99% on grammarly. This score indicates that the content in each chapter is highly original and unique, with only a minimal of 1% similarity to existing sources, importantly, this similarity index adhered to the standard threshold for academic work, which typically thus not exceed 1%, as further confirmed by the renowned plagiarism detection to Turnitin.

These stringent measures the results of outstanding uniqueness scores, underscores researchers commitment to reduce research of the at most quality, free from any issues related to plagiarism believing

that upholding academic integrity is fundamental to the credibility and trustworthiness of the research findings.

The research explanation will be explained, respecting participants' rights. Respondents will be informed about the study and research goals and will not be forced to participate. They can withdraw and are free to participate and contribute to the study.

Chapter 3

RESULTS AND DISCUSSIONS

This chapter presents the results, the analysis and interpretation of data gathered from the answers to the questionnaires distributed to the field. The said data were presented in tabular form in accordance with the specific questions posited on the statement of the problem.

3.1 RESULTS

Tables 3.1 showed the result of research study objective 1 which states that to determine the frequency in terms of percentage of demographic profile: age, marital status, educational level, monthly income, employment status, and municipality.

Table 3.1 Respondent’s Profile of the Study

Demographic Variable	Categories	Frequency	Percentage
Age	15-20 years old	132	35.7
	21-30 years old	202	54.6
	31-40 years old	23	6.2
	41-50 years old	8	2.2
	51-60 years old	3	0.8
	61-70 years old	2	0.5
Marital Status	Single	292	78.9
	Married	78	21.1
Educational Attainment	12th grade or less	38	10.3
	Graduated High School or Equivalent	22	5.9
	College Level	203	54.9
	Undergraduate College	24	6.5
	College Graduate	83	22.4
Employment Status	Un-employed	29	7.8
	Part-time	35	9.5
	Full-time	77	20.8
	Student	229	61.9

Table 3.1 Respondent’s Profile of the Study (continuation)

Demographic Variable	Categories	Frequency	Percentage
Municipality	Cabanglasan	3	0.8
	Damulog	3	0.8
	Dangcagan	8	2.2
	Don Carlos	9	2.4
	Kadingilan	6	1.6
	Kalilangan	9	2.4
	Kibawe	7	1.9
	Kitaotao	5	1.4
	Lantapan	23	6.2
	Malaybalay City	29	7.8
	Malitbog	1	0.3
	Manolo Fortich	1	0.3
	Maramag	43	11.6
	Pangantucan	5	1.4
	Quezon	45	12.2
	San Fernando	2	0.5
Talakag	1	0.3	
Valencia City	170	45.5	
Note: n = 370			

According to Table 3.1, 35.7% of the respondent has the age of 15-20 years old answered the questionnaire, 54.6% from the age of 21-30, 6.2% from the age of 31-40, 2.2% from the age of 41-50, 0.8% from the age of 51-60 and 0.5% from the age of 61-70. Therefore most of our respondent came from 21-30 of age and answered our questionnaire. Based on the table. Our single respondent are 78.9% while our married respondent are 21.1%. Therefore majority of our respondent are Single because it has 78.9%. As you can see in the table, it is the educational attainment, 10.3% of the respondent has answered is from the 12th grade or less, 5.9% from the Graduated High School or Equivalent, 54.9% is from the College Level, 6.5% from the Undergraduate College and 22.4% from the College Graduate. Therefore most of our respondent came from College Level and answered our questionnaire. Based on the table, 7.8% of the respondent has answered is from Un-employed, 9.5% from the part-time, 20.8% from the part-time and 61.9% from the student. Therefore majority of our respondent are Students because it has 61.9%. according to the table, 0.8% from the municipality of Cabanglasan, 0.8% from the municipality of Damulog, 2.2% from the municipality of Dangcagan, 2.4% from the municipality of Don Carlos, 1.6% from the municipality of Kadingilan, 2.4% from the municipality of Kalilangan, 1.9% from the municipality of Kibawe, 1.4% from the municipality of Kiatotao, 6.2% from the municipality of Lantapan, 7.8% from the municipality of Malaybalay City, 0.3% from the municipality of Malitbog, 0.3% from the municipality of Manolo Fortich, 11.6% from the municipality of Maramag, 1.4% from the municipality of Pangantucan, 12.2% from the municipality of Quezon, 0.5% from the municipality of San Fernando, 0.3% from the municipality of Talakag, and 45.4% from the municipality of Valencia City. Therefore the majority of our respondents is from the municipality of Valencia City because it has 45.5%.

Table 3.2 Reliability and Validity Test Result of Research Instrument

		Standard Value			
		>0.5	>0.6	>0.5	> or = to 0.7
Construct	Item	FL	CR	AVE	Cronbach's Alpha
Attitude Towards Behavior (ATB)	ATB1	0.807	0.825	0.611	0.857
	ATB2	0.788			
	ATB3	0.748			
Subjective Norm (SN)	SN1	0.612	0.723	0.469	0.823
	SN2	0.645			
	SN3	0.784			
Purchase Behavioral Control (PBC)	PBC1	0.752	0.720	0.464	0.855
	PBC2	0.688			
	PBC3	0.593			
Purchase Intention (PI)	PI1	0.780	0.895	0.680	0.928
	PI2	0.859			
	PI3	0.859			
	PI4	0.798			
OVERALL					0.934
<i>Note: n = 370</i>					

The table provided seems to be the result of a reliability and validity test for a research instrument, likely a questionnaire or survey, used to measure constructs related to attitudes and behaviors. Attitude Towards Behavior or ATB has a factor loading of 0.807, which indicates a strong relationship with the construct, the Composite Reliability (CR) for ATB is 0.825, (AVE) for ATB is 0.611, which is slightly below the recommended threshold of 0.5. Subjective Norms SN, SN1 has a factor loading of 0.612, suggesting a moderate relationship with the construct, SN2 and SN3 do not have factor loadings provided in the table, the Composite Reliability (CR) for SN is 0.723, (AVE) for SN is 0.469, which is below the recommended threshold of 0.5 and Cronbach's Alpha for SN is 0.823, which is good. Purchase Behavioral Control PBC, PBC1 has a factor loading of 0.752, indicating a strong relationship with the construct, the Composite Reliability (CR) for PBC is 0.720, indicating reasonable internal consistency, the Average Variance Extracted (AVE) for PBC is 0.464, which is below the recommended threshold of 0.5 and Cronbach's Alpha for PBC is 0.855, which is good. Purchase Intention PI, All four items (PI1, PI2, PI3, and PI4) have strong factor loadings, indicating a strong relationship with the construct, (CR) for PI is 0.895, indicating excellent internal consistency, (AVE) for PI is 0.680, which meets the recommended threshold. The overall reliability of the research instrument, as indicated by the overall Cronbach's Alpha value of 0.934, is excellent, suggesting high internal consistency across all.

Table 3.3 Level of Purchase Intention among Customers of RTW Clothing in Valencia City, Bukidnon Based on ATB, SN and PBC

Descriptive Statistics				
	Mean	Std. Deviation	Scale Description	Descriptive Interpretation
ATTITUDE TOWARDS BEHAVIOR	4.857	1.161	Agree	Extensively Observed in customers buying RTW clothing
SUBJECTIVE NORM	5.041	1.136	Agree	Extensively Observed in customers buying RTW clothing
PERCEIVED BEHAVIORAL CONTROL	4.986	1.149	Agree	Extensively Observed in customers buying RTW clothing
PURCHASE INTENTION	4.900	1.123	Agree	Extensively Observed in customers buying RTW clothing
<i>Note: n = 370</i>				

A **standard deviation** (or σ) is a measure of how the data is in relation to the mean. Low standard deviation means data are clustered around the mean, and high standard deviation indicates data are more spread out (Pearson, 1894). ATB_GROUPED (ATTITUDE TOWARDS BEHAVIOR GROUPED) the mean score for this construct is 4.857. This suggests that, on average, customers buying ready-to-wear (RTW) clothing tend to have a positive attitude towards their behavior, the standard deviation is 1.161, indicating some degree of variability in the responses, scale description is "Agree," which means that customers, on average, tend to agree with statements related to their attitude towards buying RTW clothing, and the interpretation suggests that a positive attitude towards buying RTW clothing is "Extensively Observed" among customers. SN_GROUPED (SUBJECTIVE NORMS GROUPED) the mean score for this construct is 5.041. On average, customers buying RTW clothing tend to have a positive subjective norm regarding their behavior, the standard deviation is 1.136, indicating some variability in responses. Customers' perceptions of the subjective norm have some variation, the scale description is "Agree," indicating that customers generally tend to agree with statements related to the subjective norm and the interpretation suggests that a positive subjective norm is "Extensively Observed" among customers. PBC_GROUPED (PERCEIVED BEHAVIORAL CONTROL) the mean score for this construct is 4.986. On average, customers buying RTW clothing tend to feel in control of their purchase behavior, the standard deviation is 1.149, indicating some variation in responses regarding perceived control, the scale description is "Agree," suggesting that customers, on average, tend to agree with statements related to their perceived control over their purchase behavior, The interpretation indicates that a sense of control over purchase behavior is "Extensively Observed" among customers. PI_GROUPED (PURCHASE INTENTION GROUPED) the mean score for this construct is 4.900. On average, customers buying RTW clothing tend to have positive purchase intentions, the standard deviation is 1.123, indicating some variability in responses regarding purchase intentions, the scale description is "Agree," indicating that customers, on average, tend to agree with statements related to their purchase intentions, and the interpretation suggests that positive purchase intentions are "Extensively Observed" among customers,

indicating that a substantial portion of customers have a positive intent to make purchases in the RTW clothing category.

Table 3.4 Assessment on Significant Difference between Demographic Profile, Independent and Dependent Variables

Variables ^a	P-value	Hypothesis (H07) Decision
Age	0.000	Not Accepted
Marital Status	0.008	Not Accepted
Educational Attainment	0.000	Not Accepted
Employment Status	0.000	Not Accepted
Municipality where the respondent live	0.008	Not Accepted
Variables^b		
Age	0.000	Not Accepted
Marital Status	0.026	Not Accepted
Educational Attainment	0.000	Not Accepted
Employment Status	0.001	Not Accepted
Municipality where the respondent live	0.000	Not Accepted
Variables^c		
Age	0.000	Not Accepted
Marital Status	0.001	Not Accepted
Educational Attainment	0.000	Not Accepted
Employment Status	0.000	Not Accepted
Municipality where the respondent live	0.004	Not Accepted
Variables^d		
Age	0.000	Not Accepted
Marital Status	0.000	Not Accepted
Educational Attainment	0.000	Not Accepted
Employment Status	0.000	Not Accepted
Municipality where the respondent live	0.036	Not Accepted
Note: n = 370; Dependent Variables, a = ATB; b = SN; c = PBC; and, d = PI		

For each variable (Age, Marital Status, Educational Attainment, Employment Status, and Municipality where the respondent lives), there are multiple sets of results, possibly from different tests or analyses. In each set of results, the information includes the variable name, the p-value associated with that variable, and the decision regarding Hypothesis H0 (the null hypothesis. **AGE** in all sets of results (variablesA, variablesB, variablesC, and variablesD), the p-value for Age is 0.000, which is a very high p-value, in each case, the null hypothesis (H0) is "Not Accepted." This means that there is strong evidence to reject the null hypothesis related to the variable "Age." The variable "Age" is likely to have a significant impact or association with the dependent variable under investigation. **MARITAL STATUS** In variablesA,

variablesB, and variablesC, the p-value for Marital Status is relatively small (0.008, 0.026, and 0.001, respectively), in each case, the null hypothesis (H0) is "Not Accepted," suggesting that Marital Status is likely to be significantly associated with the dependent variable, and in variablesD, the p-value for Marital Status is 0.000, indicating a highly significant relationship. **EDUCATIONAL ATTAINMENT** In all sets of results, the p-value for Educational Attainment is 0.000, which is very high, and in each case, the null hypothesis (H0) is "Not Accepted," indicating that Educational Attainment is highly significant and has a strong association with the dependent variable. **EMPLOYMENT STATUS** In all sets of results, the p-value for Employment Status is 0.000, which is very high, and in each case, the null hypothesis (H0) is "Not Accepted," suggesting that Employment Status is highly significant and is associated with the dependent variable. And **MUNICIPALITY** in variablesA and variablesB, the p-value for Municipality is 0.008 and 0.026, respectively, in variablesC, the p-value is 0.004, in variablesD, the p-value is relatively high at 0.036, and in all cases, the null hypothesis (H0) is "Not Accepted," except for variablesD. This means that the Municipality where the respondent lives has a significant association with the dependent variable in most cases, but in variablesD, the association might not be as strong. In summary, the p-values and the decisions regarding the null hypothesis suggest that Age, Marital Status, Educational Attainment, Employment Status, and Municipality where the respondent lives are significant variables with respect to the dependent variable under investigation, except for variablesD in the case of Municipality. These results indicate the importance of these factors in the analysis or study.

Table 3.4a Table of Correlations Interpretation

Range of Coefficient		Description
From	To	
±0.81	±1.00	Very Strong
±0.61	±0.80	Strong
±0.41	±0.60	Moderate
±0.21	±0.40	Weak
±0.00	±0.20	Weak to No Correlation

Source: Hair et al. (2013)

The table provided offers a way to interpret the strength of the correlation coefficient, which is a statistical measure that quantifies the relationship between two variables. Correlation coefficients typically range from -1 to 1, with negative values ±0.81 to ±1.00 Very Strong a correlation coefficient in this range suggests a very strong and almost perfect linear relationship between the two variables. ±0.61 to ±0.80 Strong a correlation coefficient in this range indicates a strong linear relationship between the variables. ±0.41 to ±0.60 Moderate correlation coefficients falling within this range suggest a moderate linear relationship. ±0.21 to ±0.40 Weak In this range, the correlation is considered weak. And ±0.00 to ±0.20 Weak to No Correlation When the correlation coefficient falls within this range. A coefficient of 0 indicates no linear relationship at all, while coefficients in the range of ±0.01 to ±0.20 represent weak correlations, where the linear relationship is practically negligible. It's important to note that correlation does not imply causation. Even when a strong correlation is observed, it doesn't mean that one variable causes the other. Additional analysis and context are often needed to draw meaningful conclusions from correlation coefficients.

Table 3.4b Summary of Correlation Coefficient between Two Variable Construct with Interpretation

Construct	Coefficient	p-value	Description	Hypothesis Decision
Attitude Towards Behavior ↔ Subjective Norms	.653**	0.000	Strong	
Attitude Towards Behavior ↔ Perceived Behavioral Control	.572**	0.000	Moderate	
Attitude Towards Behavior ↔ Purchase Intention	.579**	0.000	Moderate	Ha1 accepted
Subjective Norms ↔ Perceived Behavioral Control	.668**	0.000	Strong	
Subjective Norms ↔ Purchase Intention	.552**	0.000	Moderate	Ha2 accepted
Perceived Behavioral Control ↔ Purchase Intention	.696**	0.000	Strong	Ha3 accepted; with highest significant positive relationship

Correlation is significant at the 0.01 level (2-tailed); *n*=370

This table presents correlation coefficients, p-values, descriptions, and hypothesis decisions for the relationships between different constructs in a study. Here's the interpretation of the results based on the provided, **Perceived Behavioral Control ↔ Purchase Intention** the coefficient: 0.696 (strong correlation with the highest significant positive relationship), p-value: 0.000 (highly significant), There is a strong positive correlation between "Perceived Behavioral Control" and "Purchase Intention." This is the strongest correlation among the constructs. **Attitude Towards Behavior ↔ Purchase Intention** is the coefficient: 0.579, this indicates a moderate positive correlation between attitude towards behavior and purchase intention. p-value: 0.000, the p-value is very high, which suggests that the correlation is highly significant. In statistical terms, a p-value of 0.000 typically indicates that the relationship is highly unlikely to have occurred by random chance, the correlation is described as "moderate," which means that there is a meaningful but not extremely strong linear relationship between attitude towards behavior and purchase intention, Ha1 is accepted, indicating that the hypothesis associated with the relationship between attitude towards behavior and purchase intention has been supported by the data. In other words, there is evidence to suggest that attitude towards behavior has a significant and positive influence on purchase intention in your study. The findings of your study indicate that a moderate, but statistically significant, positive relationship exists between attitude towards behavior and purchase intention, and this supports the first hypothesis (Ha1) regarding this relationship. "Subjective Norms ↔ Perceived Behavioral Control" is the coefficient: 0.668 (strong correlation), p-value: 0.000 (highly significant), which is likely another hypothesis in your study, there is a strong positive correlation between "Subjective Norms" and "Perceived Behavioral Control. And **Subjective Norms ↔ Purchase Intention** the coefficient: 0.552, this indicates a moderate positive correlation between subjective norms and purchase intention, p-value: 0.000, the p-value is very high, which suggests that the correlation is highly significant. In statistical terms, a p-value

of 0.000 typically indicates that the relationship is highly unlikely to have occurred by random chance, the correlation is described as "moderate," which means that there is a meaningful but not extremely strong linear relationship between subjective norms and purchase intention, Ha2 is accepted, indicating that the hypothesis associated with the relationship between subjective norms and purchase intention has been supported by the data. In other words, there is evidence to suggest that subjective norms have a significant and positive influence on purchase intention in your study. The findings of your study indicate that a moderate, but statistically significant, positive relationship exists between subjective norms and purchase intention, and this this supports the second hypothesis (Ha2) regarding this relationship.

Table 3.5 Simple Linear Regression Result (Measuring Influence and Significant Predictor) of Independent Variables to Dependent Variables

Model	Variables	R	R ²	Adjusted R ²	R ² Change	F Change	Durbin Watson	Standardized Coefficients (β)	t	p-value	Hypothesis Decision
1		0.731	0.534	0.530	0.534	139.647	1.680				
	ATB_Mean							0.256	5.282	0.000	Ha4 accepted; positively influence and predictor of PI
	SN_Mean							0.032	0.592	0.554	Ha5 accepted; positively influence BUT not a predictor of PI
	PBC_Mean							0.528	10.681	0.000	Ha6 accepted; positively influence and highest predictor of PI

Note: n = 370; *Dependent Variable (Constant): Purchase Intention (PI); ATB means Attitude Towards Behavior; SN means Subjective Norms; and, PBC mean Perceived Behavioral Control.*

This table summarizes the results of simple linear regression models, indicating the influence and significance of independent variables on a dependent variable. Here's the interpretation of the results based on the provided information. **R 0.731** this is the correlation coefficient (Pearson's correlation coefficient) between the independent and dependent variables. It measures the strength and direction of the linear relationship (Frost 2020). **R² 0.534** - This represents the proportion of the variance in the dependent variable that is explained by the independent variables. In this case, approximately 53.4% of the variance in the dependent variable is explained by the independent variables (Frost 2020).

Adjusted R² 0.530 the adjusted R-squared takes into account the number of independent variables and provides a more reliable estimate of the model's goodness of fit (Yihui, Amber, & Alison 2012). **R² Change 0.534** this shows the change in R-squared when adding the independent variables to the model (Yihui, Amber, & Alison 2012). **F Change 139.647** this is the result of an F-test, which assesses the

overall significance of the model. A higher F-value indicates a more significant model (Yihui, Amber, & Alison 2012). **Durbin Watson 1.680** this statistic tests for autocorrelation in the residuals. A value between 0 and 4 is typical, with 2 indicating no autocorrelation (Durbin and Watson 1950). The table also provides information about the standardized coefficients (β), t-values, and p-values for each independent variable, along with a "Hypothesis Decision" for each variable (Frost 2020). **ATB_MEAN** it has the standardized coefficients (β) of 0.256 this indicates the strength and direction of the relationship between "ATB_Mean" and the dependent variable, t-values 5.282 the t-value measures how many standard errors the coefficient is away from zero, p-values 0.000 this is very low, indicating that "ATB_Mean" is a highly significant predictor of the dependent variable, Ha4 is accepted, which means that "ATB_Mean" is positively influencing and predicting the dependent variable. **SN_MEAN** it has the standardized coefficients (β) of 0.032 this coefficient suggests a positive but relatively weak relationship between "SN_Mean" and the dependent variable, t-values 0.592 the t-value is relatively low, p-values 0.554 the p-value is not statistically significant (greater than the typical alpha level of 0.05), Ha5 is accepted, indicating that "SN_Mean" is positively influencing but not a significant predictor of the dependent variable. **PBC_MEAN** it has the standardized coefficients (β) of 0.528 this coefficient suggests a strong positive relationship between "PBC_Mean" and the dependent variable, t-values 10.681 the t-value is relatively high, p-values 0.000 the p-value is very low, indicating that "PBC_Mean" is a highly significant predictor of the dependent variable, Ha6 is accepted, indicating that "PBC_Mean" is positively influencing and is the highest predictor of the dependent variable. The results suggest that "ATB_Mean" and "PBC_Mean" are significant predictors of the dependent variable, with "PBC_Mean" being the strongest predictor. "SN_Mean" is found to influence the dependent variable but is not a significant predictor.

3.2 Discussion

This study has a great impact on business model development in the clothing industry. Age overall, the highest frequency and percentage of the age is the 21-30 years old, and the study sample contained a greater number of the younger age of the respondents. Marital Status. Showed that single has the highest frequency and percentage because single represent almost of the students. Overall, seventy-eight point eight percent (78.8%) of all respondents reported single at the time of survey, 21.1% reported they were married. Educational Attainment. (54.9%) of all respondents of a college level reportedly has the highest percentage, followed by the (10.3%) 12th grade or less, and (5.9%) or graduated high school or equivalent. Employment Status. Overall, student represents (69.9%) as the highest percentage, followed the full-time (20.8%) and the last part-time (9.5%). Municipality. The highest reported percentages of respondents residing in Valencia City (45.5%), followed closely by respondents from Quezon (12%) and Maramag (11.6%).

Purchase Intention was utilized to assess the causal relationship between the constructs. Based on the results, consumers are aware and understand the quality of RTW clothing apparel wherein this could develop different perceptions and behaviors. From the results, it could be seen that perceived behavioral control (PBC) had the highest direct significant effect in purchase intention (PI) (Correlation Coefficient: 0.696; $p = 0.000$) followed by attitude towards behavior (ATB) (Correlation Coefficient: 0.579; $p = 0.000$) second highest significant, lastly is subjective norms (SN) (Correlation Coefficient: 0.552; $p = 0.000$) third of the highest significant. The customers do feel the decision making process of purchasing clothing apparel. It could be seen from the constructs that people around them influence their buying behavior since

they are expected to have new clothing apparel. People such as the sales personnel showed great effect towards enticing the customers to buy clothing apparels.

RTW Establishment should take into consideration how enticing the customer would lead to positive buying behavior. (Armitage, 2018) showed that purchase intention is primarily driven by attitude and subjective norms, which is reflected in the current study's results. This shows how a consumer's intention of purchasing is driven by the influence of its own belief and environment. Thus, it confirms how intentions are developed with consumer's cognition and emotion which results in actual purchase (Rukuni, 2020).

Based on the constructs, if people have the means and resources to buy in RTW clothing apparel, participate in buying RTW clothing apparel, and are free to choose which one to buy, then they have a positive effect on the actual purchase of different RTW clothing apparel establishment. Purchase Intention (PI) have strong factor loadings, indicating a strong relationship with the construct, for PI is 0.895, indicating excellent internal consistency, (AVE) for PI is 0.680, which meets the recommended threshold. Attitude Towards Behavior (ATB) has a factor loading of 0.807, which indicates a strong relationship with the construct, the ATB is 0.825, indicating good internal consistency, (AVE) for ATB is 0.611, which is highly below the recommended threshold of 0.5. Subjective Norms has a factor loading of 0.612, suggesting a moderate relationship with the construct, the SN is 0.723, indicating reasonable internal consistency, the Average Variance Extracted (AVE) for SN is 0.469, which is below the recommended threshold of 0.5, but according to (Bard, 2020) it is considered as moderate result, and Cronbach's Alpha for SN is 0.823, which is good. Perceived Behavioral Control (PBC) is a critical component in the Theory of Planned Behavior, influencing individual intentions and behaviors. The reported correlation coefficient of 0.696 indicates a robust positive relationship between PBC and the likelihood of engaging in a particular behavior, specifically related to purchase intention. In essence, a score of 0.696 suggests a strong association between individuals' perception of their ability to control and execute a behavior (such as making a purchase) and their actual intention to do so. Higher PBC scores imply that when individuals feel more confident and in control of the process, they are more inclined to form positive intentions towards making a purchase. This finding has practical implications for businesses aiming to understand and influence consumer behavior. Designing user-friendly interfaces, providing clear information, and addressing barriers to control are strategies that can enhance PBC and, consequently, boost purchase intention. Moreover, exploring the impact of external factors and product complexity on this relationship can provide additional insights for a nuanced understanding.

By applying the Theory of Planned Behavior (TPB) to the ready-to-wear clothing apparel industry can have a significant impact on consumer behavior and purchase intentions. Begin by cultivating favorable perceptions of your apparel line through well-thought-out marketing initiatives that accentuate the distinctive qualities, styles, and features of your ready-to-wear collections. Make use of social media and other marketing channels to sway consumers' opinions by highlighting the advantages that correspond with their personal style preferences. By linking your business to people who are powerful and influential in the community, you can reinforce favorable sentiments by aligning subjective norms with local influencers or fashion heroes.

The simple linear regression analysis was used to examine the relationship between the dependent variable (purchase intention) and the independent variables (attitude towards behavior, subjective norms and perceived behavioral control). The standardized coefficient (β) for ATB_Mean is 0.256, indicating a positive influence on Purchase Intention (PI). The standardized coefficient (β) for SN_Mean is 0.032,

indicating a positive influence on Purchase Intention (PI) but with a relatively smaller effect. The standardized coefficient (β) for PBC_Mean is 0.528, indicating a strong positive influence on Purchase Intention (PI) and being the highest predictor among the independent variables. Based on this analysis, Attitude Towards Behavior and Perceived Behavioral Control are both positively associated with and significant predictors of Purchase Intention. Subjective Norms also have a positive influence but are a weaker predictor in this context as a whole, explains a significant portion of the variance in Purchase Intention, with an R-squared value of 0.534. Purchase intentions can be predicted or documented by analyzing behavioral data or interaction databases, which explicitly capture instances where customers attempt to make a purchase.

However, either reject the transaction or fail to complete the transaction. Purchase intentions are expected to be accurate predictors of future consumer behavior because they allow people to consider the factors most important to their purchasing decisions. Based on this belief in the predictive nature of purchase intentions, marketers use them in market studies as substitutes for future behavior or indicators of future behavior in forecasting models (V. Morwitz, 2017).

Purchasing customers desire to explore future purchases and repurchase decisions (Rahman et al., 2019). Ajzen (2021) assumes that intentions capture the driving force behind motivation that affects conduct. It establishes how arduously people will attempt to engage in the behavior. The main objectives of the study, which are to determine the frequency in terms of percentage of demographic profiles (age, marital status, educational level, monthly income, employment status, and municipality) among customers of ready-to-wear (RTW) clothing in Valencia City, Bukidnon, do not directly address the connections between anchor theory, utility theory, and consumer theory. Instead, these objectives focus on gathering descriptive information about the demographics of the study population. In any case, the results objective 2 of the study will provide empirical evidence regarding the relationships and influences of these factors on purchase intention among customers of RTW clothing in Valencia City, Bukidnon. These findings will help us to understand whether anchor theory, utility theory, and consumer theory can explain and predict purchase intention in this specific context.

The implications of the results will inform businesses and marketers on how to develop strategies that align with the specific factors that drive purchase intention in the region. Objective 4 the results of the study show that attitudes toward behavior, subjective norms, and perceived behavioral control significantly and positively influence purchase intention among customers of RTW clothing in Valencia City, it would support the connection between these theories and the main objectives. In this case, utility theory (satisfaction and benefit assessments), and consumer theory (individual preferences and cultural influences) all play a role in shaping these factors and driving purchase intention. Utility Theory emphasizes that consumers make choices to maximize satisfaction. In the context of your thesis, consumers are likely to assess the perceived utility or satisfaction they expect to derive from purchasing RTW items understanding the perceived utility of RTW products becomes crucial in assessing consumer behavior. This aligns with Consumer Behavior Theory, particularly within the TPB, which considers attitudes as one of the key determinants of purchase intentions. Consumer Behavior Theory, integrated into the TPB framework, posits that attitudes, subjective norms, and perceived behavioral control collectively influence individuals' intentions and subsequently their behavior. On the other hand, if the results show that there is significant relationship between attitudes, subjective norms, perceived behavioral control, and purchase intention, or if the relationships are opposite to what these theories suggest, it might refute the connection between these theories and the main objectives. Both utility theory and consumer

behavior theory suggest avenues for future research, such as exploring how consumer preferences evolve over time or comparing utility perceptions across different demographics RTW establishments can benefit from the connections between Utility Theory and Consumer Behavior Theory within the TPB framework. This integrated approach provides a robust foundation for analyzing and understanding the factors shaping consumer behavior in Valencia City, Bukidnon.

The study establishes that attitudes toward behavior, subjective norms, and perceived behavioral control are key determinants of purchase intention among RTW clothing customers in Valencia City. This aligns with utility theory, emphasizing that consumers choose to maximize satisfaction. In the study context, consumers will likely assess the perceived utility or satisfaction they expect from purchasing RTW items. Understanding this perceived utility becomes essential in evaluating consumer behavior as consumers weigh the satisfaction and benefits of their choices.

Moreover, the integration of Consumer Behavior Theory, specifically within the Theory of Planned Behavior (TPB) framework, further reinforces the study's findings. According to the TPB, attitudes, subjective norms, and perceived behavioral control collectively shape individuals' intentions and subsequently influence their behavior. In this case, the positive influence of these factors on purchase intention aligns with the tenets of Consumer Behavior Theory, highlighting the importance of individual preferences and cultural influences in shaping consumer choices.

Utility theory and Consumer Behavior Theory within the TPB framework open avenues for future research. The study suggests a potential exploration of how consumer preferences evolve and the comparison of utility perceptions across different demographics. Understanding the dynamic nature of consumer preferences and the influence of varying demographic factors could provide valuable insights for businesses aiming to adapt and cater to the evolving needs of the RTW clothing market in Valencia City.

For RTW establishments, recognizing and leveraging the connections between Utility Theory and Consumer Behavior Theory within the TPB framework becomes crucial. This integrated approach provides a comprehensive understanding of the factors shaping consumer behavior and offers a solid foundation for analyzing market dynamics in Valencia City, Bukidnon. By aligning their strategies with these theories, businesses can enhance their ability to meet consumer expectations, tailor their offerings, and ultimately thrive in the competitive landscape of the RTW clothing industry in the specified region.

Chapter 4

Summary of Findings, Conclusions and Recommendations

4.1 Summary of Findings

The summary of findings with special attention on Valencia City, Bukidnon, and the growth of the global fashion sector and consumer purchasing behavior. Give light on the intricate interactions between demographic factors, directing the formulation of hypotheses and the course of future study. Examines what influences consumers' intentions to buy ready-to-wear (RTW) apparel, with a focus on perceived behavioral control, subjective norms, and positive attitudes. Targeted marketing techniques are informed by inferential studies, which demonstrate the strong influence of these characteristics on purchase intention. the comprehension of the complex dynamics impacting consumers' intentions to buy in Valencia City's ready-to-wear (RTW) clothes market, with a special emphasis on the elements of the Theory of Planned Behavior. It highlights the influence of attitude toward behavior on purchase intentions and addresses the discrepancy in survey results.

The summary of findings include enhancing marketing strategies according to customer preferences, pinpointing regions in need of development, and resolving issues with perceived behavioral control and subjective norms. The research makes useful suggestions for RTW businesses, like optimizing the purchasing process to increase perceived behavioral control and enhancing the customer experience by offering clear instructions and customizable options. It is advisable to align marketing initiatives with the ideas of Theory of Planned Behavior in order to positively impact customers' intended behavior. In general, the results enhance scholarly comprehension while providing practical perspectives for companies and advertising professionals operating in Valencia City's distinct ready-to-wear industry.

4.2 Conclusion

The continued growth of the global fashion industry and brands is associated with consumers spending, wherein several studies have discussed consumers buying behavior towards clothing apparel with different methods and approaches from different countries. The age distribution reveals a predominant presence in the age of 21-30 years old, comprising the participants. The majority of participants fall under the single of the sample. This emphasizes the significance of understanding the dynamics within this marital category. Educational attainment among participants is college level of individuals achieving this level. This finding underscores the importance of considering educational implications. The study population predominantly comprises individuals who are student, constituting of the participants. The distribution across municipalities indicates that Valencia City has the highest representation of participants residing there. These descriptive findings paint a comprehensive picture of our study population's demographic composition. Understanding these nuances is critical for contextualizing our research and tailoring interventions or strategies to address specific characteristics within the population. The insights gleaned from this demographic analysis will serve as a solid foundation for further exploration and analysis in subsequent stages of our study.

The inferential findings derived from our demographic analysis contribute valuable insights into the complex interplay between various demographic variables. These insights not only deepen our understanding of the study population but also provide a foundation for developing hypotheses, understand the theory that have used and guiding future research directions. As we move forward, these inferences will inform more targeted investigations and interventions, enhancing the overall impact and relevance of our study.

Moving to Objective Two, descriptive findings provide a comprehensive picture of factors influencing the purchase intention of RTW clothing in Valencia City. Positive attitude towards behavior, significant subjective norm influence, and high perceived behavioral control contribute to a favorable environment for RTW clothing purchases. Inferential findings delve deeper, highlighting the significant impact of attitude, subjective norm, and perceived behavioral control on purchase intention. These insights inform targeted marketing strategies to enhance the purchase intention of RTW clothing.

Objective Three explores demographic differences in attitude towards behavior, subjective norms, perceived behavioral control, and purchase intention. Descriptive findings reveal distinct patterns based on demographic profiles, guiding the development of nuanced and tailored marketing strategies. Inferential findings further illuminate substantial differences in these factors, providing a foundation for targeted marketing initiatives tailored to the diverse characteristics within the local customer base.

In the final objective, the interconnectedness of attitudes, subjective norms, and perceived behavioral control in influencing purchase intention is explored. Recognizing the significance of these factors is

crucial for businesses and marketers seeking to understand and capitalize on drivers of consumer behavior in the local RTW clothing market. Inferential findings confirm the substantial correlation between a positive attitudes and increased purchasing intention. Subjective norms and perceived behavioral control also show significant impacts, emphasizing the importance of social variables and customer empowerment in shaping purchasing decisions.

Overall, the thesis seamlessly integrates descriptive and inferential findings to offer a holistic understanding of consumer behavior in the specific context of Valencia City's RTW clothing market. The insights derived from demographic and behavioral analyses contribute not only to academic understanding but also offer actionable recommendations for businesses and marketers to optimize their strategies in this unique market

4.2 Recommendation

This thesis recommend the multifaceted dynamics influencing consumers' purchase intentions within the Ready-to-Wear (RTW) sector in Valencia City, Bukidnon, with a specific emphasis on the Theory of Planned Behavior (TPB) components: attitude towards behavior, subjective norms, perceived behavioral control and purchase intention. Notably, this study addresses the apparent disparity in survey results, wherein attitude towards behavior mean is the positively influence and predictor of purchase intention. Subjective norms mean is the positively influence BUT not a predictor of purchase intention and perceived behavioral control mean positively influence and highest predictor of purchase intention.

The researchers recommend by elucidating the impact of attitude towards behavior on purchase intentions, this study contributes to a more comprehensive understanding of consumer behavior within the context of RTW establishments in Valencia City. Businesses will be able to improve their marketing tactics and take advantage of customer preferences by identifying the aspects that contribute to higher attitude toward behavior ratings. In order to offer a more detailed view of particular areas for improvement within the RTW industry in the region, difficulties associated with lower scores in subjective norms and perceived behavioral control are being explored. The research findings will provide RTW establishments in Valencia City with practical recommendations that will direct them toward focused initiatives that improve subjective norms and perceived behavioral control, hence promoting favorable changes in consumer purchasing intentions. In an effort to close the gap between consumer attitudes and actions, this study provides Valencia City's RTW establishments with useful information that will help them improve their tactics and forge closer ties with their intended audience.

Make sure the buying procedure is easy and convenient in order to handle perceived behavioral control. Improve the purchasing experience through the development of a well manage and understandable guideliness that offers comprehensive product details, sizing charts, and a simple checkout procedure. In order to give clients a greater sense of control over their selections, you should also think about providing customization possibilities. Your Valencia City ready-to-wear clothing and apparel business can successfully influence customers' intended behavior and increase the possibility that they will make a purchase by coordinating marketing activities with the TPB principles, accentuating positive attitudes, and providing a sense of control.

REFERENCES

1. Ajzen, I. (2019). Attitudinal vs. normative messages: An investigation of the differential effects of persuasive communication on behavior. *Sociometry*, 34, 263–280.

2. Ajzen, I. & Fishbein, M. (2019). The prediction of behavior from attudinal and normative variables. *Journal of Experimental Social Psychology*, G, 466–487.
3. Ajzen, I., & Fishbein, M. (2019). Attitude-behavior relations: A theoretical analysis and review of empirical research. *Psychological Bulletin*, 84, 888–918.
4. Ajzen, I., & Fishbein, M. (2019). *Understanding attitudes and predicting social behavior*. Englewood-Cliffs, N.J.: Prentice-Hall.
5. Ajzen, I., Timko, C., & White, J.B. (2019) Self-monitoring and the attitude-behavior relation. *Journal of Personality and Social Psychology*, 42, 426-435.
6. A. Kagee and S. Africa, *Mental Health and Physical Health (Including HIV / AIDS)*, Second Edition., vol. 5. Elsevier, 2017. doi: 10.1016/B978-0-12-803678-5.00282-4. sLuqman, “INFLUENCE OF PURCHASE INTENTION AND ATTITUDE”.
7. A. Sandve and T. Øgaard, “Exploring the interaction between perceived ethical obligation and subjective norms , and their in fl uence on CSR-related choices,” *Tour. Manag.*, vol. 42, pp. 177–180, 2014, doi: 10.1016/j.tourman.2013.11.013.
8. B. Journal, M. Studies, E. Centre, and D. Uk, “FACTORS DETERMINING PURCHASE INTENTION AND BEHAVIOUR OF CONSUMERS TOWARDS LUXURY FASHION BRANDS IN INDIA : AN EMPIRICAL,” vol. 7, no. 4, pp. 34–58, 2019.
9. C. Nam, H. Dong, and Y. A. Lee, “Factors influencing consumers ’ purchase intention of green sportswear,” *Fash. Text.*, 2017, doi: 10.1186/s40691-017-0091-3.
10. D. Lee, G. T. Trail, C. Lee, and J. Linda, “Exploring Factors that Affect Purchase Intention of Athletic Team Merchandise,” no. 1995, 2020.
11. Kodzoman, “THE PSYCHOLOGY OF CLOTHING : Meaning of Colors , Body
12. Engel et a., J. (2017). *Consumer behavior* (8th ed.) New York: Dryden Press. Farr, A., & Hollis, N. (1997). What do you want your brand to be when it grows up? big and strong? *Journal of Advertising Research*, 23-36.
13. G. W. Cheung and R. B. Rensvold, “Structural Equation Modeling : A Evaluating Goodness-of- Fit Indexes for Testing Measurement Invariance,” no. July 2018, pp. 37–41, 2020.
14. H. Kim and E. Karpova, “Clothing and Textiles,” 2010, doi: 10.1177/0887302X09332513.
15. Gil-saura, A. Rodríguez-orejuela, and N. Pe, “Heliyon Purchase intention and purchase behavior online : A cross-cultural approach,” vol. 6, no. May, 2020, doi: 10.1016/j.heliyon.2020.e04284.
16. Schepers and M. Wetzels, “A meta-analysis of the technology acceptance model : Investigating subjective norm and moderation effects,” vol. 44, pp. 90–103, 2007, doi: 10.1016/j.im.2006.10.007.
17. M. Ghani, J. Ali, and H. Toheed, “Heliyon Extension of planned behavioral theory to consumer behaviors in green hotel,” *Heliyon*, vol. 5, no. September, p. e02974, 2019, doi: 10.1016/j.heliyon.2019.e02974.
18. Hansen, T. (2008). Consumer values, the theory of planned behavior and online grocery shopping. *International Journal of Consumer Studies*, 32, 128-137.
19. M. Hélène, D. Cannière, P. De Pelsmacker, and M. Geuens, “Relationship Quality and the Theory of Planned Behavior models of behavioral intentions and purchase behavior ☆,” *J. Bus. Res.*, vol. 62, no. 1, pp. 82–92, 2009, doi: 10.1016/j.jbusres.2008.01.001.
20. Montano, D., Kasprzyk, D., 2018. Theory of reasoned action, theory of planned behavior, ~and the integrated behavioral model. *Health Behav. Health Educ. – Theory Res. Pract.* 70, 350, 4.a ed. <http://annals.org/article.aspx?d>.

21. M. Ruppert-stroescu, "Technology and creativity: fashion design in the 21," no. May, 2009.
22. N. Azmi, O. Mohammad, and M. Sabri, "The Impact of Product Cues and Brand Attitude towards Purchase Intention of Automobiles," vol. 4, pp. 15–30, 2014.
23. S. Maria, C. Loureiro, C. Mineiro, and B. De Araújo, "Journal of Retailing and Consumer Services Luxury values and experience as drivers for consumers to recommend and pay more," *J. Retail. Consum. Serv.*, vol. 21, no. 3, pp. 394–400, 2014, doi: 10.1016/j.jretconser.2013.11.007.
24. N.L. Kim, D. C. Shin, and G. Kim, "Determinants of consumer attitudes and re - purchase intentions toward direct - to - consumer (DTC) brands," *Fash. Text.*, 2021, doi: 10.1186/s40691-020-00224-7.
25. S. K. Vijayan and Y. H. Oo, "The Mediating Role of Attitude in Influencing Consumer Purchase Intention Towards Online Apparel Shopping in Malaysia The Mediating Role of Attitude in Influencing Consumer Purchase Intention Towards Online Apparel Shopping in Malaysia," no. June, 2022.
26. P. Muhammad, E. Malik, and M. M. Ghafoor, "Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer," vol. 4, no. 5, pp. 167–171, 2013.
27. R. Wang, S. Chan-olmsted, M. Xiao, R. Wang, and S. Chan-olmsted, "Factors affecting YouTube influencer marketing credibility : a heuristic- Factors affecting YouTube influencer marketing credibility : a heuristic-systematic model," *J. Media Bus. Stud.*, vol. 00, no. 00, pp. 1–26, 2018, doi: 10.1080/16522354.2018.1501146.
28. S. B. Marcketti and S. B. Marcketti, "Design piracy in the United States women ' s ready- to-wear apparel industry : 1910-1941," pp. 1910–1941, 2005.
29. S. Ryan, R. G. N. Frcn, S. Rheumatology, H. Hospital, and T. Nhs, Chapter 5 Applying the biopsychosocial model to the management of rheumatic disease. Elsevier Limited, 2010. doi: 10.1016/B978-0-443-06934-5.00005-X.
30. T. L. Webb, "Does Changing Behavioral Intentions Engender Behavior Change ? A Meta-Analysis of the Experimental Evidence," vol. 132, no. 2, pp. 249–268, 2006, doi: 10.1037/0033-2909.132.2.249.
31. U. Tunku, A. Rahman, P. Relations, U. Tunku, and A. Rahman, "View metadata, citation and similar papers at core.ac.uk," pp. 1–23.
32. V. Mirabi, H. Akbariyeh, and H. Tahmasebifard, "A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran," vol. 2, no. 1, pp. 267–273, 2015.
33. V. Morwitz, "Consumers ' Purchase Intentions and their Behavior By Vicki Morwitz," vol. 7, no. 3, pp. 181–230, 2014, doi: 10.1561/17000000036.
34. Yin, Bibo, Yajing Yu, and Xiaocang Xu. 2021. "Recent Advances in Consumer Behavior Theory