



**MILLENNIAL PROFESSIONAL ONLINE SHOPPING APPAREL PRICE
DISCOUNT PERCEPTIONS, PURCHASE ATTITUDE, AND BUYING
ENGAGEMENT**

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ABSTRACT

Millennial professionals are a major force behind the growing online shopping for apparel market; their busy lifestyles and tech-savviness make them avid seekers of the best deals. However, with so many choices and discounts online, it is a growing challenge to capture the attention of this discerning demographic. This study investigated the online shopping behavior of millennial professionals, focusing on their perception of price discounts, purchase attitudes, and buying engagement. The study employed a descriptive correlational research design. 103 Millennial professionals were chosen through convenient sampling. The study took place at a prestigious university in Ozamiz City. Demographic Profile, Price Discount Perception, Purchase Attitude, and Buying Engagement Questionnaires were used to gather data. Frequencies and Percentages, Pearson Correlation Coefficient, and Mean and Standard Deviation were used for data analyses. The study found that the majority of millennial professional shoppers were female, holding a bachelor's degree and earning between Php. 15,001-25,000. The majority of participants were married, employed in the private sector, and held mid-level positions. Furthermore, the results revealed that millennial professionals have a high level of perception regarding price discounts, purchase attitudes, and buying engagement. Perception of price discounts and purchase attitude postulate a perfect positive correlation with buying engagement. The study asserts that millennial professionals engage in buying behavior when they perceive a discount as valuable and have a positive attitude toward the purchase. Thus, price discount perception, purchase attitude, and buying engagement could contribute to understanding and influencing the online shopping behavior of millennial professionals, making them key targets for strategies that focus on these elements.

Keywords: apparel, buying engagement, millennial professionals, online shopping, price discount perception, purchase attitude

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TABLE OF CONTENTS

	Page
TITLE PAGE	i
CERTIFICATE OF PANEL APPROVAL	ii
ABSTRACT	iii
DEDICATION	iv
ACKNOWLEDGEMENT	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
LIST OF FIGURES	ix
LIST OF APPENDICES	x
INTRODUCTION	1
Rationale of the Study	1
Theoretical Framework	6
Conceptual framework	11
Statement of the Problem	19
Null Hypotheses	19
Significance of the Study	20
RESEARCH METHODOLOGY	21
Design	21
Locale of the Study	21
Respondents	21
Data Gathering Instrument	22
Data Gathering Procedure	24
Statistical Treatment	24
Ethical Consideration	25
RESULTS AND DISCUSSIONS	26
Respondents' Demographic Profile	26
Level of Price Discount Perception	30
Level of Purchase Attitude	32
Level of Buying Engagement	34
Significant Relationship between Online Shopping Price Discount and Buying Engagement	36
Significant Relationship between Purchase Attitude and Buying Engagement	38
CONCLUSIONS AND RECOMMENDATIONS	41
Summary	41

Findings	42
Conclusion	43
Limitations	44
Recommendations	45
References	46
Appendices	57
Appendix A – Survey Questionnaires	57
Appendix B – Sample of the Filled-out Questionnaires	63
Appendix C – Sampling Computation	68
Appendix D – Informed Consent Form	69
Appendix E – Approved Letters of Consent	74
Appendix F – Statistical Computation	76
Appendix G – Documentation	82
Appendix H – Grammarly Report and Turnitin Result	84
Curriculum Vitae	86

LIST OF TABLES

Table	Title	Page
1	Respondents' Demographic Profile	29
2	Level of Price Discount Perception	32
3	Level of Purchase Attitude	34
4	Level of Buying Engagement	36
5	Significant Relationship between Online Shopping Price Discount and Buying Engagement	38
6	Significant Relationship between Purchase Attitude and Buying Engagement	40

LIST OF FIGURES

Figures	Title	Page
1	Schematic Diagram of the Study	18

LIST OF APPENDICES

Appendix	Title	Page
A	Survey Questionnaires	57
	Demographic Profile Questionnaire	57
	Perception on Price Discounts Questionnaire	58
	Purchased Attitude Questionnaire	59
	Buying Engagement Questionnaire	61
B	Sample of the Filled-out Questionnaires	63
	Demographic Profile Questionnaire	63
	Perception on Price Discounts Questionnaire	64
	Purchased Attitude Questionnaire	65
	Buying Engagement Questionnaire	66
C	Sampling Computation	68
D	Informed Consent Form	69
E	Approved Letters of Consent	74
	Letter of Approval to Conduct Survey	74
	Letter to the HR Department of Misamis University	75
F	Statistical Computation	76
G	Documentations	82
H	Grammarly Report and Turnitin Result	84

INTRODUCTION

Rationale of the Study

In today's world, online shopping has transformed the way consumers shop and make purchasing decisions. With the increasing availability and accessibility of online shopping platforms (Team, 2024), more people choose to shop online as their preferred method of purchasing clothing and fashion items. According to data obtained from Statista, the total e-commerce retail sales value in the Philippines reached 5.83 billion U.S. dollars in 2021 and was forecast to continue growing, with a retail value estimated to reach nearly 10 billion U.S. dollars in 2026 (Balita, 2024). This growth indicates the rapid expansion of the industry due to technological advances and lifestyle transformations. A report by Clapano (2023) stated that the Department of Information and Communications Technology (DICT) mentioned that 83% of Filipinos are internet users. Additionally, a survey conducted by Balita in the Philippines in 2023 revealed that 65.07% of respondents purchased clothes and footwear online, making it the most popular online purchase.

In a survey on online shopping behavior conducted among popular products purchased online, such as personal hygiene products, food, and groceries, 66% of respondents in the Philippines stated that they bought apparel and fashion accessories online (Balita, 2023). The data reflects a growing preference for online shopping in the apparel sector, highlighting the shift towards e-commerce platforms for purchasing clothing and fashion accessories.

Apparel refers to a wide range of clothing items and accessories worn by individuals (Daniel S., 2024). Clothing apparel includes a wide variety of items such as shirts, pants, dresses, skirts, jackets, and more. It also encompasses accessories like hats, scarves, belts, gloves, and jewelry. Essentially, clothing apparel is anything that is worn to cover, adorn, or protect the body. It can reflect personal style, cultural traditions, and practical needs. From casual everyday wear to formal attire, clothing apparel plays a significant role in self-expression and individual identity (Gilligan, 2023; Solinger, 2023). These clothing items reflect

personal style, cultural traditions, and practical needs, aligning with evolving consumer preferences.

Current statistics indicate a significant increase in e-commerce users in the Philippines, with a projected rise to 55.8 million by 2025 (Team, 2024). Chan (2024) stated that Millennials are the main drivers of e-commerce, a sentiment supported by Barangas (2024). This is further supported by the latest study by Balita in June 2023, which revealed that the majority of Filipino online shoppers fall within the 25-34 age range.

Millennials, also known as Generation Y, are individuals born between 1981 and 1996 (Slepian et al., 2023). They form a significant segment of the population that actively engages in online shopping for apparel. Millennial professionals between the ages of 28 and 43 are individuals who hold a license in their professions. This generation, often referred to as the "digital generation," is more adept at utilizing technology, and the internet plays a central role in their daily lives (Padmalia, 2019; Sambargi et al., 2022). As a result, they are highly familiar with digital platforms, making them more likely to adopt online shopping for their clothing and fashion needs. This study aimed to examine the connection between price discount perceptions, purchase attitude, and buying engagement among millennial professionals in the context of online shopping for apparel.

Price discount perceptions refer to how millennial professionals perceive and evaluate the discounts offered in online shopping platforms for apparel (Liu et al., 2022; Aparicio et al., 2023). They encompass their subjective understanding and assessment of the value, quality, and savings of the discounts offered on these platforms (Krishna et al., 2002). These perceptions can significantly influence their decision-making process and their willingness to make a purchase (Jyosthna, 2020).

Purchase attitude, on the other hand, refers to the evaluation of millennial professionals towards making purchases through online shopping for apparel. It encompasses their beliefs, opinions, and feelings about the online shopping experience (Rind et al., 2022; Zheng et al., 2021), including factors such as cognitive, affective, and behavioral (Offor & Onyemelukwe, 2022; Ho, 2013;

Alhamad et al., 2023). A positive purchase attitude toward online shopping can lead to increased engagement and a higher likelihood of making purchases (Ngoc, 2018).

In the context of this study, buying engagement refers to the involvement and interaction of millennial professionals when shopping online for apparel. It creates an emotional connection between a customer and a brand (Gupta et al., 2020). It includes indicators such as attention, satisfaction, and motivation experienced during the online shopping process (Balansag et al., 2021). These aspects help understand customer behaviors and preferences in the online shopping environment.

While previous studies have explored customer engagement in online shopping (Al-khateeb et al., 2023), empirical research specifically focused on the price discount perceptions, purchase attitude, and buying engagement of millennial professionals is needed. Understanding the factors that drive millennial professionals' buying behavior and engagement in online shopping for apparel is crucial for several reasons.

As the online apparel retail industry continues to grow, understanding the dynamics of individuals' engagement in online shopping is crucial for the industry's success (Berthene, 2022; Hewei, 2022). The purchase of online clothes impacts individuals based on various findings from different studies, such as security (Cecily, 2022), time-savings (Najihah et al., 2018), and satisfaction (Lim et al., 2016). However, there is a gap in research concerning online shopping for apparel related to perceptions of price discounts, purchase attitudes, and buying engagement.

The study by Carpio (2022) focused on College Students' Attitude, Challenges Encountered, and Engagement in Online Shopping concluded that females are the dominant shoppers in online shopping due to the convenience it offers. The study suggests that challenges faced during shopping significantly influence shoppers' engagement in online shopping activities. However, similar to Son et al. (2017), the study's validity is limited by a small convenience sample, mainly comprising college students majoring in apparel merchandising or design,

potentially leading to biased outcomes. While this limits the external validity of the findings, college students, particularly Millennials, represent an influential consumer segment. Carpio (2022) recommended that future researchers include professionals, mothers, and other market segments engaged in online shopping as respondents. To address these limitations, this study focused on Millennial Professionals to gain insights into online shopping behavior across diverse consumer segments.

Price discounts are a key driver of consumer behavior in online shopping. For instance, price sensitivity factors employed by e-retailers in digital marketing, such as flash sales, loyalty programs, cash-back offers, and discounts, play a significant role in driving online fashion and apparel purchases among the digital age segment (Sambargi et al., 2022). The study conducted by Krishna et al. (2002) suggested that future studies can explore the influence of price discounts on different types of apparel items, such as dresses or suits, and products offered to different market categories, such as luxury or fast fashion products. By examining these factors, researchers can gain a deeper understanding of how the effectiveness of price discounts may vary across different product types and market segments. This research can contribute to the development of more targeted and effective discount strategies that cater to millennial professional preferences and market demands.

Jaoua et al. (2023) studied the impact of Attitudes Towards Online Shopping in strengthening the relationship between the online shopping experience and E-customer engagement. Their research recommended a deeper exploration of how Attitude Towards Online Shopping (ATOS) influences E-Customer Engagement (E-CE) by examining the cognitive and emotional processes involved in forming and changing attitudes. They suggested that future studies investigate specific beliefs, values, and emotions that impact E-CE to gain insights into enhancing customer engagement. This study included an examination of Purchase Attitude to further understand its role in shaping customer engagement behaviors.

Winell et al. (2023) examined how customers engaged with physical and virtual platforms in Swedish men's elite football during the 2021 pandemic. They recommended that future research should explore other situations with high customer engagement after the pandemic. This study focused on Buying Engagement to better understand how customers interact when making purchases. This helps uncover how buying behavior impacts customers' levels of attention, motivation to purchase, and satisfaction with their online shopping experiences.

There is a literature gap in understanding how price discounts specifically shape the preferences and buying behavior of millennial professionals in the context of online shopping for apparel. Limited research exists on the perceptions of price discounts, purchase attitudes, and their impact on buying engagement among millennial professionals. To address this limitation, this study provided valuable insights into the influence of price discounts on millennial professionals' decision-making processes, offering a deeper understanding of the connections between price discount perceptions, purchase attitudes, and buying engagement.

This research study aimed to address the gaps in the existing literature and provide valuable insights into the factors driving millennial professionals' buying behavior and engagement in online apparel shopping.

The researchers, college students in marketing management, aimed to conduct this study to gain insights into how millennial professionals engage in online shopping. The study thoroughly investigated the specific factors of price discount perception and attitude that contribute to this engagement. The results of the study benefits various stakeholders involved in online shopping.

The findings can help retailers and e-commerce businesses understand the specific preferences and engagement patterns of millennial professionals. This understanding can guide them in optimizing their online platforms and adopting their product offerings and marketing strategies to effectively attract and engage millennial professional customers. By aligning their business strategies with the needs and preferences of this consumer segment, retailers and e-commerce businesses can increase their sales and competitiveness in the online apparel market.

Marketers can also benefit from this research. The insights gained from the study can inform their marketing strategies, allowing them to effectively target and engage millennial professionals. By understanding the factors that drive millennial professionals' buying behavior and engagement, marketers can develop personalized marketing campaigns, optimize pricing tactics, and create appealing offers that make them more likely to buy.

Policymakers can use the findings to inform regulations and policies related to the online shopping industry. By understanding the dynamics of millennial professionals' engagement in online shopping, policymakers can implement measures that promote a fair and transparent marketplace, protect consumer rights, and promote a positive online shopping experience for millennial professionals. Academic and Research Community can benefit from this study's contribution to the existing knowledge base, providing valuable insights and data for future research and educational publications.

Theoretical Framework

The study incorporated three (3) important theories: Range Theory by John Volkmann (1951), the Theory of Planned Behavior by Icek Ajzen (1991), and the Uses and Gratification Theory by Katz and Blumler (1974). These theories provided a comprehensive understanding of the factors that influenced millennial professionals' behavior and engagement in online apparel shopping. By integrating these theories, the study aimed to understand the psychological processes and motivations that drove millennial professionals' decision-making and engagement in the online shopping context.

Volkmann's range theory (1951) posits that people judge prices relative to their prior experiences and the context in which they are presented. The perception of a price is influenced by the average price encountered in a category (adaptation level), comparisons to other prices (assimilation and contrast), initial impressions (anchoring and adjustment), and social factors (Osio & Orubu, 2018).

Several studies have applied this theory. One particular study from Mazumdar et al. (2005) reviewed the extensive literature on reference price,

focusing on its formation, retrieval, and influence on purchase decisions. It offers an integrative framework that considers factors such as prior purchase history and contextual moderators. Another study by Niedrich et al. (2009) applies range-frequency theory to examine how consumers construct price judgments by comparing a focal price with multiple reference prices. It shows that range-frequency price judgments offer a more comprehensive understanding of reference price effects, particularly as the distribution of reference prices becomes increasingly complex. The results suggest that these effects are stronger among coupon users and for consumers influenced by price trends, emphasizing important implications for pricing strategies and choice modeling. An article investigated how 99-ending pricing influences consumers' value perceptions and future price judgments in a memory-based context. The study found that exposure to 99-ending prices as thresholds in a comparison set significantly affects participants' evaluations of subsequent prices, particularly due to left-digit processing. This effect is moderated by consumer familiarity with the product category, demonstrating that the impact of price endings on perceived attractiveness varies based on prior knowledge. (Carver & Padgett, 2012) These studies demonstrate the broad applicability and significance of range theory, emphasizing the need to recognize the intricate interplay of factors that shape consumer price perceptions.

This theory supports that in the context of online shopping for apparel, millennial professionals are influenced by range theory when forming their price discount perceptions. This means that their perceptions of savings, quality, and value associated with a discounted price will be shaped by their prior experiences with apparel prices, the context of the online shopping environment, and their comparisons to other prices they have seen. For example, a millennial professional who has previously purchased similar apparel items at higher prices might perceive a discount as a significant savings, even if the actual discount percentage is relatively small. Conversely, if they have recently seen similar items offered at lower prices, the same discount might be perceived as less significant. Furthermore,

their perceptions of quality and value will be influenced by the brand reputation, product reviews, and visual cues presented within the online shopping platform.

On the other hand, psychology and behavior regarding consumers is one of the most interesting areas to research, and the theory that is widely used in analyzing consumer behavior is the Theory of Planned Behavior developed by Icek Ajzen (Kurniawati et al., 2023). The Theory of Planned Behavior suggests that individuals make decisions based on their attitudes, subjective norms, and perceived behavioral control, which serve as underlying influences in the decision-making process, often operating unconsciously (Sansom, 2024). According to Ulker-Demirel and Ciftci (2020), the Theory of Planned Behavior is a widely utilized and recommended theory for predicting human behavior that claims individuals are inclined to act through changes in attitude. Azjen defined attitude as an individual's positive or negative assessment of an action or object, which significantly influences their readiness to engage in purchasing behavior (Sardar et al., 2023). Advancements in technology are progressively shaping consumer attitudes and purchase decisions by influencing their assessments of products or events directed toward specific behaviors (Sardar et al., 2023; Kurniawati et al., 2023).

Many research studies have employed the Theory of Planned Behavior to explore diverse behaviors across various fields. For instance, the study of Sardar et al. (2023) utilized the Theory of Planned Behavior to analyze the predictors of actual purchase behavior in the e-commerce market in Pakistan. The study of Kurniawati et al. (2023) aimed to explore the application of the Theory of Planned Behavior in understanding consumer behavior and purchasing decisions across online and offline channels. Additionally, a study by Ulker-Demirel and Ciftci (2020) aimed to review the implementation of the Theory of Planned Behavior (TPB) in the context of tourism, leisure, and hospitality management (TLHM). These studies illustrate how the Theory of Planned Behavior can be adapted to comprehend and forecast behavior rooted in attitudes.

The Theory of Planned Behavior was utilized to examine how millennial professionals' purchase attitudes and perceived price discounts toward online

shopping influence their buying engagement. By assessing millennial professionals' attitudes toward online shopping for clothing apparel, the researchers can gain insights into their purchasing attitudes and the likelihood of engaging with discounted prices in online apps. Moreover, the Theory of Planned Behavior enables the researchers to consider the cognitive, affective, and behavioral aspects of attitude, providing a comprehensive framework for analyzing the factors influencing buying engagement among millennial professionals.

Another theory is the Uses and Gratification Theory, which comes from the work of Lazarsfeld and Stanton, who conducted research on media effects and audience motivations in the 1940s. Later, scholars such as Elihu Katz and Jay G. Blumler made significant contributions to the theory in the 1970s. They suggested that audiences have the power to choose what they find satisfying from the media (BanuNaharajan, 2018). This theory emphasizes individuals as active participants who make deliberate choices based on their specific needs, motivations, and gratifications (Blumler & Katz, 1974). According to the theory, people use media to fulfill psychological and social needs, and their selection and engagement with media are driven by the anticipated gratifications they expect to derive from the experience (Katz et al., 1973).

Numerous studies have validated the Uses and Gratification Theory in contexts such as news (Diddi & LaRose, 2006), mobile phone communication (Wei, 2008), television (Rubin, 1983), home computers (Perse & Dunn, 1998), e-learning (Mondi et al., 2007), internet collegiate sports message (Clavio, 2008), e-consumer behavior (Huang, 2008), and young adult's participation in viral social media challenges on Tiktok (Falgoust et al., 2022). These studies indicate the wide applicability and relevance of the theory in understanding media consumption and audience behavior. A specific study conducted by Moon et al. (2022) examined the relationship between social media, mobile technology, and the touristic experience. The study focused on the impact of smartphones on travel and tourism. The findings of the study revealed four motivations for tourists to use smartphones, which include social interaction, entertainment, information access, and convenience.

This research contributes to the existing evidence supporting the wide applicability and relevance of the Uses and Gratification Theory in understanding audience behavior across various contexts. Based on the example provided by BanuNaharajan (2018), an individual decides on a specific need they want to fulfill, such as personal identity. They then seek out a medium that can satisfy that need. For instance, if the person wants to try out different dishes, they may start watching cooking shows. If the cooking show satisfies their need, they will continue watching it. However, if it does not fulfill their need, they will search for other programs that can provide the desired gratification. In other terms, the audience selects a need they want to fulfill, seeks out media that can satisfy that need, and continues using it if the need is gratified.

This theory supports that in the context of online shopping for apparel, millennial professionals engage in buying activities driven by various needs and desires. Attention plays a crucial role in this engagement, as millennial professionals actively focus their attention on the online shopping platform. They direct their cognitive resources toward evaluating product displays, descriptions, and promotional messages, which influences their subsequent actions and engagement. Moreover, convenience is a significant motivation, as online platforms provide the flexibility to browse and make purchases at any time and from any location. The exploration of fashion trends drives their engagement, as it allows them to stay up-to-date with the latest styles and express their personal fashion preferences. The satisfaction derived from finding unique and personalized items further fuels their engagement, as the online shopping experience offers a wide range of options to discover one-of-a-kind pieces.

Thus, the theories helped provide concrete implications and perspectives on the factors that influence Millennial Professionals' online apparel shopping behavior, specifically focused on their price discount perceptions, purchase attitudes, and buying engagement. The findings will provide empirical evidence for the effectiveness of various price discount strategies, ultimately offering valuable

insights into the motivations and behaviors of Millennial Professionals in the online apparel market.

Conceptual framework

According to Liu et al. (2022), one of the most important factors influencing a customer's decision to buy an online product is its price. Since platform businesses earn revenue from these sales, many researchers have studied the best way to set prices for products. Considering that customers tend to buy fewer items when prices are higher, pricing is believed to have a significant influence on consumer buying behavior. Products that are priced below the standard price, on the other hand, are predicted to sell in greater quantities (Zhao et al., 2021). Price has always been the main determinant of millennial professional preference. More importantly, price is an integral aspect of a business's entire value proposition as it helps to generate customer value and build customer relationships (Suyanto & Dewi, 2023).

Due to consumers' growing awareness of ways to avoid paying more, discounts have become a common way for many businesses to sell goods and services. The emotional reaction to promotions, whether they are missed, purchased, or seen, contributes to the impact of price discounts. As described by Lee and Chen-Yu (2018), price discounts are widely used marketing tactics that attract consumers with added value or incentives, ultimately encouraging them to make immediate purchases of the promoted products. Price discount perception plays a vital role in shaping millennial professional purchase attitudes and engagement towards e-commerce, influencing their decision-making process. Consumers' perceptions encompass their understanding, beliefs, and attitudes towards online shopping platforms (Sambamoorthi, 2023).

Price discount perception refers to how millennial professionals perceive and interpret the value and significance of a price reduction or discount offered on a product or service (Bennett, 2022; Jee, 2021). It involves their understanding and evaluation of the savings they can obtain through the discount. It focuses on the consumer's perception of the discount itself and how it influences their perception of the product or service (Buric, 2022).

For example, ASOS, a popular online fashion retailer, frequently offers price discounts and promotions on their apparel products. They provide percentage-based discounts or limited-time sales, targeting individuals who are looking for trendy and affordable clothing options. Similarly, Zara, another well-known fashion brand, utilizes price discounts and promotions to attract customers to their online apparel offerings. They have seasonal sales, clearance events, or limited-time discounts on specific product categories (Zara, 2024). Additionally, H&M, a globally recognized fashion retailer, employs price discounts and promotions to target customers. They offer regular sales events, such as "Black Friday" or "End of Season," where customers can enjoy significant discounts on apparel items.

The examples indicate how online fashion retailers like ASOS, Zara, and H&M use price discounts and promotions to shape individuals in the context of online apparel shopping. These discounts create an incentive for customers to engage in online shopping, influencing their purchase attitude and driving their buying engagement on these platforms. This implies that the emotional response to price discount perceptions plays a significant role in shaping millennials' attitudes and engagement in online shopping (Lee & Chen-Yu, 2018). Meanwhile, price discount perception can be influenced by factors such as perceived savings, perceived quality, and the perceived value of the product (Krishna et al., 2002).

Perceived savings refers to the consumer's subjective perception of the amount of money they believe they are saving through the discounted price. It is the individual's understanding and evaluation of the monetary benefit gained from the discount in comparison to the original price (Büyükdag et al., 2020). It focuses on the consumer's perception of the actual money saved as a result of the discount. In practice, consumers need to save, and they actively seek savings on everything, especially essential items (Tilley, 2021).

Jonah Berger's research on the perception of different types of discounts provided insights into how consumers perceive and evaluate savings (Ciccarelli, 2021). According to his findings, a percentage discount is more appealing to consumers for items priced under \$100. For example, offering a 10% discount on a

\$50 sweater sounds more attractive to buyers than giving them a \$5 discount, even though both discounts have the same value. Berger explained this phenomenon through the principle of framing in psychology. A percentage discount on a lower-priced item creates the perception of a larger discount compared to a few dollars off. However, buyers of higher-priced items need to see a substantial amount of money being deducted from the original price to feel a sense of significant savings.

Furthermore, modern research indicated that online shopping leads to increased bulk purchases and stockpiling behavior among customers, resulting in significant savings (Pozzi, 2013). This suggests that online shoppers can save money by taking advantage of lower prices per unit on bulk and discounted items. These findings imply the importance of consumers' perception of savings and how different discount strategies can influence their perception of the actual money saved.

Perceived quality is the subjective evaluation of the product or service's quality. Various factors, including brand reputation, product features, and personal experiences, influence it. For example, positive reviews and a reputation for durability can contribute to a higher perceived quality. Montgomery (2022) discusses the perceptions and motivations of Gen Z and Millennials towards sustainable products, indicating that both generations have a high inclination towards purchasing sustainable products. This suggests that millennials' perceptions of quality extend beyond traditional factors and encompass sustainability considerations. Urrutia (2023) emphasized that customer perception of quality is what drives purchases, indicating the significance of this factor when developing an effective marketing plan. Perceived quality often influences purchases because consumers may not always have the technical expertise to judge a product objectively. The significance of this perception in shaping the brand's image highlights the need for constant improvement in the perceived quality of goods and services.

Perceived value, on the other hand, refers to how a customer evaluates the benefits and overall worth of a product in relation to its cost (Kopp, 2020). This

perception of value plays a crucial role in marketing, as consumers are willing to pay more for products they believe are worthwhile. Conversely, if a product is perceived as lacking in value, consumers may hesitate to purchase it or only be willing to pay a reduced price. For instance, if a customer is seeking a handbag to complement a luxury dress, they may be disinclined to purchase one priced significantly lower or higher than the dress, as it may be perceived as inferior or overpriced (Liza, 2022). By considering these variables and understanding the perceptions of millennial professionals, businesses can adapt their marketing strategies to align with millennial preferences and needs. This knowledge is crucial for effectively meeting their expectations and influencing their purchasing decisions (Ciccarelli, 2022).

Similarly, analyzing millennials' attitudes is another factor that influences their level of engagement with online shopping. Recent focus in e-commerce has centered on researching consumers' attitudes and behaviors toward online shopping, as understanding these attitudes provides insights into individuals' preferences and behaviors (Ho, 2013).

Purchase attitude, as defined by Rind et al. (2022), is a reflection of an individual's inner thoughts and feelings that indicate whether one perceives to be at an advantage or disadvantage regarding making purchases through online shopping. Attitude, shaped by factors like interest, status, belief, environment, norms, and values, comprises three components: cognitive (opinions and traits), affective (emotional responses), and behavioral (responses or actions) (Offor & Onyemelukwe, 2022; Ho, 2013; Alhamad et al., 2023). In particular, attitudes serve as an essential link between the characteristics of the consumer's background and their consumption patterns, meeting their needs (Ho, 2013).

The cognitive component of attitude, as described by Haddock and Maio (2019), is the beliefs, thoughts, and attributes that an individual associates with an attitude object. According to Alhamad et al. (2023), attitudes are often influenced by how individuals perceive things, especially when they do not have much information about a topic. Research has revealed that individuals who exhibit a high

need for cognition need to seek out additional information and deliberate more thoroughly before concluding (Haddock & Maio, 2019). While attitudes can be intentionally formed in response to certain things, they usually develop naturally and without deliberate thought. Increasing customer attitudes has a positive effect on buying interest, and the primary measure that shows how confident customers have in the brand influences higher buying interest is trust in the brand (Kuncoro et al., 2023).

The *affective* component of an attitude refers to the emotional response of an individual's experience towards a certain object or situation (Mcleod, 2023). An important factor that might influence a customer's decision in the selection process is the emotional response a person has toward the product or service (Malik et al., 2023). For instance, individuals typically react positively when they feel good about a certain object and negatively when they feel unpleasant about that certain object (Langford et al., 2023).

The *behavioral* component, as defined by Mcleod (2023), is the manner in which an individual acts or behaves toward a person, thing, problem, or circumstance in accordance with their attitude. The positive affective and cognitive states that are associated with the enjoyment of shopping may be evident in a variety of approach behaviors, such as actual purchasing activity, time spent in the store, and unplanned purchases (Barnard & Menoe, 2020). Millennials perceive the marketing stimuli variedly. They form their opinions and beliefs about products, brands, prices, stores, and retailers, as well as the advertisements and promotional messages they encounter. These perceptions play a significant role in shaping their attitudes and behaviors towards these factors (Jyosthna, 2020).

In online shopping, engagement refers to the establishment of a strong relationship between a company and its customers that extends beyond mere transactions (Miller, 2023). It indicates the significance of building a lasting connection with customers, promoting loyalty, and encouraging repeat business. This relationship goes beyond individual purchases and involves continuous interaction and involvement with the brand. In addition, Qualtrics (2024) defines

customer engagement as the level of connection a customer has with a brand, which can be strengthened or weakened with each interaction. It shows the significance of every interaction between the customer and the brand in shaping the level of engagement. Each interaction, whether it is browsing products, making a purchase, or receiving customer support, contributes to the overall engagement level.

Buying engagement refers to a business communication connection between a customer and an organization through various channels of correspondence. It creates an emotional connection between a customer and a brand. According to Gupta et al. (2020), highly engaged customers are found to buy more, promote more, and demonstrate higher loyalty. In the context of online shopping for apparel, it refers to the involvement and interaction of individuals with an online shopping platform (Mehta, 2023; Zhang et al., 2018). The indicators, according to Balansag et al. (2021), include attention, motivation, and satisfaction.

Attention refers to the level of focus and interest individuals give to the online shopping platform. It can be measured by factors like the time spent on the platform, the number of pages viewed, or the frequency of visits. According to Mofokeng (2021), consumers place immense importance on the completion of online transactions and the delivery of products. This emphasizes the importance of getting and keeping their attention during the online shopping experience. In the article of Lim et al. (2016), it is mentioned that the convenience of online shopping has made it an emerging trend among consumers, particularly Gen Y. This indicates the importance of capturing and maintaining the attention of millennial professionals to drive engagement.

Motivation reflects the internal drive or desire individuals have to engage with the platform and make purchases. Factors like product relevance, personal needs, or promotional offers can influence it. A study by Mir (2021) emphasizes the role of self-escapism as a crucial hedonic motivation for engaging in online shopping. According to the study of Adaji et al. (2020), different motivations drive individuals to engage in online shopping. Convenience shoppers are motivated by the time and effort-saving aspects of online shopping. Variety seekers are motivated

by the opportunity to explore different brands and products from multiple stores. Balanced buyers are motivated by the ability to access and explore product details online, and they typically plan their purchases. Store-oriented shoppers are motivated by social interaction and the desire for immediate acquisition of purchased goods. This supports the understanding that motivation plays a crucial role in driving millennial professionals' engagement with online shopping. Different motivations, such as convenience, variety, balanced approach, and social interaction, can influence how millennial professionals perceive and engage with online shopping platforms, including their attitudes toward price discounts and engagement levels.

Satisfaction measures the level of contentment and fulfillment individuals experience with their online shopping experience, including factors like product quality, customer service, and overall shopping process. Online marketing research indicates that consumers choose to shop online due to the variety of products and reliable delivery options, leading to greater website satisfaction, more positive attitudes towards online shopping, and increased loyalty to online stores (Mofokeng, 2021).

In conclusion, businesses can be successful in the world of online shopping and build strong connections with millennial professionals by understanding what they like and want. By recognizing the products, services, and experiences that appeal to millennial professionals, businesses can customize their offerings to meet their specific needs. This approach creates a feeling of connection and loyalty, which ultimately leads to long-term engagement and customer satisfaction. By offering discounts and understanding the preferences of millennial professionals, businesses can create effective marketing strategies. This study provides a starting point for more research on online shopping and how millennial professionals engage as consumers. By comprehending how price discount perceptions and attitudes affect the engagement of millennial professionals, businesses can adjust their methods to make people think positively about their products, which, in turn, will increase the chances of purchasing more.

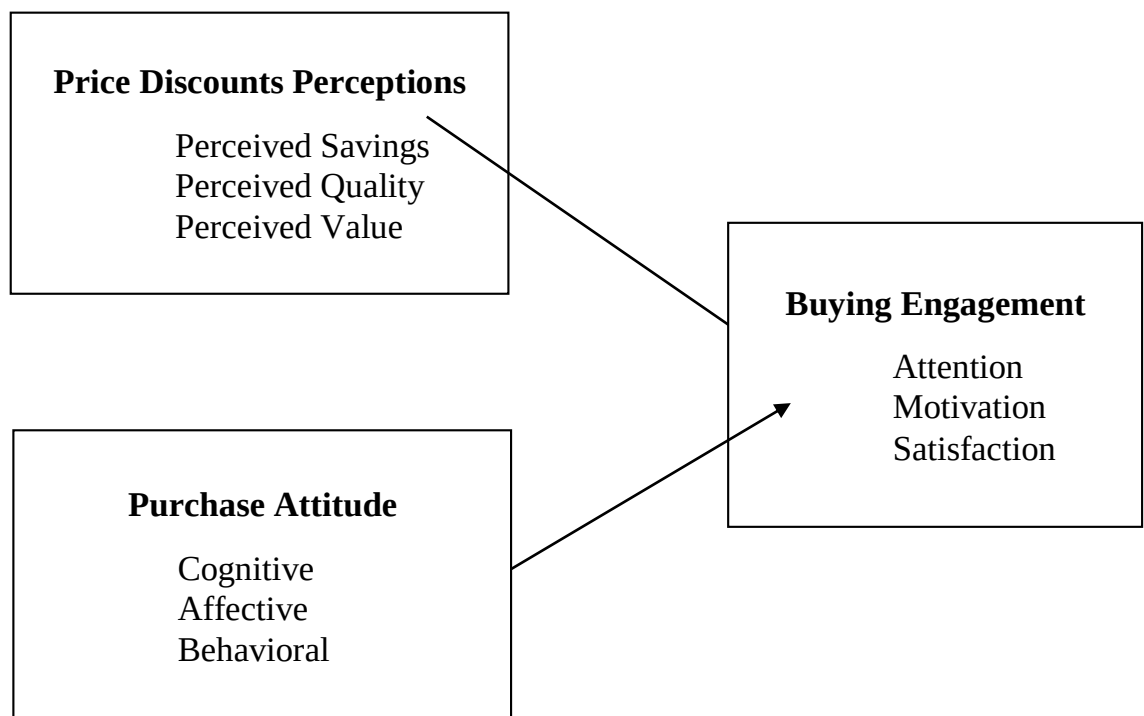


Figure 1. Schematic Diagram of the Study

Statement of the Problem

This study explored the relationship between online shopping platforms' price discount perceptions, attitudes, and engagement. Specifically, this study sought to answer the following research questions:

1. What is the demographic profile of the respondents in terms of sex, educational background, income, civil status, occupation, and position?
2. What is the level of price discount perceptions in terms of perceived savings, perceived quality, and perceived value?
3. What is the level of millennial professionals' purchase attitude for online shopping apparel in terms of cognitive, affective, and behavioral?
4. What is the level of working professionals buying engagement in terms of attention, motivation, and satisfaction?
5. Is there a significant relationship between online shopping price discounts and working professionals buying engagement?
6. Is there a significant relationship between working professionals' purchase attitude for online shopping apparel and their buying engagement?

Null Hypotheses

HO₁: There is no significant relationship between online shopping price discounts and working professionals buying engagement.

HO₂: There is no significant relationship between working professionals' attitude toward online shopping apparel and their buying engagement.

Significance of the Study

Studies have specifically looked at how millennial professionals view and react to price discounts in the context of online buying, despite the fact that many have looked into how these discounts affect consumer behavior. As digital natives, millennials make up an important portion of the e-commerce business, but little is known about their attitudes and actions regarding discounts and the value of goods. By examining the connection between discounts, perceived value, and millennial professionals' purchasing behavior, this study seeks to close that gap. Price reductions can influence consumer perception by highlighting savings and raising perceived value, according to earlier studies (Krishna et al., 2002). Nonetheless, this survey offers a targeted examination of millennial professionals, a group with different preferences and buying habits. The findings of this study can assist companies, especially digital businesses, in understanding the factors that influence millennial buyers' decisions to buy. Additionally, marketers can use it as a guide for developing tactics that give significant discounts without sacrificing the quality and value of the product. It also adds to the body of knowledge by emphasizing how price perceptions affect contemporary consumer interaction. In order to ensure a better understanding of millennial purchase behavior and the effects for online shopping practices, the study fills this research gap and provides useful insights for firms, politicians, and future academics.

RESEARCH METHODOLOGY

Design

The research utilized a descriptive-correlational design. A descriptive research approach seeks information systematically in order to explain a phenomenon, situation, or population. It involves gathering data accurately and does not attempt to manipulate variables (Cornell, 2024). Subsequently, correlational research is a non-experimental approach to studying the relationship between two variables using statistical analysis. It examines the correlations between variables without the researcher modifying or altering any of them (Devi et al., 2023). The descriptive-correlational design described the variables and measured the extent of the relationships that occurred among the variables. The data was collected using a survey questionnaire that could be analyzed to identify the correlation between the variables of interest. Therefore, the design was appropriate for the study since it described and assessed the relationship between price discount perceptions, purchase attitude, and buying engagement among millennial professionals in the context of online shopping for apparel.

Locale of the Study

The study was conducted in one of the universities in Ozamiz City, Misamis Occidental. This institution comprised 11 colleges and a graduate school. It offered 56 academic programs, from undergraduate to graduate levels, and 22 of these programs had been submitted voluntarily to accrediting agencies (Carpio, 2024). In addition to its academic offerings, the university's faculty and staff comprised a diverse group of professionals representing various fields of expertise. Consequently, the target population for this study consisted of 179 millennial professionals working at the university.

Respondents

According to the Raosoft Calculator, the sample size for the study was 123 Millennial Professionals. However, there were only 103 Millennial Professionals at a prestigious university in Ozamiz City who were qualified and selected through a

convenient sampling technique, a method where participants were intentionally chosen based on specific criteria. To qualify as respondents, individuals had to meet the following criteria: [1] they must belong to millennial generation (born between 1981 and 1996, with an age range of 28 to 43 years); [2] they must be working professionals or hold a license in their working professions; [3] they must be proficient and actively engaged in online shopping apparel; [4] they made at least three online apparel purchases in the last three months; and must have informed consent to participate in the study. However, if the Professionals do not meet the established criteria, they will be excluded as research respondents.

Data Gathering Instrument

The research instrument consisted of a questionnaire in both physical and online formats, with four parts. Part I focused on gathering demographic data, including respondents' sex, educational background, income, civil status, occupation, and position. Parts II, III, and IV contained questions on price discount perceptions, purchase behavior, and buying engagement.

A. Demographic Profile Questionnaire: This researcher-made multiple-choice questionnaire consisted of five constructs: Sex, Educational Background, Income, Civil Status, Occupation, and Position (see Appendix A).

B. Level of Perceptions on Price Discounts Questionnaire: This questionnaire was adapted from Royanda and Hidayat (2024). It was a four-point Likert scale ranging from strongly agree to strongly disagree. It assessed Perceived Savings, Perceived Quality, and Perceived Value with ten indicators (see Appendix B).

In determining the level of perceptions on price discounts among millennial professionals in online shopping apparel, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

C. Level of Purchase Attitude Questionnaire: This questionnaire was adapted from Bujruk (2021). This four-point Likert scale questionnaire evaluated Cognitive, Affective, and Behavioral constructs with 15 indicators. It measured millennial professionals' purchase attitudes toward online shopping apparel (see Appendix C).

In determining the level of purchase attitude among millennial professionals in online shopping apparel, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

D. Level of Buying Engagement Questionnaire: This questionnaire was adapted from Mkumbo et al. (2020), Aycock (2021), and Tao Tao (2019). This four-point Likert scale questionnaire measured the three (3) constructs, namely, Attention, Motivation, and Satisfaction. It included 18 indicators adjusted to align with the study's objectives (see Appendix D).

In determining the level of buying engagement among millennial professionals, the following scale was used:

Responses	Continuum	Interpretation
4- Strongly Agree (SA)	3.25-4.0	Very High (VH)
3-Agree (A)	2.50-3.24	High (H)
2-Disagree (D)	1.75-2.49	Low (L)
1-Strongly Disagree (SD)	1.0-1.74	Very Low (VL)

Data Gathering Procedure

The researchers consulted with the research advisor and obtained an authorization letter from the Dean of the College of Business and Management before conducting the study. The questionnaires were distributed upon receiving authorization. Data collection occurred both in-person and online, utilizing platforms such as Facebook, Messenger, and Google Forms to engage with chosen millennial professionals. Before distributing the questionnaires, the researchers ensured that the respondents had received the consent letter before answering the survey to allow for interaction. Following the survey completion, the researchers retrieved the questionnaires and utilized statistical methods to count, evaluate, and analyze the information gathered. The findings were presented clearly and concisely, using tables, charts, and graphs to illustrate the results. The interpretation of the data involved identifying trends, patterns, and significant findings that contributed to a deeper understanding of millennial professionals' perceptions, attitudes, and engagement in online shopping for apparel in Ozamiz City, Misamis Occidental.

Statistical Treatment

The following statistical tools were used in analyzing and interpreting the data collected in this study:

Frequencies and Percentages were used to determine and count the demographic profile of the respondents.

Pearson Correlation Coefficient was used to identify the extent of the relationship among the variables: Price Discount Perception, Purchase Attitude, and Buying Engagement.

Mean and Standard Deviation were used to measure price discount perception, purchase attitude, and buying engagement.

Ethical Consideration

Before conducting the study, approval from the Misamis University Research Ethics Board (MUREB) was sought to conduct the study accordingly. Participation in this research was purely voluntary. Participants had the right to refuse participation at any given time and change their minds after initially accepting the terms of participation and signing the consent form. Informed consent was given to the respondents to ensure they were introduced to the objectives and voluntary participation of the study. There was no penalty for refusing or withdrawing participation in this study, which did not affect any relationship with the researcher. Respondents were entitled to review any information they provided and omit part or all the recorded information during the study and upon declining or withdrawing participation.

Moreover, a consent letter was provided to allow the respondents of legal age to understand the valuable information they needed. This information included the benefits, implications, and institutional approval of participating in the study prior to agreeing or disagreeing to answer the interview questions and participate in this study. Complete anonymity was strictly adhered to protect the privacy and confidentiality of the personal information of the respondents who agreed to participate in this study. Therefore, their names were kept confidential from the readers and were replaced by numbers (e.g., Respondent 1; Respondent 2, etc.) to represent their answers regarding their perceptions on price discounts, purchase attitude, and buying engagement towards online shopping apparel. Proper credits were given, credible and reliable sources were used, results were made transparently, and research reports and information were interpreted properly and accurately. This research upheld integrity and institutional credibility for an ethically right and acceptable research study.

RESULTS AND DISCUSSIONS

Respondents' Demographic Profile

Table 1 presents the sex of the respondents, with 31 (30.10%) male and 72 (69.90%) female. In terms of educational background, 63 (61.17%) respondents hold a Bachelor's Degree, 32 (31.07%) hold a Master's Degree, and 8 (7.77%) hold a Doctorate Degree. Regarding income, 8 (7.77%) earn below PHP 10,000 per month; 12 (11.65%) earn PHP 10,001 to PHP 15,000 per month; 48 (46.60%) earn PHP 15,001 to PHP 25,000 per month; 27 (26.21%) earn PHP 25,001 to PHP 35,000 per month; 3 (2.91%) earn PHP 35,001 to PHP 45,000; and 5 (4.85%) earn above PHP 45,000 per month. Civil status shows that 50 (48.54%) are single, and 53 (51.46%) are married. All 103 (100%) respondents are employed in the private sector. The gathered data shows the position of respondents regarding their occupation with 39 (37.86%) entry-level employees, 46 (44.66%) mid-level employees, 12 (11.65%) senior-level employees, 5 (4.85%) managers, and 1 (0.97%) is an executive.

The findings show that most millennial professional shoppers were females who engage in online shopping for apparel. The typical reason they participate in such activity includes the convenience and accessibility of online platforms, which allow them to browse and purchase items without the constraints of time and location. Additionally, the high educational attainment among respondents suggests that these shoppers are likely to be informed consumers, valuing quality and brand reputation in their purchasing decisions. The diverse income levels indicate that while a significant portion of respondents falls within the mid-range income bracket, there is still a presence of shoppers across various financial backgrounds, which may influence their choices regarding price sensitivity and shopping habits. Moreover, the nearly even split between single and married respondents reflects differing priorities and shopping behaviors, with singles potentially focusing more on fashion trends while married individuals prioritize practicality. Importantly, all respondents are employed in the private sector, with a notable concentration in mid-

level positions. This suggests that Millennial Professionals are advancing in their careers, which may correlate with increased disposable income and a greater inclination to invest in quality apparel.

This research supports the findings of Aggarwal (2024), who found that most online shoppers in Dehradun, India, were female. Female shoppers are often drawn to online shopping because of its convenience and wide selection of products. Aggarwal's study also found that most respondents were postgraduates, which contrasts with the present findings, showing that millennial professional shoppers mostly hold bachelor's degrees. This suggests that the educational backgrounds of online apparel shoppers may vary depending on location and target audience. Furthermore, Aggarwal (2024) found that millennial shoppers in Dehradun earned up to 25,000 rupees per month. This aligns with the results of this investigation, which show that most shoppers' income ranges from PHP 15,001 to PHP 25,000 per month. This suggests that millennial shoppers in both studies exhibit a similar income range, indicating that this demographic group is a significant target market for online apparel retailers.

The research contradicts a study by Komalavalli and Dhanalak that found most respondents in Chennai, India, were married. The present study shows that there were relatively high numbers of single millennial shoppers. This indicates that the marital status of online apparel shoppers may vary depending on location and cultural context. In some cultures, marriage may occur at a younger age, while in others, people may choose to delay marriage or remain single for longer periods. The Philippines typically has a younger median age at marriage compared to India. Another reason for the difference might be the target audience of each study. Komalavalli and Dhanalakshmi (2022) focused on working women with an age range that falls under Generation Z, while this analysis focused on Millennial Professionals. This implies that Millennial Professionals were more likely to be single due to their focus on career advancement and personal goals.

In Aggarwal's (2024) study, respondents were mostly self-employed, which contrasts with the results of this analysis that reveal all respondents are private

employees. This indicates that the employment status of online apparel shoppers may vary depending on the specific population being studied. This analysis focuses on a private university, which reflects a higher concentration of private employees. The analysis also supports another study from Langdon (2022) that found that most respondents who work in college communities were in mid-level positions, which aligns with the findings of this research. This implies that the career level of online apparel millennial shoppers in college communities may be consistent across different studies, indicating that this demographic group represents a significant target market for online apparel retailers.

The study highlights the diverse characteristics of millennial professional apparel shoppers. While female shoppers dominate the online apparel market, this group's educational attainment varies significantly across locations. The income levels of millennial shoppers appear to be consistent across studies, signifying a strong potential for targeting this demographic. However, the employment status and career levels of these shoppers can vary considerably depending on the specific population being studied, indicating the need for tailored marketing strategies that consider the unique characteristics of different communities and workplace environments.

Table 1: Respondents' Demographic Profile (n=103)

	Category	Frequency	Percentage
Sex			
	Male	31	30.10
	Female	72	69.90
Educational Background			
	Bachelor's Degree	63	61.17
	Master's Degree	32	31.07
	Doctorate Degree	8	7.77
Income			
	Below Php. 10,000	8	7.77
	Php. 10,001 – Php. 15,000	12	11.65
	Php. 15,001 – Php. 25,000	48	46.60
	Php. 25,001 – Php. 35,000	27	26.21
	Php. 35,001 – Php. 45,000	3	2.91
	Above Php. 45, 000	5	4.85
Civil Status			
	Single	50	48.54
	Married	53	51.46
	Separated	0	0
	Widowed	0	0
Occupation			
	Private Employee	103	100.00
	Public Employee	0	0.00
	Self-Employed	0	0.00
Position			
	Entry-level	39	37.86
	Mid-level	46	44.66
	Senior-level	12	11.65
	Managerial	5	4.85
	Executive	1	0.97

Level of Price Discount Perception

Table 2 presents the level of price discount perception among Millennial Professionals in online shopping. The findings indicate a high overall level of price discount perception among the group ($M = 2.89$, $SD = 0.51$). Millennial Professionals also demonstrate a high level of perceived savings, with a mean of 3.01 and a standard deviation of 0.56. Furthermore, their perceived quality of online apparel is high, with a mean of 2.75 and a standard deviation of 0.52. Finally, Millennial Professionals show a high level of perceived value, with a mean of 2.92 and a standard deviation of 0.45.

The findings indicate that Millennial Professionals have a high level of awareness of price discounts in online apparel shopping. This signifies that they are actively seeking bargains and are motivated by the potential for savings. The high perceived savings score emphasizes their inclination to prioritize financial benefits when making purchases. Additionally, the high perceived quality score indicates that these consumers value the quality of the apparel they buy, implying that they are discerning shoppers who consider both cost and product standards. Furthermore, the high perceived value score shows that Millennial Professionals assess the overall worth of their purchases, considering price, quality, and savings. Importantly, the study reveals a significant difference in the standard deviations for perceived savings and perceived value. The high standard deviation for perceived savings signifies how much of a bargain a price discount represents. In contrast, the low standard deviation for perceived value indicates a more consistent understanding of what constitutes good value, with shoppers generally aligning on the importance of quality and price. This indicates that they are likely to be loyal customers when they perceive that online apparel offerings deliver strong value, making it essential for retailers to effectively communicate these attributes in their marketing strategies.

The study supported the Range Theory by Volkmann (1951), which emphasizes the importance of reference prices. The theory states that when consumers see a discounted price, they often compare it to a reference price they

have in mind. This reference price might be a previous price for the item, a competitor's price, or even a general sense of "fair" pricing for that type of product. Additionally, the study supported several studies from numerous researchers. One of these states is that the perceived savings arise from the difference between the discounted price and this reference price (Laval & Noiraut, 2016).

Moreover, Volkmann's theory emphasizes that individuals' perception of price is influenced by a combination of factors, including reference prices, perceived value, and perceived quality (Laval & Noiraut, 2016). In this study, the high perceived quality indicates that Millennial Professionals are discerning shoppers who value quality alongside price. This aligns with the Range Theory, as the consistent choice of online apparel they perceive as high quality significantly reinforces their belief that quality is a key factor in determining value. Furthermore, the high perceived value indicates that Millennial Professionals assess the overall worth of their purchases, considering price, quality, and savings. This aligns with the Range Theory because their frequent engagement in evaluating online apparel based on these factors reinforces their belief that good value is important to them. Customer satisfaction and future purchase intentions were strongly influenced by their perception of price (Osio & Orubu, 2018). These findings imply that Millennial Professionals are not simply driven by price alone but rather by a more nuanced understanding of value that incorporates quality and savings. This emphasizes the importance of online retailers effectively communicating the value proposition of their products, highlighting both price and quality to appeal to this discerning target market.

The research study significantly highlights the role that price discount perception, perceived savings, perceived quality, and perceived value play in the online apparel shopping behaviors of Millennial Professionals. This demographic is not only aware of price discounts but actively seeks them out, prioritizing financial benefits while also valuing quality in their purchases. This nuanced understanding of value indicates that Millennial Professionals assess their shopping choices based on a combination of price, quality, and savings.

Table 2: Level of Price Discount Perception (n=103)

Constructs	M	SD	Interpretation
Perceived Savings	3.01	0.56	High
Perceived Quality	2.75	0.52	High
Perceived Value	2.92	0.45	High
Overall Level of Price Discount Perception	2.89	0.51	High

Note: Price Discount Perception Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Purchase Attitude

Table 3 presents the level of Purchase Attitude among Millennial Professionals in online shopping. According to the findings, the overall level of purchase attitude is high among this group (M = 3.07; SD = 0.46). Millennial professionals show a very high level of cognitive attitude, with a mean of 3.37 and a standard deviation of 0.46. Their affective attitude indicates a high level, with a mean of 2.88 and a standard deviation of 0.49. Lastly, millennial professionals exhibit a high level of behavioral attitude, with a mean of 2.97 and a standard deviation of 0.43.

The mean and standard deviation data provide insights into Millennial Professional purchase attitudes regarding cognitive attitude, affective attitude, and behavioral attitude. The high mean scores across these categories, along with the low standard deviations, imply a strong and consistent pattern of positive attitudes toward purchasing. Notably, the standard deviations reveal interesting nuances within these positive attitudes. The findings show that millennial professionals have a high purchasing attitude in their cognitive attitude, which indicates that they are well-informed or have a firm grasp of the product's features or benefits. The low standard deviation in cognitive attitude suggests a high degree of consistency in this knowledge and understanding across the millennial professional demographic. Millennial professionals have a high level of affective attitude, meaning that most people have good feelings about the product they have purchased, although these

feelings are not as strong as their cognitive beliefs. However, the relatively high standard deviation in affective attitude indicates a wider range of emotional responses to the product, with some individuals experiencing stronger positive feelings than others. Lastly, the behavioral attitude of millennial professionals is also a high indicator, meaning that most people are likely to do something, like think about it or buy it, even if their actions are not as solid as their knowledge. The low standard deviation in behavioral attitude suggests a high degree of consistency in their willingness to act on their positive attitudes. The contrasting standard deviations between affective attitude (high) and behavioral attitude (low) are particularly noteworthy. The findings imply that marketers can effectively target millennial professionals with campaigns that highlight product benefits and features, knowing that their positive feelings will likely translate into consistent purchasing behavior.

The research study supported the Theory of Planned Behavior, proposed by Icek Ajzen in 1991. Moreover, numerous studies aligned with the theory were further proved in this study. The theory states that behavioral intention is shaped by attitude, perceived behavioral control, and subjective norms (Rafiq et al., 2018). This indicates that their decision to buy online is intentional. Similarly, in agreement with Mandelli and Javornik (2012), who studied how millennials felt about digital purchases and used the Theory of Planned Behavior to demonstrate how peer pressure and internet reviews impact buying decisions, millennials' purchasing decisions are influenced by positive reviews from previous customers and peer influence from trusted friends, coworkers, and social media followers. Positive reviews increase their likelihood of making a purchase, while negative reviews can cause hesitation. The number of interrelated reasons is likely responsible for the high interpretation of cognitive, emotional, and behavioral attitudes among millennial professionals. Compared to earlier generations, millennials spend more money, but they are less brand loyal. This could be due to the increased exposure of price promotions.

Along with matching their personalities, lifestyles, and social and communal beliefs, they also search for brands and items. Companies utilize brands to convey their beliefs, convey their persona, and build pictures (Baltaci, 2013). Millennial professionals are affected by cognitive, affective, and behavioral attitudes when purchasing online.

The cognitive attitude, affective attitude, and behavioral attitude play an important role in the online apparel shopping attitude of millennial professionals. The level of purchase attitude is dependent on the personal intention of the millennials, either to buy online or in a traditional way. Therefore, understanding millennial professionals' purchase attitudes involves assessment of their purchasing decisions based on the positive feedback they have heard from peers and colleagues.

Table 3: Level of Purchase Attitude (n=103)

Constructs	M	SD	Interpretation
Cognitive Attitude	3.37	0.46	Very High
Affective Attitude	2.88	0.49	High
Behavioral Attitude	2.97	0.43	High
Overall Level of Purchase Attitude	3.07	0.46	High

Note: Purchase Attitude Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Level of Buying Engagement

Table 4 presents the level of buying engagement among millennial professionals in online shopping. According to the findings, the overall level of buying engagement is high among this group (M = 2.91; SD = 0.53). Millennial professionals demonstrate a high level of attention, with a mean of 2.83 and a standard deviation of 0.58. Motivation is also indicated as high, with a mean of 2.88 and a standard deviation of 0.53. Lastly, millennial professionals exhibit a high level of satisfaction, with a mean of 3.02 and a standard deviation of 0.53.

Millennial Professionals demonstrate a strong and consistent pattern of positive buying engagement regarding attention, motivation, and satisfaction. This is evident in the consistently high mean scores across these categories, along with the consistently low differences between the standard deviation scores. Based on these findings, millennial professionals demonstrate a high level of involvement in the purchasing process, emphasizing attention, motivation, and satisfaction. This illustrates three key aspects of buyer behavior: attention, motivation, and satisfaction. It also reveals the degree to which consumers are focused when making decisions about what to buy. The scores indicate that millennial professionals are generally paying good attention, feel driven to make a purchase, and are mostly satisfied with what they buy. Millennial professionals are highly engaged during the buying process, meaning they are interested and mostly happy with their decisions, but there is still potential to improve their overall experience. However, the standard deviations highlight potential areas for improvement.

Meanwhile, the higher standard deviation in attention suggests a wider range of focus levels among millennial professionals. This indicates that some individuals pay significantly more attention to the purchasing process than others. Conversely, the low standard deviation in satisfaction suggests a high degree of consistency in their overall happiness with their purchases. These findings indicate that marketers should focus on strategies that capture and maintain the attention of millennial professionals, recognizing that their levels of focus can vary.

The high level of buying engagement establishes a supporting link with the Uses and Gratification Theory by Katz and Blumler in 1974. According to Barton (2013), high levels of attention are evident when millennials impact other consumers' and prospective customers' purchases through their offline and online feedback. They also assist in defining the brand itself. The internet, social media, and mobile devices amplify the influence of millennials. In addition, Parment (2013) supported the idea that millennials' high levels of motivation in the workplace translate to their shopping habits. The study demonstrates the high level of motivation that millennials have in their professional lives and how this translates

to their shopping patterns. It also shows that millennials, especially professionals, are inspired to engage with brands that reflect their ambitions, personal objectives, and work-life integration. This highlights that millennials are driven to interact with businesses that align with their aspirations, personal objectives, and integration of work and life, particularly those who are employed.

Millennial professionals demonstrate a high involvement in the purchasing process, emphasizing attention, motivation, and satisfaction. It indicates that millennial professionals are generally paying good attention, feel driven to make a purchase, and are mostly satisfied with what they buy. Millennial professionals are highly engaged during the buying process, which indicates in this study that they are interested and mostly happy with their decisions.

Table 4: Level of Buying Engagement (n=103)

Constructs	M	SD	Interpretation
Attention	2.83	0.58	High
Motivation	2.88	0.53	High
Satisfaction	3.02	0.48	High
Overall Level of Buying Engagement	2.91	0.53	High

Note: Buying Engagement Scale: 3.25-4.0 (Very High); 2.50-3.24 (High); 1.75-2.49 (Low); 1.0-1.74 (Very Low)

Significant Relationship between Online Shopping Price Discount and Buying Engagement

Table 5 demonstrates a significant relationship between price discounts and buying engagement in online shopping. The research findings indicate a strong positive correlation between price discounts and buying engagement, with an r-value of 0.67 and a p-value of 0.00. This indicates that there is a perfect positive correlation and statistically significant relationship between online shopping with price discounts and buying engagement.

The significant relationship between online shopping price discounts and buying engagement indicates that consumers are highly responsive to price discounts, leading to increased buying engagement. Offering price discounts online is crucial for boosting buying engagement, as it creates a sense of urgency that encourages first-time customers to make a purchase. By offering discounts, businesses can leverage the inherent human desire to save money, which motivates customers to purchase.

The researchers reject the study's null hypothesis, which denotes that there is no significant relationship between online shopping price discounts and buying engagement. This observation aligns with the theoretical framework of Range Theory (Volkman, 1951), which posits that consumers judge prices relative to their prior experiences and the context in which they are presented. This theory emphasizes the influence of factors like adaptation level, assimilation and contrast, anchoring and adjustment, and social factors on price perception.

The study supports several related studies. Mazumdar et al. (2005) and Niedrich et al. (2009) highlighted the role of reference prices and how consumers compare focal prices with multiple reference prices to form their perceptions.

In the context of online apparel shopping, millennial professionals are influenced by Range Theory when forming their price discount perceptions (Carver & Padgett, 2012). Their perceptions of savings, quality, and value associated with a discounted price are shaped by their prior experiences with apparel prices, the online shopping environment, and comparisons to other prices they have seen. For instance, a Millennial Professional who has previously purchased similar apparel items at higher prices might perceive a discount as a significant savings, even if the actual discount percentage is relatively small. Conversely, if they have recently seen similar items offered at lower prices, the same discount might be perceived as less significant.

Furthermore, their perceptions of quality and value are also influenced by the brand reputation, product reviews, and visual cues presented within the online shopping platform. This reinforces the importance of Range Theory in

understanding how consumers form their perceptions of price discounts. By considering factors like brand reputation, product reviews, and visual cues, online retailers can leverage Range Theory to design effective discount strategies that resonate with Millennial Professionals in Ozamiz City.

Price discounts are strongly and significantly linked to increased buying engagement. Consumer behavior emphasizes the significant impact of price discounts on online purchasing decisions. Businesses should develop efficient discount schemes that not only increase sales but also foster consumer loyalty. Therefore, online retailers should prioritize the development and implementation of effective discount promotion strategies to enhance customer engagement and drive overall sales.

Table 5: Significant Relationship between Online Shopping Price Discount and Buying Engagement (n=103)

Variable	r-value	Relationship Strength	p-value	Interpretation
Online Shopping Price Discount and Buying Engagement	0.67	Perfect Positive Correlation	0.00	Statistically Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). ***Correlation is significant at the 0.01 level (2-tailed)*

Significant Relationship between Purchase Attitude and Buying Engagement

Table 6 shows the significant relationship between purchase attitude and buying engagement in online shopping. The statistical analysis shows that purchase attitude and buying engagement have an r-value of 0.64 and a p-value of 0.00. The results indicate that there is a strong and statistically significant positive correlation between purchase attitude and buying engagement in online shopping.

The significant relationship between purchase attitude and buying engagement suggests that enhancing purchase attitude can lead to increased buying engagement and sales. When consumers have a favorable attitude towards a product, they are more likely to seek out information, consider alternatives, and ultimately make a purchase decision. This is because a positive purchase attitude fosters trust, loyalty, and brand affinity, which in turn encourages customers to engage in buying behavior. By shaping purchase attitudes, businesses can influence consumer decision-making, increase purchase intent, and develop a loyal customer base.

The researchers reject the study's null hypothesis, which denotes that there is no significant relationship between purchase attitude and buying engagement. This finding aligns with numerous studies, which emphasize that purchase attitude reflects an individual's thoughts and feelings about online shopping, influenced by cognitive, affective, and behavioral components (Rind et al., 2022). The cognitive component involves beliefs and perceptions shaped by prior experiences, while the affective component encompasses emotional responses toward products and services (Offor & Onyemelukwe, 2022). A positive attitude leads to increased buying interest, often driven by trust in the brand (Kuncoro et al., 2023).

Moreover, the behavioral component highlights how attitudes manifest in actions, such as purchasing behavior and time spent engaging with a brand (Mcleod, 2023). This engagement goes beyond mere transactions, fostering a strong relationship between customers and brands (Miller, 2023). Each interaction, whether browsing or purchasing, contributes to the overall level of engagement, reinforcing the significance of positive purchase attitudes in shaping consumer behavior.

This relationship is further supported by the theoretical framework of the Theory of Planned Behavior (Ajzen), which suggests that individuals make decisions based on their attitudes, subjective norms, and perceived behavioral control (Sansom, 2024; Ulker-Demirel & Ciftci, 2020). This theory emphasizes the role of attitude as a key driver of purchasing behavior, particularly in the context of

online shopping (Sardar et al., 2023). The Theory of Planned Behavior provides a comprehensive framework for analyzing the factors influencing buying engagement, considering the cognitive, affective, and behavioral aspects that cultivate attitude (Kurniawati et al., 2023).

Focusing on strategies that foster positive purchase attitudes, retailers can strategically influence consumer behavior. Prioritize factors that build trust, enhance the online shopping experience, and cater to individual customer needs. Therefore, by understanding the drivers of positive purchase attitudes, retailers can create targeted initiatives that resonate with their customer base, ultimately leading to increased engagement and a more favorable perception of their brand.

Table 6: Significant Relationship between Purchase Attitude and Buying Engagement (n=103)

Variable	r-value	Relationship Strength	p-value	Interpretation
Purchase Attitude and Buying Engagement	0.64	Perfect Positive Correlation	0.00	Statistically Significant

Note: 1). Perfect Negative Correlation (-0.61 to -1.00), Strong Negative Correlation (-0.31 to -0.60), Moderate Negative Correlation (-0.11 to -0.30), No Correlation (0.00), Weak Positive Correlation (0.01 to 0.10), Moderate Positive Correlation (0.11 to 0.30), Strong Positive Correlation (0.31 to 0.60), and Perfect Positive Correlation (0.61 to 1.00)

2). **Correlation is significant at the 0.01 level (2-tailed)

CONCLUSIONS AND RECOMMENDATIONS

Summary

The growth of e-commerce has changed the retail industry, especially in the apparel sector. Online shopping platforms allow consumers to easily browse and buy clothes from home, leading to a wider variety of options and access to global products. Retailers have responded by using digital marketing strategies like price discounts, flash sales, and loyalty programs to attract customers in this competitive market.

Millennial Professionals, a well-educated group with significant buying power, are increasingly shopping online for apparel. However, they are often overlooked in market research, which can create a gap between what retailers offer and what these consumers want. Understanding how Millennial Professionals view price discounts is crucial for businesses. Without this knowledge, retailers risk implementing ineffective pricing strategies that fail to engage this important demographic, ultimately hindering their sales and customer loyalty. There is a clear need for more research on price discount perception and purchase attitude, which influence the buying behavior of millennial professionals.

This study entitled "Millennial Professional Online Shopping for Apparel Price Discount Perception, Purchase Attitude, and Buying Engagement" aimed to examine the connection between price discount perception, purchase attitude, and buying engagement among Millennial Professionals in the online apparel market. The data was collected from Millennial Professionals at a prestigious university in Ozamiz City. A convenient sampling technique was used to select 103 participants. Throughout the study, the collected data was tallied, evaluated, and analyzed using statistical methods such as frequencies and percentages, Pearson correlation coefficient, and mean and standard deviation. As a result, this study recognized the significant influence of price discount perception and purchase attitude on the buying engagement of Millennial Professionals in the online apparel market.

Findings

1. Millennial Professionals engaged in online apparel shopping are primarily female, well-educated, and employed in the private sector, often in mid-level positions. Their income levels vary, suggesting a range of price sensitivities. While nearly evenly split between singles and married individuals, their shopping motivations may differ, with singles potentially prioritizing fashion trends and married individuals focusing on practicality. This demographic indicates a preference for convenience and accessibility in online shopping experiences, along with a focus on quality and brand reputation.
2. Based on the findings, Millennial Professionals show a general high level of price discount perception in online apparel shopping. This indicates that they are actively seeking bargains and are motivated by potential savings. They value both quality and price, demonstrating a nuanced understanding of value that considers price, quality, and savings.
3. The findings reveal that Millennial Professionals have strong opinions and understanding of the qualities and advantages of the products they buy. They approach their purchases with confidence and knowledge. While these feelings might not be as powerful as their knowledge, they usually feel good about the purchases they have made. They are still more likely to consider or purchase a product.
4. The findings show that millennial professionals are motivated, attentive, and actively involved in their purchase decisions. While they were mostly happy with what they had chosen, brands may make the shopping experience even better for them.
5. The research found a strong, statistically significant relationship between price discounts and buying engagement in online shopping. This implies that price discounts play a crucial role in influencing the buying engagement of Millennial Professionals in Ozamiz City. These findings imply the

importance of offering price discounts as a strategic approach to enhance customer engagement and drive sales in the online retail sector.

6. The research found a strong, statistically significant, perfect positive correlation between purchase attitude and buying engagement. This implies that a positive purchase attitude leads to increased buying engagement among online shoppers. These findings underscore the significant relationship between purchase attitude and buying engagement, emphasizing the crucial role of positive attitudes in driving purchasing behavior online. Cultivating a positive purchase attitude can be a strategic approach to enhance customer engagement and drive sales in the online retail sector.

Conclusion

The researchers conclude that:

1. This demographic, characterized by a majority of female shoppers with high education levels and diverse incomes, represents a discerning and informed consumer base. They prioritize quality, convenience, and value, and their shopping motivations vary, with fashion-driven singles and practicality-focused married individuals. This suggests significant market potential for online apparel retailers. Tailored marketing strategies that effectively communicate value propositions are crucial to meeting their specific needs and enhancing their shopping experiences.
2. Millennial Professionals demonstrated awareness regarding price discounts, perceived savings, perceived quality, and perceived value when shopping for apparel online. This research indicates that they are discerning consumers who prioritize both cost and quality in their purchasing decisions.
3. Millennial professionals' affective, cognitive, and behavioral attitudes have a significant favorable impact on their attitude toward online clothing shopping. Despite their knowledge not always matching the goods, they are likely to make purchases because they are well-informed about them and

feel positive about them. Peer pressure, online reviews, and personal ambitions all have an impact on millennials' purchasing decisions. They spend more money than previous generations but are less brand loyal.

4. Millennial professionals' buying engagement in online apparel shopping displays strong attention, motivation, and satisfaction, indicating focus and drive. Attention is crucial, as millennials often influence others' decisions through social media. Motivation is linked to personal goals and values, and satisfaction is linked to brand loyalty. Tailoring marketing strategies to this generation can enhance engagement and build lasting relationships.
5. Millennial Professionals are significantly influenced to engage in purchasing behavior through discounts. Utilizing price discounts helps to enhance customer engagement, increase sales, and foster loyalty in the online retail sector. A well-planned discount strategy can boost buying engagement and contribute to the overall success of online businesses.
6. A positive purchase attitude plays a crucial role in shaping consumer behavior and purchase decisions. Fostering positive attitudes is important for driving sales and customer loyalty. Retailers can develop strategies that influence purchase attitudes to enhance the online shopping experience, build trust, and ultimately increase sales.

Limitations

1. The final sample size (n=103) was slightly smaller than the planned 123 due to the criteria of the convenience sampling technique, which may have a minor impact on statistical power.
2. This study was focused on one university in Ozamiz City, which may limit the generalizability of the findings to other institutions or the broader population of millennial professionals.

Recommendations

Based on the conclusion drawn in this study, here are some recommendations for future research:

1. Explore price discount perceptions, purchase attitudes, and buying engagement in brick-and-mortar settings among a wider target audience. Market researchers, academic researchers, and consultants could conduct studies using surveys, focus groups, and observational methods to gather insights for retailers and brands.
2. Compare the online shopping behaviors of Millennial Professionals with those of other generations, including Generation Alpha, Generation Z, Generation X, and Baby Boomers, to identify generational differences and potential trends. Market researchers, data analysts, and academic researchers could conduct comparative studies using online surveys, social media analytics, and website data to provide insights for e-commerce businesses and digital marketers.

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Appendix A

SURVEY QUESTIONNAIRES

Demographic Profile Questionnaire

Directions: Read each statement carefully and choose the answer that reflects your demographic information.

A. Sex

- ☐ Male
- ☐ Female

B. Educational Background

- ☐ Bachelor's Degree
- ☐ Master Degree
- ☐ Doctorate Degree

C. Income

- ☐ Below 10,000
- ☐ 10,001-15,000
- ☐ 15,001-25,000
- ☐ 25,001-35,000
- ☐ 35,001-45,000
- ☐ Above 45,000

D. Civil Status

- ☐ Single
- ☐ Married
- ☐ Separated
- ☐ Widowed

E. Occupation

- ☐ Private employee
- ☐ Public employee
- ☐ Self-employed

Position

- ☐ Entry-level
- ☐ Mid-level
- ☐ Senior-level
- ☐ Managerial
- ☐ Executive

PERCEPTION ON PRICE DISCOUNTS QUESTIONNAIRE

Adapted from: Royanda & Hidayat (2024)

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Perceived Savings				
1. The amount of discount offered on online shopping apparel are considered significant.				
2. The money you can save when buying apparel is substantial.				
3. The level of discounts provided for online shopping apparel are high.				
B. Perceived Quality				
1. Online apparel is reliable.				
2. Online apparel is durable.				
3. Online apparel will last a long time.				
4. The quality of craftsmanship in online apparel is good.				
C. Perceived Value				
1. Online apparel provide value for the money spent.				
2. Online apparel is a good choice.				
3. The prices of online apparel are considered economical.				

PURCHASE ATTITUDE QUESTIONNAIRE

Adapted from: Bujruk (2021)

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Cognitive Attitude				
1. I can buy the products anytime 24 hours a day.				
2. It is easy to choose and make comparison with other products.				
3. The website design helps me in searching the products easily.				
4. I prefer to purchase from a website that is safe and provides ease of navigation and order.				
5. The website layout helps me in searching and selecting the right product while shopping online.				
6. I believe that familiarity with the website before making actual purchase reduces the risk of shopping online.				
7. I prefer to buy from a website that provides me with quality information.				
B. Affective Attitude				
1. I feel safe and secure while shopping online.				
2. Online shopping protects my security.				
3. I feel safe to shop online from a trustworthy website.				
C. Behavioral Attitude				
1. I get on-time delivery.				
2. Detail information is available.				
3. It takes less time to purchase.				

4. Online shopping doesn't waste time.				
5. I feel that it takes less time in evaluating and selecting a product.				

BUYING ENGAGEMENT QUESTIONNAIRE

Adapted from: Mkumbo et al. (2020); Aycok (2021); Tao Tao (2019)

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Attention				
1. I would like to learn more about shopping online for apparel.				
2. I pay a lot of attention to anything about apparel online.				
3. Anything related to online shopping for apparel grabs my attention.				
4. I concentrate a lot on shopping for apparel online.				
5. I spend a lot of time thinking about purchasing for apparel online.				
6. I focus a great deal of attention on apparel in online shops.				
B. Motivation				
1. I am very attentive to my inner feelings for apparels.				
2. I am eager to purchase products online that correspond with my style.				
3. I am quite aware of the latest design trends for apparel available online.				
4. I usually notice how some people are more fashionable than others.				

C. Satisfaction				
1. Online shopping enables me to accomplish shopping tasks faster.				
2. Online shopping reduces the time I spend shopping.				
3. Online shopping can help me to make better purchasing decisions.				
4. Online shopping makes it easier for me to shop.				
5. I am satisfied with the way in which shopping transactions are processed on smartphones.				
6. Online shopping fulfils all of my expectations.				
7. Shopping on my smartphone is very satisfactory.				
8. I will purchase online more often in the future.				

Appendix B

SAMPLE OF THE FILLED-OUT QUESTIONNAIRE

Demographic Profile Questionnaire

Directions: Read each statement carefully and choose the answer that reflects your demographic information.

A. Sex

- ☐ Male
- ☒ Female

B. Educational Background

- ☐ Bachelor's Degree
- ☒ Master Degree
- ☐ Doctorate Degree

C. Income

- ☐ Below 10,000
- ☐ 10,001-15,000
- ☐ 15,001-25,000
- ☒ 25,001-35,000
- ☐ 35,001-45,000
- ☐ Above 45,000

D. Civil Status

- ☐ Single
- ☒ Married
- ☐ Separated
- ☐ Widowed

E. Occupation

- ☒ Private employee
- ☐ Public employee
- ☐ Self-employed

Position

- ☐ Entry-level
- ☒ Mid-level
- ☐ Senior-level
- ☐ Managerial
- ☐ Executive

PERCEPTION ON PRICE DISCOUNTS QUESTIONNAIRE

Adapted from: Royanda & Hidayat (2024)

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Perceived Savings				
1. The amount of discount offered on online shopping apparel are considered significant.			/	
2. The money you can save when buying apparel is substantial.		/		
3. The level of discounts provided for online shopping apparel are high.			/	
B. Perceived Quality				
1. Online apparel is reliable.			/	
2. Online apparel is durable.			/	
3. Online apparel will last a long time.			/	
4. The quality of craftsmanship in online apparel is good.			/	
C. Perceived Value				
1. Online apparel provide value for the money spent.			/	
2. Online apparel is a good choice.			/	
3. The prices of online apparel are considered economical.		/		

PURCHASE ATTITUDE QUESTIONNAIRE

Adapted from: Bujruk (2021)

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Cognitive Attitude				
1. I can buy the products anytime 24 hours a day.		/		
2. It is easy to choose and make comparison with other products.			/	
3. The website design helps me in searching the products easily.		/		
4. I prefer to purchase from a website that is safe and provides ease of navigation and order.		/		
5. The website layout helps me in searching and selecting the right product while shopping online.		/		
6. I believe that familiarity with the website before making actual purchase reduces the risk of shopping online.	/			
7. I prefer to buy from a website that provides me with quality information.	/			
B. Affective Attitude				
1. I feel safe and secure while shopping online.		/		
2. Online shopping protects my security.			/	
3. I feel safe to shop online from a trustworthy website.		/		
C. Behavioral Attitude				
1. I get on-time delivery.		/		
2. Detail information is available.		/		
3. It takes less time to purchase.	/			
4. Online shopping doesn't waste time.		/		
5. I feel that it takes less time in evaluating and selecting a product.			/	

BUYING ENGAGEMENT QUESTIONNAIRE

Adapted from: Mkumbo et al. (2020); Aycok (2021); Tao Tao (2019)

Directions: Read each statement carefully and write a check mark (/) on the columns that contain your answer. Be guided by the following scale: 4 - Strongly Agree; 3 - Agree; 2 - Disagree; 1 - Strongly Disagree

INDICATORS	RESPONSES			
	4	3	2	1
A. Attention				
1. I would like to learn more about shopping online for apparel.			/	
2. I pay a lot of attention to anything about apparel online.			/	
3. Anything related to online shopping for apparel grabs my attention.			/	
4. I concentrate a lot on shopping for apparel online.				/
5. I spend a lot of time thinking about purchasing for apparel online.			/	
6. I focus a great deal of attention on apparel in online shops.				/
B. Motivation				
1. I am very attentive to my inner feelings for apparels.		/		
2. I am eager to purchase products online that correspond with my style.		/		
3. I am quite aware of the latest design trends for apparel available online.			/	
4. I usually notice how some people are more fashionable than others.		/		

C. Satisfaction				
1. Online shopping enables me to accomplish shopping tasks faster.	/			
2. Online shopping reduces the time I spend shopping.	/			
3. Online shopping can help me to make better purchasing decisions.	/			
4. Online shopping makes it easier for me to shop.			/	
5. I am satisfied with the way in which shopping transactions are processed on smartphones.		/		
6. Online shopping fulfils all of my expectations.			/	
7. Shopping on my smartphone is very satisfactory.			/	
8. I will purchase online more often in the future.		/		

Appendix C

SAMPLING COMPUTATION


Sample size calculator

What margin of error can you accept? 5% is a common choice	5	%	The margin of error is the amount of error that you can tolerate. If 90% of respondents answer yes, while 10% answer no, you may be able to tolerate a larger amount of error than if the respondents are split 50-50 or 45-55. Lower margin of error requires a larger sample size.
What confidence level do you need? Typical choices are 90%, 95%, or 99%	95	%	The confidence level is the amount of uncertainty you can tolerate. Suppose that you have 20 yes-no questions in your survey. With a confidence level of 95%, you would expect that for one of the questions (1 in 20), the percentage of people who answer yes would be more than the margin of error away from the true answer. The true answer is the percentage you would get if you exhaustively interviewed everyone. Higher confidence level requires a larger sample size.
What is the population size? If you don't know, use 20000	179		How many people are there to choose your random sample from? The sample size doesn't change much for populations larger than 20,000.
What is the response distribution? Leave this as 50%	50	%	For each question, what do you expect the results will be? If the sample is skewed highly one way or the other, the population probably is, too. If you don't know, use 50%, which gives the largest sample size. See below under More information if this is confusing.
Your recommended sample size is	123		This is the minimum recommended size of your survey. If you create a sample of this many people and get responses from everyone, you're more likely to get a correct answer than you would from a large sample where only a small percentage of the sample responds to your survey.

Online surveys with Vovici have completion rates of 66%!

Alternate scenarios

With a sample size of	100	200	300	With a confidence level of	90	95	99
Your margin of error would be	6.53%	0.00%	0.00%	Your sample size would need to be	108	123	142

Save effort, save time. Conduct your survey online with Vovici.

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Appendix D

MISAMIS UNIVERSITY

Ozamiz City

College of Business and Management



INFORMED CONSENT FORM

Researcher/Investigator:

Name: Goldy Joi C. Decena, Zemaica E. Lomonggo, Trixie Shane E. Tamboboy

Course: Bachelor of Science in Business Administration

College: Business and Management

Email / Contact Number: 09563369545

Thesis Title: **MILLENNIAL PROFESSIONAL ONLINE SHOPPING
APPAREL PRICE DISCOUNT PERCEPTIONS, PURCHASE
ATTITUDE, AND BUYING ENGAGEMENT**

PART I. INFORMATION SHEET	
Introduction	Good day! I am Goldy Joi C. Decena, the principal researcher of the study entitled “Millennial Professional Online Shopping Apparel Price Discount Perceptions, Purchase Attitude, and Buying Engagement” I am an undergraduate student under the program Bachelor of Science in Business Administration at Misamis University in Ozamiz City. I am to conduct the research with Millennial Professionals as respondents. In this vein, I am respectfully seeking your voluntary participation, being qualified to give your informed consent to take part in this study. Before you decide whether to participate or not in this study, please read the succeeding information about the study and feel free to ask questions anytime should there be anything you do not understand or want to clarify. If you agree to answer the interview, you will be asked to affix your name and signature on this form for which you will be given a copy.

Purpose	The purpose of this study is to examine millennial professionals in Ozamiz City perceive price discounts on online apparel, their attitudes towards purchasing, and their level of engagement in buying activities. This research study can help equip online apparel businesses effectively tailor marketing strategies to attract and retain millennial professional customers, enhancing customer engagement and satisfaction in competitive e-commerce environment.
Type of Research Intervention	This study will be conducted through adaptive questionnaires from Royanda & Hidayat (2024); Bujruk (2021); Mkumbo et al. (2020); Aycock (2021); and Tao Tao (2019). The gathering of data will be conducted through physical and online formats.
Selection of Participants	This study will select 377 millennial professionals as respondents. The selection is based on the following inclusion criteria: they must belong to the millennial generation, working professionals across various industries, proficient and actively engaged in online shopping for apparel, and made at least three online apparel purchases in the last three months. They are selected through purposive sampling.
Voluntary Participation	Your participation has to be voluntary and will not affect your situation or status in any way, including your relationship with the researcher. You are free to decide if you will take part or not. If you decide to participate, you are free not to answer any questions that you do not prefer to answer.
Procedure	The distribution and retrieval of the questionnaires will be done in your offices or online through Google Forms, which will be sent to you via Facebook or Messenger. The researcher will personally or online distribute and retrieve the research instruments. To ensure your understanding of the statements indicated in the questionnaires, the statements will be translated into the Bisayan language. In case you have any questions, they will be answered fully. The respondents will be given ample time to complete the questionnaires. The researcher will get your responses for data analysis and interpretation. The information and data provided by you as a respondent will be utilized for this study alone and will be treated with the utmost confidentiality.
Duration	Answering the questionnaires will last for 10 to 15 minutes.

Risks and Discomforts	The respondents will be protected from physical, social, or economic risks. In case the items in the questionnaires are too personal and make you feel uncomfortable, you may decline to answer any or all questions and may terminate your involvement at any time you choose.
Benefits	This study is beneficial to you because the researcher may be able to provide an understanding of the perceptions of millennial professionals regarding price discounts on online shopping apparel, their purchase attitudes, and engagement in buying activities. Your responses are highly valuable as they are considered crucial in the realm of online shopping behavior among millennial professionals.
Reimbursements	There will be no monetary expenses or costs on your part as a respondent, nor any monetary compensation for your participation in this study. However, a small token of appreciation in the form of a light snack may be provided during the gathering of the research data.
Confidentiality of Data	Only the researcher will have access to the information and responses of the participants. The personal identifying information of the participants will only be used for research analysis and will be treated with the utmost confidentiality. During the study, all data will be kept in a locked, secure filing cabinet, which will be discarded 6 months after the publication of the results.
Sharing of Findings	The results of this study will be presented during the thesis final defense of the researcher. Also, the research findings may be shared through publications and conferences with the assurance that the identities of the respondents will remain confidential. A printed copy of the completed study will be provided to the participants.
Rights to Refuse or Withdraw	You are free to withdraw or terminate participation at any stage of the study, without the need to give any reason. You will not be penalized in case of termination of participation.

Who to Contact	Should there be any queries as a respondent, you can contact the researcher through the following details: Name of the Researchers: Goldy Joi C.Decena, Zemaica E. Lomonggo, Trixie Shane E. Tamboboy Cellphone Number/s: 09563369545 e-mail add: joidcn@gmail.com STATEMENT BY THE RESEARCHER I will read the Information sheet to the potential respondent. With the best of my ability, I make sure that the respondent will understand the statements of the questionnaires. I can assure that the participant will be given an opportunity to ask questions about the study, and all the questions raised will be answered fully. I can likewise assure that the participant will not be coerced into giving consent that must be free and voluntary. A copy of this Informed Consent Form will be provided to the participant. Print Name of Researchers: <u>GOLDY JOI C. DECENA</u> <u>ZEMAICA E. LOMONGGO</u> <u>TRIXIE SHANE E. TAMBOBOY</u>
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PART II. CERTIFICATE OF CONSENT

This research entitled “Millennial Professional Online Shopping Apparel Price Discount Perceptions, Purchase Attitude, and Buying Engagement” by Goldy Joi C. Decena, Zemaica E. Lomonggo, and Trixie Shane E. Tamboboy with the aim of gathering information and data pertaining to the perceptions, attitudes, and engagement of millennial professionals towards price discounts on online shopping apparel has been presented and explained to me clearly. Since the study involves the mentioned topic, I am chosen as one of the participants.

I have read the foregoing Informed Consent Form, or it has been read to me. I had the opportunity to ask questions, which were subsequently answered fully. I consent voluntarily to be a participant of this study.

Print Name of Participant: _____

Signature of Participant: _____

Date: _____ [MM/DD/YYYY]

Appendix E

APPROVED LETTERS OF CONSENT

Letter to Conduct the Survey



MisamisUniversity



Ozamiz City, Philippines 7200
Tel. No. +63 88 521 0367 / Telefax No. +63 88 521 2917
Website : <http://www.mu.edu.ph>

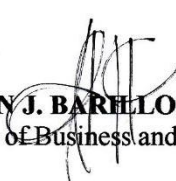
CERTIFIED: ISO 9001:2015 Quality Management System DNV-GL, Australia
ACCREDITED: Philippine Association of Colleges and Universities Commission on Accreditation (PACUCOA)

CERTIFICATION

This is to certify that **MS. GOLDY JOI C. DECENA; MS. ZEMAICA E. LOMONGGO; and MS. TRIXIE SHANE E. TAMBOBOY** are bonafide students of Misamis University College of Business and Management and are currently enrolled in **Bachelor of Science in Business Administration**.

Furthermore, their proposed study entitled **"MILLENNIAL PROFESSIONAL ONLINE SHOPPING APPAREL PRICE DISCOUNT PERCEPTIONS, PURCHASE ATTITUDE, AND BUYING ENGAGEMENT"** has been approved by the Thesis Committee. They are likewise granted permission by the Office of the College of Business and Management to gather data to substantiate her research paper.

Issued this 10th day of July 2024 at MISAMIS UNIVERSITY, Ozamiz City.


EFREN J. BARILO, CPA, DM
Dean, College of Business and Management

Letter to the HR Department of the Misamis University

July 25, 2024

DR. VIRGILIO H. ONGANIZA
HR Head
Misamis University
Ozamiz City

Dear Dr. Onganiza:

Greetings!

We are the students in the Bachelor of Science in Business Administration program Marketing Management at Misamis University in Ozamiz City. We are pursuing our thesis entitled "Millennial Professional Online Shopping Apparel Price Discount Perceptions, Purchase Attitude, and Buying Engagement." The study was approved by the Thesis Committee last May 9, 2024.

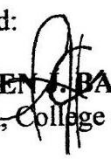
In this vein, we would like to ask for permission for the conduct of the study at Misamis University, Ozamiz City. The study aims to examine millennial professionals' perceptions of price discounts on apparel when shopping online, their attitudes towards purchasing, and their level of engagement in buying activities. The target respondents will be Millennial professionals born between 1981 and 1996, who are licensed in their profession. They are selected through convenient sampling. Questionnaires will be used in gathering the data. Be assured that ethical considerations will be duly observed in the conduct of the study and that the data to be gathered will be used solely for research purpose.

We earnestly hope for your approval of this request.

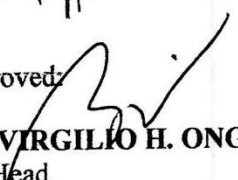
Truly,


GOLDY JOI C. DECENA
Lead Researcher

Noted:


EFREN A. BARILLO, CPA, DM
Dean, College of Business and Management

Approved:


DR. VIRGILIO H. ONGANIZA
HR Head

Appendix F

STATISTICAL RESULTS

1. What is the demographic profile of the respondents in terms of sex, educational background, income, civil status, occupation, and position?

Statistics

		Sex	Educational Background	Income	Civil Status	Occupation	Position
N	Valid	103	103	103	103	103	103
	Missing	0	0	0	0	0	0

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	31	30.1	30.1	30.1
	2	72	69.9	69.9	100.0
	Total	103	100.0	100.0	

Educational Background

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	63	61.2	61.2	61.2
	2	32	31.1	31.1	92.2
	3	8	7.8	7.8	100.0
	Total	103	100.0	100.0	

Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	8	7.8	7.8	7.8
2	12	11.7	11.7	19.4
3	48	46.6	46.6	66.0
4	27	26.2	26.2	92.2
5	3	2.9	2.9	95.1
6	5	4.9	4.9	100.0
Total	103	100.0	100.0	

Civil Status

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	50	48.5	48.5	48.5
2	53	51.5	51.5	100.0
Total	103	100.0	100.0	

Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	103	100.0	100.0	100.0

Position

	Frequency	Percent	Valid Percent	Cumulative Percent
--	-----------	---------	---------------	--------------------

Valid	1	39	37.9	37.9	37.9
	2	46	44.7	44.7	82.5
	3	12	11.7	11.7	94.2
	4	5	4.9	4.9	99.0
	5	1	1.0	1.0	100.0
Total		103	100.0	100.0	

2. What is the level of price discounts perceptions in terms of perceived savings, perceived quality, and perceived value?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Perceived Savings	103	1.6666666666666667	4.0000000000000000	3.009708737864078	.557101725572017
Perceived Quality	103	1.00	4.00	2.7524	.51509
Perceived Value	103	2.0000000000000000	4.0000000000000000	2.919093851132686	.453661020114106
Perception on Price Discounts	103	1.6666666666666667	4.0000000000000000	2.893743257820928	.421188736020505
Valid N (listwise)	103				

3. What is the level of millennial professionals' purchase attitude for online shopping apparel in terms of cognitive, affective, and behavioral?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Cognitive Attitude	103	2.1428571428571430	4.0000000000000000	3.370319001386962	.463314819027155

Affective Attitude	103	1.3333333333333333 33333	4.0000000000000000 00000	2.88349514563 1068	.491116592398 531
Behavioral Attitude	103	1.8	4.0	2.965	.4288
Purchase Attitude	103	2.18095238095 23808	4.0000000000000000 00000	3.07295423023 5785	.380160755610 334
Valid N (listwise)	103				

4. What is the level of working professionals buying engagement in terms of attention, motivation, and satisfaction?

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Attention	103	1.3333333333333333 33333	4.0000000000000000 00000	2.82847896440 1295	.580856698960 645
Motivation	103	1.00	4.00	2.8811	.52841
Satisfaction	103	1.750	4.000	3.02427	.476487
Buying Engagement	103	1.5694444444444 44444	3.9444444444444 44446	2.91127292340 8846	.441820759564 180
Valid N (listwise)	103				

5. Is there a significant relationship between online shopping price discounts and working professionals buying engagement?

Correlations

	Perceived Savings	Perceived Quality	Perceived Value	Perception on Price Discounts	Buying Engagement
Spearman's rho	1.000	.312**	.443**	.752**	.598**
Perceived Savings					
Correlation Coefficient					
Sig. (2-tailed)		.001	.000	.000	.000
N	103	103	103	103	103

Perceived Quality	Correlation Coefficient	.312**	1.000	.667**	.783**	.353**
	Sig. (2-tailed)	.001	.	.000	.000	.000
	N	103	103	103	103	103
Perceived Value	Correlation Coefficient	.443**	.667**	1.000	.807**	.478**
	Sig. (2-tailed)	.000	.000	.	.000	.000
	N	103	103	103	103	103
Perception on Price Discounts	Correlation Coefficient	.752**	.783**	.807**	1.000	.572**
	Sig. (2-tailed)	.000	.000	.000	.	.000
	N	103	103	103	103	103
Buying Engagement	Correlation Coefficient	.598**	.353**	.478**	.572**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.
	N	103	103	103	103	103

** . Correlation is significant at the 0.01 level (2-tailed).

6. Is there a significant relationship between working professionals' purchase attitude for online shopping apparel and their buying engagement?

Correlations

			Cognitive Attitude	Affective Attitude	Behavioral Attitude	Purchase Attitude	Buying Engagement
Spearman's rho	Cognitive Attitude	Correlation Coefficient	1.000	.513**	.379**	.799**	.498**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	103	103	103	103	103
	Affective Attitude	Correlation Coefficient	.513**	1.000	.602**	.846**	.484**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	103	103	103	103	103

Behavioral Attitude	Correlation Coefficient	.379**	.602**	1.000	.755**	.493**
	Sig. (2-tailed)	.000	.000	.	.000	.000
	N	103	103	103	103	103
Purchase Attitude	Correlation Coefficient	.799**	.846**	.755**	1.000	.606**
	Sig. (2-tailed)	.000	.000	.000	.	.000
	N	103	103	103	103	103
Buying Engagement	Correlation Coefficient	.498**	.484**	.493**	.606**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.
	N	103	103	103	103	103

** . Correlation is significant at the 0.01 level (2-tailed).

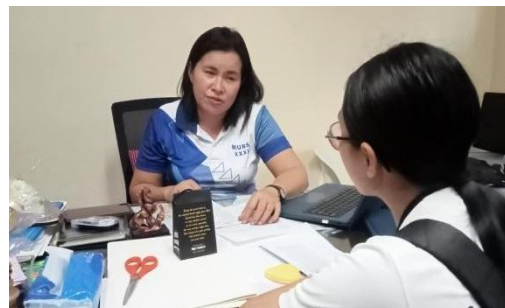
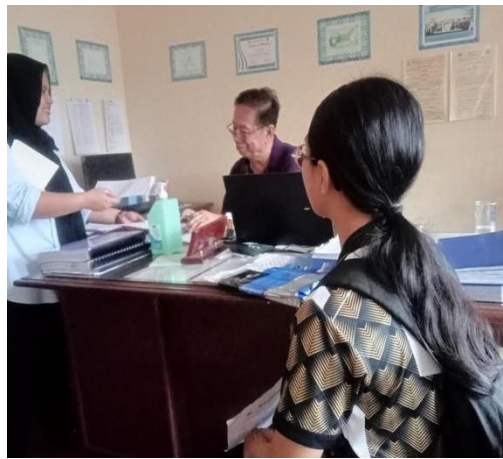
Appendix G

DOCUMENTATION



Final Defense





Appendix H

GRAMMARLY REPORT AND TURNITIN RESULTS

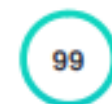
MILLENNIAL PROFESSIONAL ONLINE SHOPPING APPAREL PRICE DISCOUNT PERCEPTIONS, PURCHASE ATTITUDE, AND BUYING ENGAGEMENT

by Misamis University

General metrics

84,715	11,984	577	47 min 56 sec	1 hr 32 min
characters	words	sentences	reading time	speaking time

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Writing Issues

1	1	
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism

PAPER NAME

GOLDY JOI C. DECENA.docx

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15533 Words

CHARACTER COUNT

96052 Characters

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65 Pages

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121.1KB

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Curriculum Vitae

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Religion : Iglesia Filipina
Independiente (IFI)



EDUCATIONAL BACKGROUND

COLLEGE:

Bachelor of Science in Business and Management Major in Marketing
Management

SCHOOL : Misamis University
DEGREE : Bachelor of Science in Business Administration
SCHOOL YEAR : 2021-Present

SENIOR HIGH SCHOOL

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JUNIOR HIGH SCHOOL

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SCHOOL YEAR : 2018-2019

ELEMENTARY EDUCATION

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SCHOOL YEAR : 2014-2015

TRAININGS AND SEMINARS

2nd PCDEB Regional Business Summit (2023)

Developing Business Mindset and Ideas Seminar (July 2, 2024)

The 2024 KU Social Sciences International Conference (2024)

Business Incubation and Start-Ups: Conceptualize and Materialize (2024)

Curriculum Vitae

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Religion : Seventh-Day Adventist



EDUCATIONAL BACKGROUND

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Bachelor of Science in Business and Management Major in Marketing
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SENIOR HIGH SCHOOL

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SCHOOL YEAR : 2015-2019

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TRAININGS AND SEMINARS

2nd PCDEB Regional Business Summit (2023)

Developing Business Mindset and Ideas Seminar (July 2, 2024)

The 2024 KU Social Sciences International Conference (September 5, 2024)

Business Incubation and Start-Ups: Conceptualize and Materialize (September 21, 2024)

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DEGREE : Bachelor of Science in Business Administration
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SCHOOL YEAR : S.Y 2008-2014

TRAININGS AND SEMINARS

2nd PCDEB Regional Business Summit (2023)

Bangko Sentral Ng Pilipinas (2024)

Youth Entrepreneurship: Developing Business Mindset and Ideas Seminar (2024)

The 2024 KU Social Sciences International Conference (September 5, 2024)