



Kotler's Decision-Making Model as a Predictor of the Consumer Buying Behavior of Young Professionals in the Philippines

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Abstract

The first stage in creating effective marketing strategies is to analyze consumer behavior in the market with regard to needs, attitudes, or behaviors as well as the influence of the environment. The researchers conducted this study to determine Kotler's decision-making model as a Predictor of Consumer Food Buying Behavior. This research aims to determine the perception of the respondents on how they purchase items in terms of the Kotler's Decision-Making Model and how the consumer evaluates the purchase of food items through their behavior. To determine the relationship between the consumer's behaviors based on Kotler's Decision-Making Model, the researchers used a descriptive design to gather quantifiable data for factual examination of the population sample. The respondents of this study are young professionals working and purchasing food items and living at the three (3) chosen barangay such as Barangay Poblacion, Guadalupe Viejo, and Guadalupe Nuevo. The total population of the study was 100 respondents. The researchers formulate a survey questionnaire through google forms for the data gathering procedure. This research shows a significant relationship between the customer behaviors during the journey and consumer buying behavior using Kotler's Decision-Making model. It shows only that attitude, norms, and intention play a significant role when a consumer decides whether to purchase or not the items. Culture, demand, and willingness to engage or buy the product are vital in the decision-making process. Finally, based on the study's findings, business strategies have been proposed that can be utilized by the business owners and marketing strategist for their business or companies employed.

Keywords: Consumer Buying, Behavior, Kotlers, Purchasing, Subjective Norms, Young Professionals

INTRODUCTION

Prabhu (2014) stated that one of the trickiest and most specialized areas of marketing that requires concentration and in-depth research is consumer behavior. Analyzing customer behavior in the market with respect to demands, attitudes, or behaviors as well as the impact of the environment is the first step toward developing successful marketing strategies. All marketers have a great deal of difficulty in trying to influence consumers' purchasing decisions. Psychological aspects of consumer behavior, including how they feel, think, argue, and select items, brands, and stores, as well as how their surroundings (media, culture, and families) affect these behaviors. Additionally, consumer inspiration and decision-making processes differ throughout products and are revealed through the analysis of purchasing patterns. This raises questions about how marketers may improve their strategies to satisfy consumers' wants and requirements.

The following factors and the viewpoint of the consumer led to the selection of the demand for purchasing decision-making. To begin with, each individual functions as a customer, making a various purchase regarding what to buy and why. It is vital for marketers to comprehend the factors that influence a customer's decision to purchase a product: are they motivated by needs or wants, or are they drawn to marketing campaigns or methods that they have seen advertised or shared on social media? To effectively target customers, develop a company's products and services, and

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comprehend how customers perceive items compared to competitors' products, marketers must have a thorough understanding of the consumer buying behavior process. Increased value, satisfied customers, competitive advantage, and enhanced.

Oke et al. (2015), businesses and marketers must consciously understand and assess their roles. They also revealed that many learning theorists believe that customers learn by interacting with stimuli, drives, cues, reinforcement, and reactions. As a result, people began to act on their beliefs and attitudes. Consumer decision-making is the process of choosing between offers of goods and services. It can be summed up as gathering and processing data, evaluating it, and selecting the most workable answer to an issue or choice of purchases. Although selecting a course of action to address a problem is referred to as decision-making, the time and effort required to complete the process vary depending on the type of purchase. Consumer buying choice models refer to the different orientations and viewpoints that consumers bring to the market and how they behave as consumers.

With this, the researchers were able to utilize the Kotler's Decision-Making Model other than with some decision-making model framework since it aligns with the objectives of the researchers. Moreover, Kotler's model is celebrated for its clarity and structure, offering a straightforward path for marketers to understand and influence consumer decisions. Each stage represents a potential area for marketers to intervene in and guide consumer decisions. However, its linear nature is also its limitation. Understanding the consumer decision-making process is crucial for marketers because it allows them to identify the driving forces behind consumers purchasing goods and services as the main objectives of this research, and this is practically the main reason for using the framework.

In line with the discussion, the research would provide further discussion and investigation on how consumers decide on what to purchase and how it influences them to proceed with purchase decision specifically for young professionals who are vulnerable and can easily be influenced by various macro environmental behaviors. This research also focuses on the behavior of a consumer regarding how they will purchase the product. This study focuses on determining Kotler's Decision-Making Model as a Predictor of Consumer Food Buying Behavior. The research will focus on the food items and how consumer is influenced in decision-making in buying the product.

LITERATURE REVIEW

Problem Recognition

Every day, consumers must make several judgments. To comprehend the dynamics of purchasing preferences and the driving forces behind future decisions, marketing specialists observe how consumers behave. We might be able to pinpoint a set of behavioral traits that are unique to certain consumer segments now, but beyond the established trends, new evolutionary lines might emerge tomorrow. This is a dynamic process that involves the advancement of technology, the economy, society, and politics, and the personal growth of every customer.

Problem Recognition is the first step in Kotler's customer buying decision-making process. A need for the driver of stimulus among consumers emerges during this process. The business should always consider the needs and desires of the customer and consider to meet those needs. Businesses can identify consumer wants throughout the need recognition process and develop marketing strategies accordingly. According to Kotler and Keller. (2016), the first stage in making a decision is identifying the requirement. Different types of need categorization exist. The purchaser admits to having a need or issue that may be brought on by certain internal or external factors. The fundamental demands that drive human behavior are referred to as internal stimuli.

Lautiainen (2015) mentioned that there are different classifications of need recognition, including functional needs, social needs, and need for change. The available market is related to an operational problem. The consumer purchases a washing machine to avoid doing the laundry by hand. To satisfy the burden of doing something for a personal reason, the consumer purchases an item to resolve it. Social need means the need comes when a consumer wants social recognition or belongingness. The consumer can buy luxury items to look good in front of others. Need for change: the consumer feels the need to change. This can result in new clothes or furniture to change the current appearance.

Information Search

According to Solomon et al. (2017), this is the second phase in the decision-making process that consumers go through. A consumer remembers what they previously thought of a product when they go to the market to buy goods or services; if the prior experience was favorable and they were satisfied, they buy the product and put an end to their quest for information. On the other hand, the customer will begin to search for information on that product if they have previously had a negative or unpleasant encounter. A consumer seeks product information when they wish to try something new.

In addition, it also mentioned that customers may select products without any information at times, but at other times, thorough research is required to find all available options. In addition to chatting to friends and family, reading periodicals, searching the Internet, or handling the goods, the customer has access to a variety of information sources. Your motivation, ability to find the information, and level of satisfaction with your search will all play a major role in how much you search.

Researchers claim that people look for information both internally and externally. To recognize options in the online process, the user must rely on their recollections. Achieving "top of mind" awareness through marketing is essential for some low-commitment items. Customers are more likely to utilize an external query for things that cost more. Before buying a car, a buyer might, for instance, visit multiple showrooms, browse numerous websites, check Consumer Reports ratings, and ask friends for recommendations.

Evaluation of Alternatives

Wright, William, & Byon (2017) asserts that buyers and purchases will assess options in distinct ways. In certain situations, consumers buy based mostly on instinct and gut feeling and rarely or never evaluate products. Situations in which there is little to no assessment of alternatives can often be attributed to habitual decision-making processes. Conversely, consumers who devote a significant amount of time to fixing a problem could thoroughly evaluate multiple brands. Solomon (2017) asserts that those choices are actively considered during the selection process. Kotler and Keller (2016) asserts that a company needs to know the dimensions that customers use to distinguish its products from those of rivals to sustain a competitive advantage in the market. Form, performance, product attributes, correctness or appropriateness, and reliability are some of these dimensions.

Saqib (2020), marketers must comprehend the competitive landscape and strategically position their products. One possible source of information about the positive differentiation of items in different market sectors is the selection criteria used by consumers. The consumer will identify a selection of companies based on features that they believe could fulfill the initial requirement after conducting an information investigation. At this point, he will weigh the benefits and drawbacks of purchasing a particular brand. We must always remember that meeting a need is the first step in the entire process. Customers look for certain benefits, and the brand they select

based on those attributes should provide those benefits. [Kotler and Keller \(2016\)](#) asserts that a company needs to know the dimensions that customers use to distinguish its products from those of rivals to sustain a competitive advantage in the market. Among these dimensions are shape, performance, product quality, appropriateness or accuracy, and reliability. Eight dimensions constitute product quality, according to David Garvin's book [Tjiptono \(2016\)](#): performance, features, dependability, durability, serviceability, esthetics, and perceived quality.

Purchase Decision

According to [Qazzafi \(2019\)](#), this is the fourth step in the client purchasing decision-making process. The consumer has decided to purchase a product after gathering information from multiple sources, assessing it, and determining where to buy it. People buy the brand or product with the highest rating during the evaluation. The surrounding environment affects purchase decisions. Sometimes, buyers simplify their purchases by taking mental shortcuts that result in rash judgments, especially when decision-making precedes limited problem-solving. These shortcuts might range from general notions like "buy the same brand as last time" or "higher price products are higher quality" to more specialized ones like "buy the same brand that my mother used to buy."

Moreover, [Nagvadia \(2017\)](#) stated that the final purchase decision may be "interrupted" by two factors. Customers may receive negative feedback from friends or other customers who bought it. For example, a customer shortlisted a laptop, but his friend gave negative feedback. This will make him change his decision. Furthermore, the decision might also change.

Post-Purchase Decision

The last and fifth step in the decision-making process for consumer purchases is the post-purchase decision. After a customer purchases a product, the business's job is not over. Companies should keep an eye on how customers behave and what they think about products. The customer may be satisfied after using the goods. A happy customer will probably buy more of the same item in the future and will also probably encourage others to buy the goods. The most important factor is the possibility of increasing customer loyalty to the product. The likelihood of a satisfied customer maintaining the effect is very high if they commit to the development.

Post-purchase behavior is the final phase of the purchasing process, according to [Khan and Khan \(2018\)](#). The customer will assess their level of satisfaction after making a transaction. If the customer is dissatisfied, the product has not lived up to expectations. Should the goods live up to expectations, the customer will be pleased and likely to make additional purchases from this particular brand in the future. Moreover, a high degree of customer pleasure might result in brand loyalty. This typically occurs when customers' expectations are surpassed.

Intention

According to [Morwitz et al. \(2017\)](#), the most significant element of an online retailer's success is its intention. It is vital to understand the attitudes, assessments, and internal factors that eventually lead to the purchase intent inability to forecast consumer behavior. Purchase intentions can assess the feasibility of the new distribution platform, allowing management to determine if the idea deserves further development and which geographic areas and consumer segments to target through the channel.

It asserts that although attitudes are often difficult to modify and are formed over time, they can be swayed by psychological rewards that are psychologically fulfilling. According to [Pena-Garcia et al. \(2020\)](#), people's attitudes shift as they acquire new ideas about the concept or item they are evaluating. According to TRA, intentions stem from a person's attitude toward a certain activity: the more positively an individual feels about a behavior, the more likely they are to engage

in it.

Subjective Norms

Subjective norms, which are the social pressures an individual feels to engage in a certain activity, are another antecedent of aim in the TPB (Ajzen 1991). These social pressures frequently stem from an individual's judgment of the frequency with which the behavior occurs among others and their assessment of the approval or disapproval of those engaging in the conduct (Ajzen 1991). Normative attitudes and the desire to adhere to them generate subjective norms. Ta-Fang et al. (2017) also discovered that, although having little effect in relation to other variables, subjective norms had a significant influence on the intention to use e-commerce.

RESEARCH METHOD

This study uses a quantitative and descriptive design to gather data about Philip Kotler's Decision-Making Model as a predictor of consumer food- buying behavior. According to Watson (2015), quantitative research refers to the collection of techniques for systemically investigating social phenomena using statistical or numerical data. It aims to look for patterns and relationships in the data and double-check the measurements made. This method applies to the study because the researchers will quantify information and data about Kotler's Decision-Making model as a predictor of consumer buying behavior. In addition, the researchers used a descriptive design that attempts to gather quantifiable data for factual examination of the population sample. It is suitable for this study because the researchers describe the facts and characteristics of Philip Kotler's consumer buying behavior process.

The respondents of this study are young professionals working and purchasing food items and living at the three (3) chosen barangay such as Barangay Poblacion, Guadalupe Viejo, and Guadalupe Nuevo. The total population of the study was 100 respondents. The population proportion of young professionals is broken down: Barangay Poblacion with 34 respondents, Barangay Guadalupe Viejo with 33 respondents, and Barangay Guadalupe Nuevo with 33 respondents. The study respondents were young professionals working in corporate or any other industries. Details of the respondents will be presented once the data gathering procedure begins. The researchers chose young professionals because they are the people working in the corporate sector and usually can purchase food items, especially when working, in a meeting, or even working from home. These are the people who have a budget in terms of consumption.

The questionnaire of the researchers is a self-made questionnaire following various processes to ensure a good and viable questionnaire. The survey questionnaire was based on related literature, which was adopted from several studies such as Moustakas (2015), Stankevich (2017), and Oke et al. (2016). Moreover, studies aligned with the subject and undergo a factor analysis resulting in a good result that leads to the researcher's decision for the actual data gathering procedure. Follow by distributing the survey questionnaire to the respondents through an online platform. In terms of validity, it was validated by experts in the field of marketing and consumer behavior working in private companies for almost 25 years and having expertise in terms of consumer behavior. It was also validated by statisticians and researchers. In terms of reliability, it has achieved a positive reliability rate using the Cronbach Alpha with a result of 0.96 overall rate in the questionnaires. After all of the process, it was proceeded with actual data gathering procedures.

FINDINGS AND DISCUSSION

The researcher interprets the data to determine Kotler's decision-making model as a Predictor of Consumer Food Buying Behavior. It will present the results and interpretation of the

profile of the respondents, how the consumer perceived the decision-making process in buying products, how the consumer evaluates their behavior in purchasing items, and the significant relationship indicated in the statement of the problem.

Table 1. Respondents' Assessment of Kotler's Decision-Making Process in Terms of Problem Recognition

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I base my choice of food items to buy on terms of my needs.	3.63	Strongly Agree	1
2. I choose food items based on my feelings or cravings.	3.24	Agree	2
3. I prefer to buy food items when demand arises.	2.55	Agree	5
4. I consider the calories of the food I am buying.	2.67	Agree	3.5
5. I prefer healthier food options if possible.	2.67	Agree	3.5
Overall Weighted Mean	4.14	Effective	

Note: 3.25 – 4.00, Strongly Agree (SA); 2.50 – 3.25, Agree (A); 1.76 – 2.50, Disagree (D); 1.00 – 1.75, Strongly Disagree (SD)

Table 1 shows the distribution of respondents in terms of problem recognition. One (1) item rated strongly agree, namely: I base my choice of food items to buy in terms of my needs with a composite weighted mean of 3.63, ranking as 1. Four (4) items rated agree, namely: I choose food items based on my feelings or cravings with a composite weighted mean of 3.24 rank as 2, I consider the calories of the food I am buying, and I prefer healthier food options if possible both with a composite weighted mean of 2.67 ranks as 3, and I prefer to purchase food items when the demand arises with a combined weighted mean of 2.55 rank as 4-overall result for problem recognition with a composite weighted mean of 2.95 rated agree. Based on the result for problem recognition, it shows the majority of the respondents always use their choice of food items when they are buying if ever there is a problem arise during the consumer behavior. This only means that consumers follow their choice whenever a problem arises. According to [Solomon \(2017\)](#), The need recognition process can occur naturally but often. Marketers can set it in motion. Marketers try to create demand where consumers are encouraged to use a product regardless of its brand. Marketers will try to convince consumers to choose their brand instead of others.

Table 2. Respondents' Assessment of Kotler's Decision-Making Process in Terms of Information Search

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I ask my friends and relatives when I need to buy food.	2.63	Agree	5
2. I look for feedback from previous customers before buying a food item.	3.24	Agree	2
3. I search online for recommendations when buying food items.	3.12	Agree	3
4. I prefer to look for items according to my own knowledge and understanding	3.43	Strongly Agree	1
5. I decide to buy an item based on the packaging and labels.	3.01	Agree	4
Overall Weighted Mean	3.09	Agree	

Note: 3.25 – 4.00, Strongly Agree (SA); 2.50 – 3.25, Agree (A); 1.76 – 2.50, Disagree (D); 1.00 – 1.75, Strongly Disagree (SD)

Table 2 shows the distribution of respondents in terms of information search. One (1) item rated strongly agree, namely: I prefer to look for the items according to my knowledge and understanding with a composite weighted mean of 3.43 rank as 1. Four (4) items rated agree,

namely: I look for feedback from previous customers before buying a food item with a composite weighted mean of 3.24 ranked as 2, I search online for some recommendations when purchasing a food item with a combined weighted mean of 3.12 rank as 3, I decide to buy an article based on packaging and label with a composite weighted mean of 3.01 class as 4, and I ask my friends and relatives when I need to buy a food item with a combined weighted mean of 2.63 ranks as 5. The table shows that customers prefer to use their knowledge and instincts when buying a particular product. They intend to use their learning when searching for possible outlets to purchase the product or service. People prefer “independent” sources such as this when looking for product information. Non-neutral sources of information, such as commercials, brochures, firm websites, and salespeople, are frequently consulted. This is the second step of the consumer decision-making process, according to Clow (2016). When a consumer goes to the market to acquire products or services, he or she recalls their previous thoughts about the product; if the previous experience was positive or sound and the consumer was satisfied, the consumer purchases the product, and the quest for knowledge ends.

Table 3. Respondents' Assessment of Kotler's Decision-Making Process in Terms of Evaluation of Alternatives

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I consider the comments and suggestions of friends and relatives when buying food item.	3.25	Agree	2
2. I ask for credible and trusted people when choosing where to buy food items.	3.22	Agree	3
3. I consider the price, feedback, and quality of the food items before purchasing it.	3.34	Strongly Agree	1
4. I consider the brand of the food items before buying it.	3.10	Agree	4
5. I research first before choosing which food item to purchase.	2.94	Agree	5
Overall Weighted Mean	3.17	Agree	

Note: 3.25 – 4.00, Strongly Agree (SA); 2.50 – 3.25, Agree (A); 1.76 – 2.50, Disagree (D); 1.00 – 1.75, Strongly Disagree (SD)

Table 3 shows the distribution of the respondents in terms of evaluation of alternatives, with an overall weighted mean of 3.17 rated as Agree. One (1) item ordered strongly agrees: I consider the price, feedback, and quality of food items before purchasing it with a composite weighted mean of 3.34, ranking as 1. Four (4) items rated agree, namely: I consider the comments and suggestions of friends and relatives when buying a food item with a composite weighted mean of 3.25 rank as 2, I ask some credible and trusted people when choosing where to purchase food items with a combined weighted mean of 3.22 position as 3, I consider the brand of the food items before buying it with a composite weighted mean of 3.10 rank as 4, and I research first before choosing what food item to purchase with a combined weighted mean of 2.94 levels as 5. Consumers tend to use price, quality, and feedback from others to evaluate which particular product to choose. These are three essential variables that a consumer will use in deciding which product to purchase. Consumers' perceptions of product quality and monetary sacrifice are derived from consumers' perceptions of price. Consumers infer that a higher price signals a higher rate, but at the same time, the higher price indicates a tremendous monetary sacrifice in purchasing the product. Consumers should use a product's price to determine whether the product is affordable. However, consumers also appear to use a product's price to measure the product's quality. According to Kotler and Keller (2016), if a firm wants to maintain a competitive advantage in the market, it must understand the dimensions consumers use to differentiate its products from those of competitors. Form, performance, product attributes, correctness or appropriateness, and

reliability are some of these dimensions. Product quality, according to David Garvin's book [Tjiptono \(2016\)](#), includes eight dimensions: performance, features, reliability, specification reliability, durability, serviceability, aesthetics, and perceived quality.

Table 4. Respondents' Assessment of Kotler's Decision-Making Process in Terms of Purchase Decision

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I decide to buy a food item when the feedback from the customer is good.	3.41	Strongly Agree	2
2. I decide to buy items when the price, quality, and time of delivery are good.	3.65	Strongly Agree	1
3. I consider brand equity when buying a food item.	3.29	Strongly Agree	3
4. I'm more likely to become an impulsive food buyer when I'm hungry.	2.93	Agree	5
5. I'm more likely to purchase a food item that looks appetizing on the advertisement.	3.07	Agree	4
Overall Weighted Mean	3.27	Agree	

Note: 3.25 – 4.00, Strongly Agree (SA); 2.50 – 3.25, Agree (A); 1.76 – 2.50, Disagree (D); 1.00 – 1.75, Strongly Disagree (SD)

Table 4 shows the distribution of the respondents in terms of purchase decisions, with an overall weighted mean of 3.27 rated Strongly Agree. Three (3) items ordered strongly agree, namely: I decide to buy things when the price, quality, and time of delivery are good with a composite weighted mean of 3.65 ranked as 1, I choose to buy a food item when the feedback from the customer is good with a combined weighted mean of 3.41 ranked as 2, and I consider the brand equity when buying a food item with a composite weighted mean of 3.29 position as 3. Two (2) items rated agree, namely: I'm more likely to purchase a food item that looks appetizing in the advertisement with a composite weighted mean of 3.07, ranking as four, and I'm more likely to become an impulsive food buyer when I'm hungry with a pooled weighted mean of 2.94 ranking as 5. The result is somehow correlated with the evaluation of alternatives in which consumers tend to purchase the product according to its price, quality, and speed of delivery. The exchange value of goods or services in terms of money is the price. The price of a product or service is what the seller thinks it is worth to the buyer. Quality is essential for delighting your clients and preserving their loyalty so that they will buy from you again. Long-term income and profitability rely heavily on high-quality items. They also give you the ability to charge and maintain higher prices. Finally, because of the high demand for specific products and limited mobility, the speed with which products are delivered has become an essential factor when deciding to choose whether or not to buy an item.

Table 5. Respondents' Assessment of Kotler's Decision-Making Process in Terms of Post-Purchase Decision

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I ask for feedback or an evaluation survey after I purchased a food item.	3.46	Strongly Agree	1
2. I voluntarily provide comments and suggestions after consuming the food items that I bought.	3.18	Agree	3
3. I became loyal to the brand of food items I purchased.	3.41	Strongly Agree	2
4. I purchased other products from the same brand.	2.82	Agree	4

5. The product that I buy is worth the price.	2.45	Agree	5
Overall Weighted Mean	3.06	Agree	

Note: 3.25 – 4.00, Strongly Agree (SA); 2.50 – 3.25, Agree (A); 1.76 – 2.50, Disagree (D); 1.00 – 1.75, Strongly Disagree (SD)

Table 5 shows the distribution of the respondents in terms of post-purchase decisions, with an overall weighted mean of 3.06 rated Strongly Agree. Two (2) items ordered strongly agree, namely: I ask for feedback or an evaluation survey after I purchased a food item with a composite weighted mean of 3.46 ranked as 1, and I become loyal to the brand of food items I bought with a combined weighted mean of 3.41 ranked as 2. Three (3) items rated agree, namely: I voluntarily provided comments and suggestions after consuming the food items that I bought with a composite weighted mean of 3.18 ranked as 3, I purchased other products from the same brand with a combined weighted mean of 2.82 ranks as 4, and the effect that I buy is worth the price with a combined weighted mean of 2.45 rank as 5. The customer's emotions about a purchase will also significantly impact whether or not he repurchases the goods or considers other products from the brand. Because a customer will likely feel obligated to communicate his/her views about the purchase, a customer will be able to influence the purchasing decisions of others. Customer feedback is information supplied by customers about their satisfaction or dissatisfaction with a product or service and their overall experience with a firm. Their feedback can help you improve the customer experience and tailor your actions to their demands.

Table 6. Young Professional' Food Consumption Behavior in Terms of Intention

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I used all my budget when buying food.	3.44	Strongly Agree	3
2. I consider the urgency of having the item when I decide to buy it.	3.56	Agree	2
3. I buy food to satisfy my needs and wants.	2.72	Agree	5
4. I most likely purchase food items from a well-known brand.	3.19	Strongly Agree	4
5. I most likely purchase food items from a well-known brand.	3.60	Strongly Agree	1
Overall Weighted Mean	3.30	Strongly Agree	

Note: 3.25 – 4.00, Strongly Agree (SA); 2.50 – 3.25, Agree (A); 1.76 – 2.50, Disagree (D); 1.00 – 1.75, Strongly Disagree (SD)

Table 6 shows the distribution of the respondents in terms of intention, with an overall weighted mean of 3.30 rated strongly agree. Three (3) items ordered as strongly agree, namely: I most likely purchase a food item from a well-known brand with a composite weighted mean of 3.60 ranks as 1, I consider the urgency of having the thing when I decide to buy it with a combined weighted mean of 3.56 position as 2, and I used all my budget when purchasing food with a combined weighted mean of 3.44 rank as 3. Two (2) items rated agree: I most likely buy a food item from a well-known brand with a composite value of 3.10, ranked as four, and I buy food to satisfy my needs and wants with a combined weighted mean of 2.72, ranked as 5.

The table presents that most young professionals prefer to purchase food items from a branded class of products. They like to buy a well-known assortment of items due to their popularity and word of mouth from the market. It is stated that trust was found to affect the intention to use online shopping significantly. It is also supported by Wang et al. (2016) who stated that trust has positively influenced online purchases online. Consumers want comfort, happiness, and satisfaction in their lives, and they get it in part through the products they buy. If the brands they use consistently deliver a positive experience, consumers form an opinion that the brand is trustworthy, which gives them peace of mind when buying.

Table 7. Young Professional' Food Consumption Behavior in Terms of Attitude

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I consider my emotions or moods when selecting the food, I buy.	2.90	Agree	3
2. I prefer to buy food to relieve my stress.	3.28	Strongly Agree	1
3. I choose to buy food when I know it will give me happiness and satisfaction.	2.83	Agree	4
4. I immediately purchase a food item when I have a strong feeling toward it.	3.05	Agree	2
5. I don't easily purchase newly introduced food items in the market.	2.47	Agree	5
Overall Weighted Mean	2.91	Agree	

Note: 3.25 – 4.00, Strongly Agree (SA); 2.50 – 3.25, Agree (A); 1.76 – 2.50, Disagree (D); 1.00 – 1.75, Strongly Disagree (SD)

Table 7 shows the distribution of the respondents in terms of attitude, with an overall weighted mean of 2.91 rated agree. One (1) item placed as strongly agree: I prefer to buy food to relieve my stress with a composite weighted mean of 3.28 ranking as 1. Four (4) of the items rated as agreeing, namely: I immediately purchase a food item when I have a strong feeling toward it with a composite weighted mean of 3.05 ranked as 2, I consider my emotion or mood when selecting the food, I buy with a combined weighted mean of 2.90 ranks as 3, I choose to buy food when I know it will give me happiness and satisfaction with a composite weighted mean of 2.83 ranks as 4, and I don't easily purchase newly introduced food items in the market with a composite weighted mean of 2.47 ranks as 5. In terms of attitude, most young professionals tend to purchase food items to relieve stress from work or any form of their career. They intend to purchase an item to make them comfortable and satisfied.

According to [Mahmoud \(2018\)](#), attitude is defined as how a person views behavior as favorable or negative. Behavioral beliefs and subjective judgments combine to form an attitude. Consumers tend to acquire the item to reduce stress, and they find purchasing a food item to be more rewarding.

Table 8. Young Professional' Food Consumption Behavior in Terms of Subjective Norms

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I decide to buy food items when my friends or relatives ask me to do so.	3.54	Strongly Agree	3
2. I purchase the food item to ensure that I also have the same item as the others.	3.30	Strongly Agree	4
3. I decide to buy food items because it is in demand.	3.64	Strongly Agree	1
4. I decide to buy a food item when it is convenient.	3.58	Strongly Agree	2
5. I consider buying food products according to my family's needs and wants.	3.01	Agree	5
Overall Weighted Mean	3.41	Strongly Agree	

Note: 3.25 – 4.00, Strongly Agree (SA); 2.50 – 3.25, Agree (A); 1.76 – 2.50, Disagree (D); 1.00 – 1.75, Strongly Disagree (SD)

Table 8 shows the distribution of the respondents in terms of subjective norms, with an overall weighted mean of 3.41 rated strongly agree. Four (4) items ordered as strongly agree, namely: I decide to buy the food items because it's in demand with a composite weighted mean of 3.64 ranks as 1, I choose to buy a food item when it's convenient with a combined weighted mean of 3.58 class as 2, and I decide to buy the food item when my friends or relatives ask me to do so with a composite weighted mean of 3.54 rank as 3. Two (2) of the items rated agree, namely: I purchase the food item to ensure that I also have the same thing just like the others with a composite

weighted mean of 3.30 rank as four, and I consider buying food products according to my family's needs and wants with a combined weighted mean of 3.01 rank as 5. These social influences are frequently predicated on how often the individual feels that the action occurs among others and the individual's impression of other people's acceptance or disapproval of the activity's performance (Ajzen 1991). Subjective norms emerge from normative views and the desire to follow them.

CONCLUSIONS

The problem recognition process shows that when people are looking for possible reasons to purchase an item, they always depend on the level of their needs. It is concluded that it is essential for marketers to regularly determine the market's demand to think about the innovative strategies or services they can offer. When it comes to information search, young professionals prefer to look for possible products or services during the information search based on their knowledge and understanding. It is concluded that marketers play an essential and critical part in building brand positioning here since they need to create a top-of-mind strategy to create consciousness among the people.

In terms of evaluation of alternatives, it is concluded that marketers need to focus on the price, feedback from the product, and quality when they are establishing the product or service among young professionals. Respondents prefer to evaluate alternatives where they can purchase the items using the following criteria. When it comes to purchasing decisions, it is concluded that young professionals prefer convenience, affordability, and satisfaction with the products they are buying. Marketers must produce strategies that will fulfill this finding.

In terms of the post-purchase decision, it is concluded that marketers need to establish a consistent feedback mechanism or any form of seeking feedback and comments from the customers. Establishing a good network of getting their feedback will enhance the service quality and delivery of products and services. Regarding attitude, it is concluded that most of the time, the reason why young professionals intend to buy the product is to relieve stress. It is also supposed that when customers can save their budget and find it more convenient to purchase products, they will avail or automatically buy them.

It is also concluded that there is a significant relationship between the customer behavior during the journey on the consumer buying behavior using Kotler's decision-making model. Hence, the hypothesis is rejected. It shows only that attitude, norms, and intention play a significant role when a consumer decides whether to purchase or not the items. Culture, demand, and willingness to engage or buy the product are vital in the decision-making process.

LIMITATION AND FURTHER RESEARCH

The limitation of the study is that it only focused on young professionals and within the three selected barangays in the Makati City. It only assesses they consumer buying habits as predictors of Kotler's decision making process. As assessed in the study conducted by the researchers, it is recommended for the future researchers to consider other lines of business or sectors that can be used or the subject matter is applicable to be used. It can also expand the number of samples by considering the overall area of Makati.

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