

Correlation of Korean Products Purchase Intention and Responses on Purchase Decision of Filipinos Millennials in the National Capital Region

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Abstract

In recent years, the popularity of Korean products has reached the different parts of the world including the Philippines. In order to address some market research gaps on the purchase behavior and the intended target market of Korean products in the country, this study aimed to assess the correlation between the factors influencing the Korean products purchase intention and the responses that affect the purchase decision of Filipino millennials. This study used quantitative research method utilizing a structured questionnaire which was tested for validity and reliability. The data was collected from 305 Filipino millennials in the NCR who watch Korean contents through video-on-demand platforms. For the respondents' profile, weighted mean was used to measure the general response of the survey samples. To test the significance among groups, Kruskal-Wallis was used. This research is anchored to the Theory of Planned Behavior and Theory of Reasoned Action which state that intentions can predict behaviors. The results showed that the Korean products intention was influenced by country-of-origin effect, celebrity endorsement, perceived quality, product involvement and social norms. While their purchase decision was also affected by various responses such as their product choice, brand choice, dealer choice, purchase quantity and purchase frequency. The findings also revealed that there was a significant correlation between purchase intention and the responses affecting the purchase decision. This research proved that the Korean products purchase intention of Filipino millennials can predict their purchase decision; therefore, companies should consider these factors when marketing Korean products in the country.

Keywords: Marketing Management, Purchase Intention, Purchase Decision, Quantitative Research, Philippines