
| RESEARCH ARTICLE

An analysis of Gen Z's Electronic Gadgets Purchase Intention in Selected Cities in Metro Manila

Napolie Joyce D. Buenafe¹, Hannah Mae G. Espedido², Kyle Rainier G. Samonte³, Althea Karmen M. Vitto⁴ and Madel Magsino-Marasigan⁵ ✉

¹²³⁴⁵*College of Commerce and Business Administration, University of Santo Tomas, Manila, Philippines*

Corresponding Author: Madel Magsino-Marasigan, **E-mail:** mbmagsino@ust.edu.ph

| ABSTRACT

Technology has revolutionized the world and our daily lives over the years. Technological advancements have had a wide-ranging impact on our lives, such as the dramatic shift in communication. This study is to determine what affects the purchase intention of Gen Z towards Electronic gadgets. Using the Descriptive Analysis and Cluster random sampling, data is collected through an online survey with the respondents of 150 in selected cities of Metro Manila. And findings suggest that brand identity plays a significant role in influencing the purchase intention of Generation Z. The people who will benefit from this paper are Businesses, Entrepreneurs, Future researchers, and retailers. It will give them enough information to be knowledgeable about the purchase intention of Gen Z consumers when it comes to electronic gadgets.

| KEYWORDS

Electronic Gadgets, Brand Identity, Purchase Intention

| ARTICLE DOI: [10.32996/jbms.2022.4.1.2](https://doi.org/10.32996/jbms.2022.4.1.2)

1. Introduction

A symbol of design that identifies and differentiates a product from another product is the soul of what we call advertising on marketing. Consumers are usually influenced by the quality of buying a product. Most companies see to it because such factors are taken into consideration in creating a certain product, such as electronic gadgets.

The image a business projects builds customers' confidence with the product they produce. Images and usage of a product like electronic gadgets are shown online on television and even on billboards. Customers are very meticulous in choosing gadgets by searching for customers' feedback and ratings when it comes to the quality of the product.

In addition, there are behaviours that consumers possess in choosing electronic gadgets. Some customers look for gadgets to satisfy their needs. However, marketers do not create needs but can make consumers aware of needs. A long time ago, people did not need gadgets to survive. As time passes, people realize that in order to go with the flow of information, they need gadgets to satisfy their quest for knowledge. However, people perceive things differently, Upper-class people look for gadgets that have good quality and warranty as well. On the other hand, middle-class people consider price as a dominating factor in buying electronic gadgets. For low-class people, possessing simple gadgets is enough.

The use of technology has been introduced to us for more than a decade now and continually evolving each year. One of the technological advancement products is mobile phones, laptops, and tablets, where it made a massive impact on improving people's lives due to the convenience it gives throughout the years. It became a tool for people to use for their work, school, or solely for personal use. It allows people to easily accomplish specific tasks even in the comfort of their homes, and at the same time, it can serve as a tool also for entertainment purposes.

The American Marketing Association (AMA) defined a brand as “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or a group of sellers and to differentiate them from those of competitors.” Product branding is a fundamental concept within the marketing discipline in which consumers determine the difference between a product to another product. An example of this is in the gadget; Gadget A is branded as a product with a good quality of performance, while Gadget B has a poor performance.

Consumers' perception and feeling affect their decision since they usually consider the brand's image. Consumers look for a product that is made of good quality, how it performs, etc. Products possessing these types of qualities drive customers to want more offerings leading to product expansion.

Promotion strengthens the consumer’s confidence to purchase the product. Most consumers are motivated to buy a product depending on how they are promoted on social media since most of their target audience uses it. Other promotions they utilize are television, radio, magazines, newspapers, and pamphlets. Giving information about a product and presenting it in an engaging way attracts and persuades consumers to try and purchase it. However, not all information on the packaging is true. Sometimes facts are exaggerated, leading to frustration on the consumers.

A good product quality leads to consumers' high intention to purchase or repurchase the product and loyalty to the brand. As a customer, the product's performance is perceived as worth buying at an acceptable price.

Understanding influences in consumer buying decisions have become an essential goal for every marketing technique because they all have different buying decisions. Purchase decisions start when consumers want to fulfil a need. Customer purchase decisions of a gadget are influenced mainly by the source of credibility in buying the gadget products. Buying decisions occur depending on the consumer’s perception of the product. In electronic gadgets, they check the product’s specifications and physical appearance whether it passes their standards.

From this perspective, the study is conducted along with the intention to know the effect of brand identity on the buying behaviour of Generation Z Students.

2. Methodology

A descriptive approach is used in this study. It was conducted through an online survey. The data came from 150 respondents aged 18 to 23 in selected cities of Metro Manila, such as Manila, Mandaluyong City, Marikina City, Caloocan City, San Juan City, and Quezon City. The study used a validity and reliability test to determine the questionnaire’s contribution to this study that returned a value of 0.81. The data was collected using online Google Forms and Facebook to distribute the questionnaire. The survey was limited because Electronic Gadget Gen Z consumers frequently use Electronic Gadgets. The instrument is divided into three parts, the first contains the respondents' demographic information, and the second is a four-point Likert scale questionnaire. Finally, the final section discusses the factors they consider when deciding whether or not to purchase an electronic device. It also used a Partial Least Squares (PLS) to determine the levels of effect of the variables from brand identity to purchase intention leading to predict the consumer’s electronic gadget buying behaviour.

Figure 1 depicts the research model used in this study.

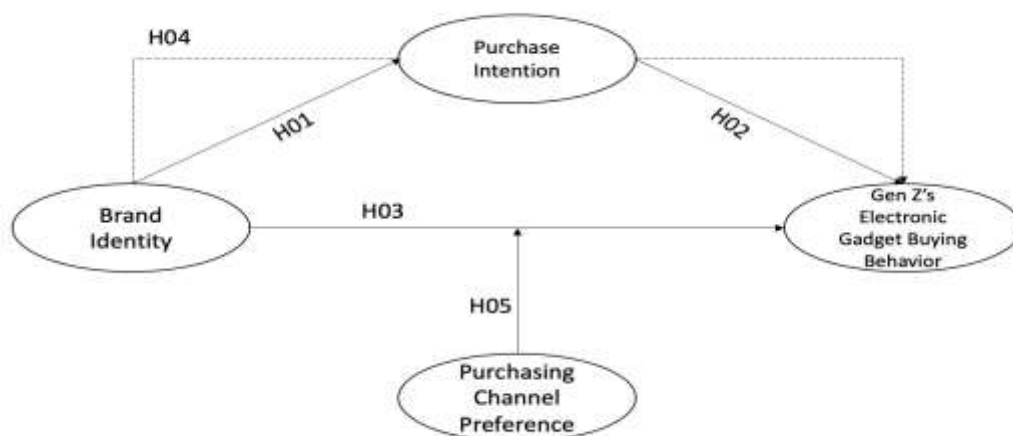


Figure 1: Conceptual Framework

Image, Quality, and e-WOM are the Brand Identity factors that influence consumer purchasing behaviour. Customers' perceptions of a brand are referred to as its "image." The extent to which a product is perceived to meet the expectations of the customer is referred to as its quality. When a consumer buys a product, they usually check to see if it is worth purchasing, and their decision is usually influenced by the reviews they read online. The shopper's attitude toward a specific purchasing behaviour and the consumer's willingness to pay is referred to as purchase intentions. When it comes to purchasing an electronic gadget, people's intentions vary depending on their motivation, preferences, and economic status. Finally, purchasing channel preferences include both online and in-store purchases. An online store is a website that sells goods and services over the internet, whereas a physical store is a traditional store that people can go to in person. This study sought to answer the following questions:

1. What are the characteristics of the respondents' demographics?
2. Is there a significant effect of Brand Identity on Purchase Intention?
3. Is there a significant effect of Purchase Intention on Gen Z Consumer Buying Behavior?
4. Is there a significant effect of Brand identity on Consumer Buying Behavior?
5. Is there a significant mediating effect of Purchase Intention on the impact of Brand Identity on Consumer Buying Behavior?
6. Is there a significant moderating effect of Purchasing channel preferences on the impact of Brand Identity on Consumer Buying Behavior?
7. What can be introduced to Gen Z that will predict their Purchase Intention for electronic gadgets?

3. Results and Discussion

The following figures and tables below show the findings of the study.

Table 1: Demographic Profile of the Respondents (n=150)

	Category	Frequency	Percentage
Age	18-23 years old	150	100%
Location	Caloocan City	29	19.3%
	Mandaluyong City	17	11.3%
	Manila	39	26%
	Marikina City	26	7.3%
	San Juan City	9	6%
	Quezon City	30	20%

Table 1 depicts the respondents' demographic profile, which includes their age and location. No respondents answered outside of our study because the survey closes automatically if the respondent does not fit the age bracket and location.

Table 2: Results of the variables used in the Study

Variables	Indicators	E(X)	σ
Brand Identity	Image	3.54	0.598
	Quality	3.8	0.463
	EWOM	3.71	0.535
Purchase Intention	Motivation	3.05	0.834
	Perception	2.71	0.922
	Economic Status	3.69	0.451
Gen Z's Electronic Gadget Buying Behavior	Motivation	3.68	0.535
	Perception	3.83	0.374
	Personality	3.12	0.759
	Financial Stability	3.25	0.695

Table 2 illustrates the mean and standard deviation of the variables used in the study. This includes the variables of brand identity, purchase intention, and Gen Z's electronic gadget buying behaviour.

Table 3: Results of the variables used in the Study

Variables	E	P
Mediating effect of Purchase Intention	E = 0.067	P = 0.121
Moderating effect of Purchasing Channel Preference	E = 0.052	P = 0.262

Table 3 shows the results of the mediating and moderating effects of Purchase Intention and Purchasing Channel Preference on the relationship between Brand Identity and Generation Z Consumer Buying Behavior.

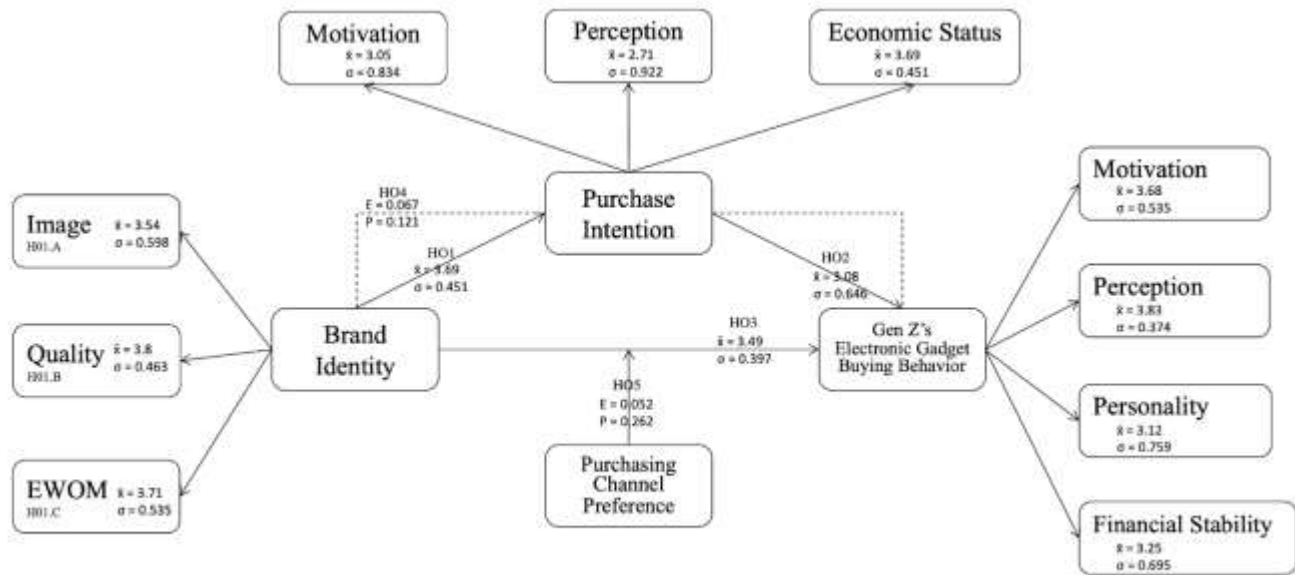


Figure 1

The figure above indicates that the brand identity (M=3.69, SD=0.451) in terms of Quality (M=3.8, SD=0.351) has the highest value among the indicators. Quality is the main reason why consumers buy/own a certain product in which they make sure that the features of the brand are beneficial to their needs. These components are the usability, aesthetic value of the product, features, reliability of the product, and its durability, leading to the customers' satisfaction. Electronic Word of Mouth (EWOM) brand identity ranks second, with a mean of 3.71 and a standard deviation of 0.535. The respondents are all in favour of brands with positive technological reviews, which leads to them purchasing the product. Images rank third among the indicators, with a mean of 3.54 and a standard deviation of 0.598. It is proven that consumers prefer to purchase products from a well-known brand. Teenagers are more conscious of their social status, so they prefer branded products.

In terms of Purchase Intention (M=3.08, SD=0.646), Economic Status ranks first in the study (M=3.69, SD=0.451). This means that a person's economic status, as measured by factors such as income, education, and occupation, indicates a high level of purchase intention. Motivation comes in second place (M=3.05, SD=0.834). Which involves a person's cognitive aspect for their purchase intention. Finally, perception comes in last place among the other indicators (M=2.71, SD=0.922). This also includes cognitive aspects of a person, particularly the ability to be aware of an electronic gadget through their senses in order to have a purchase intention.

The figure shows that consumer buying behavior (M = 3.49, SD = 0.397) has the highest value in terms of perception (M = 3.83, SD = 0.374). When purchasing an electronic device, the first thing you want to know is if it works and has the features that these consumers are looking for, and the most effective way to do that is to visit a physical store. Motivation ranks second (M = 3.68, SD = 0.535) as a factor influencing consumer purchasing behavior. Because this study is about electronic gadgets and generation Z students, it is critical to understand what motivates your consumers to purchase e-gadgets that can be used for studying and other purposes. Financial stability (M = 3.25, SD = 0.695) is ranked third, allowing your consumer to have an efficient working electronic gadget based on how much they can spend and if there are deals and payment options for the electronic device with quality and efficiency. Finally, personality (M = 3.12, SD = 0.759) refers to how these consumers want to show everyone who they are by purchasing electronic gadget brands that they believe match their personality. This can include the opinions of people close to your consumers, such as a friend or family member.

On the moderating effects of purchasing channel preferences on the relationship between brand identity and consumer purchasing behaviour, the findings show that among Generation Z respondents, purchasing channel preferences have no moderating effect on the relationship between brand identity and consumer purchasing behaviour ($\beta = 0.052$; $p = .262$). This simply means that they are comfortable purchasing a product from both online and physical stores.

Lastly, Mediating effect of Purchase Intention does not affect the buying behaviour of Generation Z respondents ($\beta = 0.067$; $p = <.0.121$).

Table 4: Respondents' recommendation electronic gadget preference

	FREQUENCY	PERCENTAGE
Simulator of an OS through a website	27	36.98%
Companies engaging with CSR practices	16	21.92%
Collaboration of a brand with an influencer or Tech Reviewer	10	13.70%
Extension of Warranty	7	9.59%
Improved product features	3	4.11%
Others	10	13.70%
Total	73	100%

Table 4 summarizes the respondents' recommendations on electronic gadget preference. The table displays the top six recommendations made by respondents, with the simulator of an operating system via a website ranking first with a frequency of 27 and a percentage of 36.98 percent. Companies engaging in CSR Practices came in second with a percentage of 21.92 percent. Collaboration of a brand with an influencer or tech reviewer ranks third with a percentage of 13.70 percent, followed by warranty extension (9.59 percent) and finally improving product features (4.11 percent), while others have a percentage of 13.70 percent. The expected benefit of an OS simulator toward the Gen Zs is that it will allow them to visualize the possibilities of using a different operating system as compared to their current operating system. This will also allow them to determine whether it will be extremely beneficial to their specific needs or activities. Lastly, to be familiar with the interface and navigations prior to their purchase.

4. Conclusion

As Generation Z is known to be the true digital natives, they take a big part of the consumer market. Some of them are also considered tech-savvy as they are very proficient with the use of technology. For Gen Z, they are more likely to be flexible with shifting physical and digital activities. Being digital pioneers, they can seamlessly adapt to vast technological advancements nowadays, as it also signifies convenience instead of opting for traditional ways. They are charted to perceive technology will be part of their lives up until the future, like shifting consumer behaviour through a digital experience. In relation to that, our study came up with recommendations based on our respondents' insights.

Firstly, the researchers recommend an OS Simulator through a website. This feature will enable Generation Z consumers who are planning to buy a certain electronic gadget product to experience its operating system through an interactive website such as (iOS, macOS, iPadOS, Android, Windows, etc.) This will allow the Gen Zs to visualize the possibilities using a different operating system compared to their current operating system. This will allow them to assess whether it would be highly useful to their every needs or activity or not. As per the study results, the perception had the highest value among all the indicators in terms of buying behaviour of the Generation Z. This feature will allow them to perceive the interface beforehand and familiarize themselves with its navigation personally through their current devices. This feature will be more likely to trigger the urge of the purchase intention of Gen Zs to further finalize their purchase with the aid of this user-interactive interface.

OS Simulator through a website



Another recommendation is participating through Corporate Social Responsibility (CSR) Initiatives will entice the customers to try or purchase products from an electronic gadget brand since they are able to not just produce products that are merely focused on the profit but also able to give back to communities and has such initiatives for a cause. This type of initiative by companies builds brand awareness towards the Gen Z consumers and their Brand image, which highly affects how the consumers perceive them. Whereas in our study, perception ranks highest among the indicators in terms of buying intention. So with the company practising CSR, it is directly being associated by consumers to doing good deeds and so as building a positive image instilled in their minds. With that, they are more likely to be more motivated to purchase their products as they believe that their money is also being used as an instrument to further extend help to other people or communities.

And lastly, a collaboration with Influencers and Tech reviewers. This will allow the people to see the overview of the specs of the electronic gadget they are about to buy. Aside from that, they can immediately see the pros and cons of the product prior to their purchase. This will allow them to further look for other alternatives or to set an expectation on what the product will be, whether it is worth it or not. In addition, it also drives the purchase intention of people since they can have a glimpse of what to experience with the product. Youtube is one of the most visited social media platforms to do tech-related reviews in terms of the platform used. Where thousands of different people post their videos, With Gen Zs being digitally-inclined people, it is not by far their go-to platform whenever they are eyeing to purchase electronic gadgets. As per the conclusion, the Gen Zs residing in selected cities in Metro Manila are most likely to have a purchase intention whenever a brand identification is present. The relatability of the Tech reviewer is very important as to when they align to how the consumers perceive an electronic gadget regarding its image. Therefore, it is important that the opinions of the tech reviewers are based not only on their relationship with the company or their personal preferences but also their video mirrors their real experience of the product, which highly influences the possibility of purchase intention. This characteristic of a tech reviewer will not just benefit the Gen Z buyer but also companies to be truthful as to their claims regarding their product, and at the same time, these tech reviewers may boost their sales and strengthen their brand image to more potential consumers.

Funding: This research received no external funding. Furthermore, this research was only conducted in a span of 6months with limited respondents and thorough use of statistical treatment for further validation.

Conflict of Interest: The authors declare no conflict of interest during the course of this study.

Acknowledgements: The proponents wish to acknowledge Mrs. Madel Magsino-Marasigan, MBA, Dr. Emmanuel Paulino, and Dr. Benedict DC. David, KCR, PhD, for their assistance. This study was supported by the University of Santo Tomas Marketing Management Department.

References

- [1] Archi C., Ruslim, F. J. and Tumewu, (2015), *THE INFLUENCE OF ADVERTISEMENT, PERCEIVED PRICE, AND BRAND IMAGE ON CONSUMER BUYING DECISION TO ASUS MOBILE PHONE*, <https://core.ac.uk/reader/95169124>
- [2] Arora, N., Prashar, S., Tata, S.V. and Parsad, C. (2021), *Measuring personality congruency effects on consumer brand intentions in celebrity-endorsed brands*, *Journal of Consumer Marketing*, 38(3), 251-261 <https://doi.org/10.1108/JCM-02-2020-3634>
- [3] Avril, B. (2011). Entertaining, A. H. and, EntertainingTechnology, A. H. and, Wellness, C. H. and, Beauty, F. and, & Beauty. (2011, August 3). *Filipino shopping habits are improving. Inquirer Lifestyle*. <https://lifestyle.inquirer.net/8167/filipino-shopping-habits-are-improving/>.
- [4] Bahrainizad, M. and Rajabi, A. (2018), *Consumers' perception of usability of product packaging and impulse buying: Considering consumers' mood and time pressure as moderating variables*, *Journal of Islamic Marketing*, 9(2), 262-282. <https://doi.org/10.1108/JIMA-04-2016-0030>
- [5] Bakar, M. S. A., & Bidin, R. (2014). *Technology Acceptance and Purchase Intention towards Movie Mobile Advertising among Youth in Malaysia. Procedia - Social and Behavioral Sciences*, 130, 558–567. doi:10.1016/j.sbspro.2014.04.065
- [6] Bernard C.Y.T, Jason C, Wei S.C, and Zhenhui J (J2010) Effects of interactivity on website involvement and purchase intention.
- [7] Castillo, F. Jr. (2018). *Consumer Buying Behavior: The Multicultural Influence in the Philippines. The International Journal of Business Management and Technology*, Volume 2 Issue 2 March 2018 ISSN: 2581-3889. <http://paper.researchbib.com/view/paper/185504>
- [8] Chen, S., Wright, M.J., Gao, H., Liu, H. and Mather, D. (2021), *The effects of the brand origin and country-of-manufacture on consumers' institutional perceptions and purchase decision-making*, *International Marketing Review*, 38(2), 343-366. <https://doi.org/10.1108/IMR-08-2019-0205>
- [9] Chinomona, R. (2016). *Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa. African Journal of Economic and Management Studies*, 7(1), 124–139. doi:10.1108/ajems-03-2013-0031
- [10] Chinomona, R., Okoumba, L., & Poole, D. (2013). *The Impact of Product Quality on Perceived Value, Trust and Students' Intention to Purchase Electronic Gadgets. Mediterranean Journal of Social Sciences*. doi:10.5901/mjss.2013.v4n14p46
- [11] Dang, V. T., & Pham, T. L. (2018). *An empirical investigation of consumer perceptions of online shopping in an emerging economy: Adoption theory perspective. Asia Pacific Journal of Marketing and Logistics*. <https://www.emerald.com/insight/content/doi/10.1108/APJML-01-2018-0038/full/html>.
- [12] David, E. J. R., Sharma, D. K. B., & Petalio, J. (2017). *Losing Kapwa: Colonial legacies and the Filipino American family. Asian American Journal of Psychology*, 8(1), 43–55. doi:10.1037/aap0000068
- [13] Davis, B. (2021). *Home*. Mvorganizing.org. <https://www.mvorganizing.org/how-does-economics-affect-your-life-as-a-student/>.
- [14] Durmaz, Y. (2014). *The Impact of Psychological Factors on Consumer Buying Behavior and an Empirical Application in Turkey. Asian Social Science*, 10(6). doi:10.5539/ass.v10n6p194
- [15] Francis, T., & Hoefel, F. (2020) 'True Gen': Generation Z and its implications for companies. McKinsey & Company. <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/true-gen-generation-z-and-its-implications-for-companies>
- [16] Guru, R, & Paulssen M. (2020). *Customers' experienced product quality: scale development and validation*. doi:10.1108/EJM-03-2018-0156
- [17] Horváth, C. and Birgelen, M.v. (2015), *The role of brands in the behaviour and purchase decisions of compulsive versus non-compulsive buyers*, *European Journal of Marketing*, Vol. 49 No. 1/2, pp. 2-21. <https://doi.org/10.1108/EJM-10-2012-0627>
- [18] Jiang, Z, Chan, J, Tan, B & Chua, W. (2010). *Effects of Interactivity on Website Involvement and Purchase Intention*. J. AIS. 11. 10.17705/1jais.00218.
- [19] Khoros | Digital care, communities. (2021, July 15). *5 stats on Generation Z buying Habits marketers need*. Khoros. <https://khoros.com/blog/5-stats-generation-z-buying-habits>.
- [20] Kudeshia, C. and Kumar, A. (2017), *Social eWOM: does it affect the brand attitude and purchase intention of brands?*, *Management Research Review* Vol. 40 No. 3, pp. 310-330. <https://doi.org/10.1108/MRR-07-2015-0161>
- [21] Kumar, V., Umashankar, N., & Park, I. (2014). *Tracing the Evolution & Projecting the Future of In-Store Marketing. Shopper Marketing and the Role of In-Store Marketing*, 27–56. doi:10.1108/s1548-643520140000011000
- [22] Kushwah, S., Shree, D., Rezaei, S. and Sagar, M. (2020), *The impact of culture on consumer's perception of brand identity: Evidence from Gulf countries*, *Journal of Islamic Marketing*, 11(2), 479-496. <https://doi.org/10.1108/JIMA-12-2017-0146>
- [23] Lin, J.-S., & Sung, Y. (2013). *Nothing Can Tear Us Apart: The Effect of Brand Identity Fusion in Consumer-Brand Relationships. Psychology & Marketing*, 31(1), 54–69. doi:10.1002/mar.20675
- [24] Lo, S.M. and Shiah, Y.-A. (2016), *Associating the motivation with the practices of firms going green: the moderator role of environmental uncertainty*, *Supply Chain Management*, 21(4), 485-498. <https://doi.org/10.1108/SCM-05-2015-0184>
- [25] Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. (2013). *INTEGRATED MARKETING COMMUNICATION (IMC) AND BRAND IDENTITY AS CRITICAL COMPONENTS OF BRAND EQUITY STRATEGY: A Conceptual Framework and Research Propositions. Journal of Advertising*, 34(4), 69–80. doi:10.1080/00913367.2005.106
- [26] Muhammad E (2014), *The Impact of Advertisement and Consumer Perception on Consumer Buying Behavior*
- [27] Muhammad Y, Aditya H, Perdana K P, & NURHILALIA. (2019). *The Impact of Product Quality, Price, and Distribution on Satisfaction and Loyalty*. 유통과학연구, 17(10), 17–26. <https://doi.org/10.15722/JDS.17.10.201910.17>
- [28] Mundel, J., Huddleston, P., Behe, B., Sage, L. and Latona, C. (2018), *An eye-tracking study of minimally branded products: hedonism and branding as predictors of purchase intentions*, *Journal of Product & Brand Management*, 27(2), 146-157. <https://doi.org/10.1108/JPBM-07-2016-1282>
- [29] Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). *Purchase intention and purchase behavior online: A cross-cultural approach*. Heliyon, 6(6), e04284. doi:10.1016/j.heliyon.2020.e04
- [30] Priporas, C.-V. (2020), *Smart Consumers and Decision-making Process in the Smart Retailing Context through Generation Z Eyes*, Pantano, E. (Ed.) *Retail Futures*, Emerald Publishing Limited, Bingley, pp. 147-162. <https://doi.org/10.1108/978-1-83867-663-620201017>
- [31] Raj, M. P. M., & Roy, S. (2015). *Impact of Brand Image on Consumer Decision-making: A Study on High-technology Products*. *Global Business Review*, 16(3), 463–477. doi:10.1177/0972150915569934

- [32] Ruslim, Archi C, Tumewu, Ferdinand J, (2015), *THE INFLUENCE OF ADVERTISEMENT, PERCEIVED PRICE, AND BRAND IMAGE ON CONSUMER BUYING DECISION TO ASUS MOBILE PHONE*, <https://core.ac.uk/reader/95169124>.
- [33] Sasmita, J., & Mohd Suki, N. (2015). *Young consumers' insights on brand equity*. *International Journal of Retail & Distribution Management*, 43(3), 276–292. doi:10.1108/ijrdm-02-2014-0024
- [34] Sun, T. R., & Yazdanifard, R. (2015). *Review of Physical Store Factors That Influence Impulsive Buying Behavior*. *International Journal of Management, Accounting and Economics*, 2(9), 1048-1054.
- [35] Symbulan, N. (2020) *The Philippines – COVID-19 and its impact on higher education in the Philippines*. The HEAD Foundation. (2020, June 4). <https://headfoundation.org/2020/06/04/covid-19-and-its-impact-on-higher-education-in-the-philippines/>.
- [36] Tabassum, S., Khwaja, M. G., & Zaman, U. (2020). *Can Narrative Advertisement and eWOM Influence Generation Z Purchase Intentions? Information*, 11(12), 545. doi:10.3390/info11120545
- [37] Te, S., Velecina, A J & Japson, F. (2017). *Consumer Behavior Among Filipinos: A Quantitative Study About Vanity, Materialism, and Gender Differences*. *Consumer behaviour AMONG Filipinos: A quantitative study about Vanity, materialism, and gender differences*. ResearchGate. (n.d.). https://www.researchgate.net/publication/317357752_Consumer_Behavior_Among_Filipinos_A_Quantitative_Study_About_Vanity_Materialism_and_Gender_Differences.
- [38] Toth, M. (2016). *The Role of Self-Concept in Consumer Behavior* (2014). UNLV Theses, Dissertations, Professional Papers, and Capstones. <http://dx.doi.org/10.34917/6407916>
- [39] Vera, B. O. de. (2020, July 30). *The PH electronics sector is seen to benefit FROM the 'HIGH-TECH' COVID-19 new normal*. *INQUIRER.net*. <https://business.inquirer.net/303958/ph-electronics-sector-seen-to-benefit-from-high-tech-covid-19-new-normal>.
- [40] Waheed, A. and Jianhua, Y. (2018), *Achieving consumers' attention through emerging technologies: The linkage between e-marketing and consumers' exploratory buying behaviour tendencies*, *Baltic Journal of Management*, 13(2), 209-235. <https://doi.org/10.1108/BJM-04-2017-0126>
- [41] Yeh, C.-H., Lin, H.-H., Gau, Y.-L. and Wang, Y.-S. (2020), *What drives customers' purchase behaviour in a click-and-mortar retailing context: a value transfer perspective*, *Journal of Enterprise Information Management*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JEIM-10-2019-0344>
- [42] Yusuf, A.S., Che Hussin, A.R. and Busalim, A.H. (2018), *Influence of e-WOM engagement on consumer purchase intention in social commerce*, *Journal of Services Marketing*, 32(4), 493-504. <https://doi.org/10.1108/JSM-01-2017-0031>
- [43] Daqar, M. A. M. A., & Smoudy, A. K. A. (2019). *THE IMPACT OF CONSUMER BUYING BEHAVIOR ON CUSTOMER RELATIONSHIP MANAGEMENT IN THE BANKING SECTOR*. *International Review of Management and Marketing*, 9(4), 39–46. doi:10.32479/irmm.8151
- [44] Piercy, N. (2012), *Positive and negative cross-channel shopping behaviour*, *Marketing Intelligence & Planning*, 30(1), 83-104. <https://doi.org/10.1108/02634501211193930>