

Social Factors Influencing Purchase of Branded Apparel among Rizal Memorial Institute of Dapitan City Incorporated Employees

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ABSTRACT

The study offers valuable insights into the purchasing behavior of employees concerning branded apparel within the educational sector, focusing specifically on Rizal Memorial Institute of Dapitan City, Inc. Through a descriptive quantitative research design and the distribution of structured questionnaires among thirty-six (36) respondents comprising teaching staff, non-teaching staff, and administrative personnel, the research sheds light on various trends and preferences within this demographic. One significant finding is the distinct purchasing patterns observed across demographic groups. For instance, the study reveals a notable decrease in the inclination towards purchasing branded apparel among older individuals aged 51 to 60, who comprised only 2.8% of the respondents. Similarly, female respondents exhibited a lower preference for branded apparel compared to males, constituting just 27.8% of the total respondents. Additionally, part-time employees showed less interest in branded apparel, accounting for only 2.8% of the respondents. Furthermore, the research indicates that only a small percentage of employees feel pressured by family members to purchase branded apparel, suggesting that external influences may not significantly impact their purchasing decisions. In conclusion, the study emphasizes the diverse preferences and influences shaping employees' decisions in the branded apparel market within the educational setting. These findings underscore the importance of tailored marketing strategies and product offerings to effectively engage different segments within the employee demographic. By understanding these nuances, brands can enhance consumer satisfaction and achieve greater success in this market.

Keywords: consumer buying behavior, social factors, branded apparel

INTRODUCTION

Consumer buying behavior is the study of people and the methods they employ to choose, obtain, utilize, and discard goods, experiences, ideas, or other needs-satisfying items, as well as the impact these methods have on the consumer and society. Consumer behavior is slowly becoming a factor in strategy planning for any company with rising investment levels. The overall concept or graphical proposal of the retail establishment might influence the sales or service provided by the salesperson or the person who assisted us there. Additionally, customers can choose goods or brands not just because these items provide the anticipated functional or performance paybacks; they can also be utilized to reveal information about a customer's personality, financial situation, affiliations, or internal needs or psychological desires, such as the need for novelty or difference. Consumer buying behavior clarifies the psychological consumer thought processes and irrational behavior throughout product research, the buying process, and after the use of a good or service. Mythili T. (2020).

Consumer buying behavior is influenced by social factors, as individuals are conscious of their societal image. (2015). Furthermore, word-of-mouth is acknowledged as a social element that contributes to shaping

consumer buying behavior (Durmaz Y.). (2013). According to Cetinã L. (2016), the social factors impacting consumer behavior encompass reference groups, family dynamics, as well as roles and status.

Branded apparel holds a significant market among the nation's youth, given how well they adapt to shifting fashion trends. Brand selection is a cognitive behavior that involves peer pressure, accessibility, and pricing. These factors have become very expressive in today's marketplace. Selecting branded apparel is closely tied to a person's self-esteem. Utilizing branded apparel positions a consumer's social image. Consumer preference conveys a consumer's importance to society. Global brands have steadily enhanced customers' perceptions of them in society. Keeping clients is essential because preferences and interests occasionally shift. Consumers' purchasing decisions are influenced by marketers. Mrácek P. (2017).

Rizal Memorial Institute of Dapitan City, Inc. (RMIDCI) is a private higher educational institution in Zamboanga del Norte. Since its founding in 1946, the institution has offered undergraduate degrees in business administration, secondary education, and elementary education. The ABM, GAS, and HUMSS strands are made available in its senior high school (SHS) curriculum as well. The Commission on Higher Education (CHED) and the Department of Education (DepEd) formally recognize RMIDCI and its programs.

In spite of these good contributions, there remains a significant study vacuum with respect to the particular consumer behavior patterns among private school personnel. Given the distinct professional dynamics and roles seen in the educational setting, this discrepancy is especially noteworthy. The forthcoming study aims to fill this research gap by providing an in-depth exploration of the consumer buying behavior of private employees in the school sector, with a focus on brand-related apparel. It is imperative to understand how social factors, including family, role, and reference groups, influence the branded apparel purchasing decisions of private employees in educational institutions. This understanding will be crucial for both theoretical knowledge and practical applications in marketing strategies. This study aims to provide important insights into the changing landscape of consumer behavior by analyzing the social elements influencing their purchase decisions.

Due to the prominence of the apparel and clothing sector and the rising consumer spending on apparel and clothing, it is crucial to understand how consumer buying behavior is changing. The purpose of this study is to increase understanding of consumers' brand-related apparel purchasing behavior and, more practically, to identify the social factors that affect this behavior.

Theoretical/Conceptual Consideration

This study is anchored on the study theory of Ramya N. and Ali M. (2016), titled "Factors Affecting Consumer Buying Behavior." According to Ramya N. and Ali M. (2016) Consumer purchasing behavior describes how consumers choose, acquire, and use products and services in order to fulfill their desires. Various procedures are involved in customer conduct. Numerous elements, particulars, and traits affect the person in what he is, how he makes decisions, what he buys, and how the consumer conducts the goods he purchases or the establishments he visits. A purchasing choice is the outcome of each and every one of these elements. The consumer first looks for the commodities he would like to eat; therefore, he only chooses goods that seem like they will be more useful. The consumer estimates the amount of money available after choosing the goods to which he has access. Finally, the buyer examines the current commodity pricing and decides what goods and services he should consume. In the meantime, several additional factors, including social, cultural, economic, personal, and psychological ones, influence customer purchases.

Social factor significantly influences consumer buying behavior, encompassing aspects such as group dynamics, social networks, online communities, and family relationships. Word-of-mouth communication also plays a crucial role in shaping consumer decisions. According to Kotler, a group is defined as "two or more people who interact to achieve individual or mutual objectives." Within groups, there are membership groups, where individuals directly belong, and reference groups, which serve as points of comparison or influence even if the individual is not a member. These influences can be both direct, through face-to-face

interactions, and indirect. Kotler and Keller differentiate between primary groups, like family, friends, neighbors, and coworkers, with whom individuals interact continuously and informally, and secondary groups, such as religious or professional associations, which are more formal and require less continuous interaction. Word-of-mouth remains the most potent influencer of consumer buying behavior, with individuals placing greater trust in recommendations from family and friends compared to other sources such as company salespersons. Family and friends hold a special place in people's lives, and their recommendations are highly valued. Consumers tend to prioritize suggestions from family and friends over those from others. Family, in particular, plays a crucial role in shaping consumer choices, with family members having a significant influence. Kotler emphasizes the impact of personal recommendations from trusted sources like friends, family, and associates on purchasing decisions. In today's digital age, people are increasingly spending time on online social media platforms, expanding their social networks. These platforms include popular sites like Facebook and Twitter. Companies are recognizing the importance of leveraging online social media to connect with customers, as highlighted by Kotler P. (2017). According to Ramya N and Ali M. (2016), humans are sociable animals. Consequently, our behavioral habits and preferences and dislikes are influenced to some extent by the people around us. We always ask for verification from persons and hardly ever engage in non-social behavior near us acceptable. The social factors influencing consumer behavior are family, reference groups, roles, and status.

Family. The buyer has two different kinds of families in his life: viz. joint and nuclear families. That is a nuclear family where people have higher levels of individuality and small-family size freedom to make choices, as opposed to joint families where the family size is substantial, and collective decision-making increases preference over personal choice. Family members have the power to impact consumer behavior, especially in the Indian compete. The preferences, inclinations, lifestyles, etc. of the members are ingrained in the purchasing habits of the family. Ramya N and Ali M. (2016)

Reference group consists of individuals who have with whom a person is acquainted. There are some individuals who profoundly impact a person's beliefs, values, and actions in a direct or indirect way. Reference groups occur in a variety of potential classification, which need not be thorough (that is, not overlapping). Ibrahim R. (2013)

Reference group is a real or made-up person or organization that shapes a person's beliefs, goals, or actions. Reference groups are informational and pressure groups that offer viewpoints or ideals to sway judgment. Reference groups impact a consumer's choice to purchase by educating them about a brand or product, enabling them to assess their attitude against the group's, pushing them to adopt a mindset that aligns with the group, and finally validating and supporting their actions. a person's choice to follow convention. A reference group is a real or made-up person or organization that shapes a person's beliefs, goals, or actions. Reference groups are informational and pressure groups that offer viewpoints or ideals to sway judgment. Reference groups impact a consumer's choice to purchase by educating them about a brand or product, enabling them to assess their attitude against the group's, pushing them to adopt a mindset that aligns with the group, and finally validating and supporting their actions a person's choice to follow convention. Ibrahim R. (2013)

Reference groups on the other hand, can be used as direct (in-person encounters) or indirect points of comparison or reference for shaping an individual's behavior or views. Individuals are frequently impacted by reference groups that they do not identify with Kotler P. (2017). Kotler and Keller stated that "Some of these are primary groups with whom the person interacts continuously and informally, such as family, friends, neighbors, and coworkers. People also belong to Secondary groups, such as religious, professional, and trade-union groups, which tend to be more formal and require less continuous interaction" Kotler P. & Keller K.L (2016).

Role. An individual is involved in numerous groups, such as clubs, families, and associations. The individual's place within each group might be described in terms of position and responsibility. A role is made up of the tasks that one is anticipated to complete. Every role has a standing. People gravitate toward communicative

items their standing and their function in society. Marketers need to understand the potential of brands and products as status symbols. Ramya N and Ali M. (2016)

Status. Durmaz Y. (2014), the author, brought up the point that each function in society has a status. According to Ramya N and Ali M. (2016), consumers make decisions about products based on how they perceive their place in society. Social classes are made up of people with comparable beliefs, passions, and ways of behaving.

Objectives of the Study

This study looked into the social factors influencing purchase of branded apparel among Rizal Memorial Institute of Dapitan City Incorporated Employees and to

1. To present the profile of respondents of Rizal Memorial Institute of Dapitan City Inc. employees.
2. To understand the factors influencing the buying behavior of
3. To assess how respondents rate the importance of social factors in their decision to purchase branded apparel
4. To determine if there is a significant relationship between the factors influencing buying behavior and the social factors in the decision to purchase branded apparel.

Significance of the Study

Provides valuable data and insights to advance knowledge in consumer buying behavior and marketing research.

Empowers employees to make informed purchasing decisions, find better prices, and align their wardrobe preferences with their values.

Offers retailers and apparel businesses insights into their target market, aiding in the development of successful marketing strategies, expansion of product offerings, and enhancement of customer experiences. Collaboration opportunities with retailers and brands for further research or funding may arise.

LITERATURE REVIEW

Age is a key demographic characteristic that influences consumer buying behavior. People's needs change as they get older. Similar shifts can be seen in their purchasing habits. Our health-related needs alter as we age, as do our other demands. People's lifestyles change as they age, affecting their requirements and personal beliefs. When people are young, they spend more money on things like entertainment, movies, and fashion. As people get older, their spending on these things decreases. Elderly individuals typically stay at home, but their healthcare costs can rise because an aging body is more prone to disease. Pratap A. (2017)

Sex. Rajput, N., & Khanna, A. (2014) examine the gender perspective's insights and shed light on young consumers' brand preferences, brand awareness, and buying habits in the apparel market. According to the study, consumers are aware of the majority of domestic and international brands. When considering respondents' gender, it was found that females give more weight to characteristics like physical amenities, variety, style, family friends, the reputation of the store, brand loyalty, and the want to wear and test before shopping, and marketing aspects in contrast to their male colleagues.

The **employment status** of a certain group of labor resources is established when they participate in socially beneficial activities. These are people who provide labor in order to produce goods and services in order to make money, as well as people who engage in socially beneficial activities but do not directly produce money or people who do 17 produce money directly related to the production of goods and services. Azimovna S.M (2023)

Occupation. Position and profession have a significant impact on our daily lives, from how much time we spend to what we wear, eat, and watch. The products and brands that people choose to buy are heavily influenced by their vocation. One of the most important economic elements is occupation. Individuals have varying levels of discretionary income depending on their occupation, which influences their purchase decisions. Disposable income is the amount of money an individual has left over after paying for all required living expenses such as rent and groceries. Bhasin H.(2023)

The person's **income** has an impact on his purchasing habits. Because an individual's income determines their purchasing power, higher personal incomes translate into higher expenditures on other goods, and vice versa. Arshi N.(2023)

Frequency of purchase is the mean quantity of times a client makes a purchase from a store over a specific time period and a reliable measure of a company's capacity to survive and how well its retention marketing is working. The frequency of purchase is the quantity of products a consumer purchases from an online store within a specific time frame Chensu

K. (2013). The consumer's preference to acquire a good or service is known as their frequency of purchase ,Sohail Y. Faizza R. and Anas Z. (2015).

Brands of apparel, are defined for the sake of this study as brands that are owned and run by merchants themselves. This consequently gives consumers the chance to alter behaviors, which stifles competitiveness amongst industry competitors MTI (2020). Customers who exhibit this behavior become more demanding in their demands for consistent service, better products at cheaper rates, and consistent quality, which makes it more challenging for clothing businesses to maintain a devoted following MTI, (2020). Customers who behave in this way become more picky about what they want—better 20 products at lower prices, consistent quality, and consistent service—which makes it harder for apparel companies to keep their loyal customer base MTI (2020).

Apparels Purchased a study conducted in a few chosen Karnataka cities discovered that shop characteristics have a large influence on the purchase of apparel and inspiration to look around the physical stores storefront arrangement. Store characteristics that have been demonstrated to have an influence were the hanging ranges, clothing displays, and service quickness and support. Lakshminarayana D. (2018)

Family members' preferences or opinions have a significant impact on a person's or family's purchasing decisions. "The consumption patterns are impacted, sometimes to a greater or lesser degree—by the family, concerning its features—conventional or contemporary, with a less important function as a result of incorporating several social groups and establishments. Wani Z.A (2019)

Reference group. Mention the organizations that have an impact on consumer behavior, either directly or indirectly. Friends, neighbors, relatives, and coworkers are examples of key groups or membership groups in reference groups that have a direct impact on customer behavior. Individuals or customers may also be influenced by trade union, professional, and religious organizations. We refer these groups as secondary groups. Aspirational groups are among the numerous organizations that have an impact on people. The organizations that consumers aspire to join are known as aspirational groups. Zitkus & Puskoriute (2013)

Role. Every person in society has two roles, depending on which group they are a part of. A person who has a prominent company's position as CEO is also someone's spouse and domestic father. Individuals' inclination to buy is influenced by their place in society. GAJJAR B. (2013)

Status, determined by factors such as wealth, education, or occupation, signifies an individual's position within social groups. In numerous societies, status holds significance as individuals seek the approval and respect of others. Attaining social status may result from achieving success in life or being born into affluence. The choices individuals make in products and brands often mirror their social roles and status. Wright (2013)

METHOD USED

The study utilized a descriptive quantitative research design, chosen for its ability to systematically collect and analyze numerical data related to the social factors influencing the purchase of branded apparel among employees at Rizal Memorial Institute of Dapitan City Inc. This approach enables the quantification of variables and the identification of patterns and relationships within the data. The research was conducted within the school sector of Rizal Memorial Institute of Dapitan City Inc., situated at Dr. Heinz Lutke Street, Potol, Dapitan City, Zamboanga del Norte, focusing on employees rather than students to provide targeted insights into consumer behavior. The respondents included teaching staff, non-teaching staff, and administrative personnel, selected through a stratified sampling method to ensure proportional representation. The primary instrument was a modified questionnaire adapted from Meral Acemogullari's (2020) study, tailored to fit the study context, and validated through pilot testing and reliability analysis using Cronbach's Alpha. Data analysis involved descriptive and inferential statistics to summarize data and identify relationships, ensuring a comprehensive understanding of the social factors influencing branded apparel purchases among the target demographic.

RESULTS AND DISCUSSION

Profile of respondents in terms of Age

	Frequency (<i>f</i>)	Percent (%)
21-30 years old	17	47.2
31-40 years old	13	36.1
41-50 years old	5	13.9
51-60 years old	1	2.8
Total	36	100.0

Younger individuals, particularly those between 21 and 30 years old, form the majority of participants, suggesting a strong interest in branded apparel among this demographic, with 47.2% of them falling into this category. In contrast, older individuals, especially those aged 51 to 60, show a lower inclination towards purchasing branded apparel, accounting for only 2.8% of respondents.

Profile of respondents in terms of sex.

	Frequency (<i>f</i>)	Percent (%)
Female	26	72.2
Male	10	27.8
Total	36	100.0

Female employees are more likely to buy branded apparel compared to their male counterparts, with a significant majority of female respondents (72.2%). In contrast, male respondents show a lower preference for branded apparel, accounting for 27.8% of respondents.

Profile of respondents in terms of employment status

	Frequency (<i>f</i>)	Percent (%)
Full-time/Part-time employee	26	72.2
Regular Employee	5	13.9
Temporary	5	13.9
Total	36	100.0

Full-time/part-time employees make up the majority of respondents, accounting for 72.2% of the sample. This suggests a strong interest in branded apparel among individuals in these employment categories. Regular employees and temporary workers each represent 13.9% of the respondents.

Profile of respondents in terms of occupation

	Frequency (<i>f</i>)	Percent (%)
Teaching Staff	21	58.3
Non-Teaching Staff	9	25.0
Administrative Personnel	6	16.7
Total	36	100.0

The majority of employees surveyed are on the teaching staff, accounting for 58.3% of respondents. This suggests that individuals in teaching positions are more likely to purchase branded apparel.

Profile of respondents in terms of income

	Frequency (<i>f</i>)	Percent (%)
6,000-15,000	18	50.0
16,000-25,000	15	41.7
26,000-35,000	3	8.3
Total	36	100.0

Lower to moderate income demonstrate a higher tendency to purchase branded apparel, with 50.0% of respondents having a monthly income ranging from P6,000 to P15,000. However, those with higher incomes also participate in purchasing branded apparel, albeit to a lesser extent, with 8.3% of respondents having a monthly income of P26,000 to P35,000.

7. Respondent's behavior of buying branded apparels in terms of frequency of purchase

	Frequency (<i>f</i>)	Percent (%)
Twice a Week	1	2.8
Once a month	6	16.7
Twice a month	8	22.2
Once a year	14	38.9
Twice a year	7	19.4
Total	36	100.0

The most common frequency of purchase among employees surveyed is once a year, with 38.9% of respondents falling into this category. This suggests that a significant portion of individuals purchase branded apparel infrequently, possibly for special occasions or seasonal updates to their wardrobe. A notable portion of respondents (22.2%) purchase branded apparel twice a month, indicating that some individuals have a higher frequency of purchasing such products, possibly due to a greater interest in fashion or a desire to keep up with the latest trends.

Respondent's behavior of buying branded apparels in terms of brands of apparel

	Frequency (<i>f</i>)	Percent (%)
Bench	7	19.5
Penshoppe	16	44.4

Oxygen	6	16.7
Bunny Jeans (BNY)	2	5.6
Jag	5	13.9
Total	36	100.0

Penshoppe emerges as the preferred brand among surveyed employees, reflecting its popularity, with 44.4% of respondents indicating that they purchase this brand.

Nonetheless, other brands like BNY still attract a portion of respondents, accounting for 5.6% of them.

Respondent's behavior of buying branded apparel in terms of apparel purchase

Apparel Purchase	Frequency (f)	Percent (%)
Casual Wear	23	63.9
Formal Wear	13	36.1
Total	36	100.0

Casual wear is the preferred choice among respondents, indicating its dominance in the market, with 63.9% of respondents indicating that they purchase this type of apparel. However, formal wear still holds relevance for a significant portion of participants, accounting for 36.1% of them.

Respondents rate the social factors of buying branded apparel in terms of family.

Statements	Private Employees	
	Mean	Description
Trusting family member's advice in purchasing branded apparel	3.44	Agree
Buying branded apparel aligns with the fashion choices of family members.	2.94	Neutral
Shared brand preferences within the family influence purchasing decisions.	3.47	Agree
Feeling pressured to buy branded apparel approved by family members.	2.28	Disagree
Asking family about the products or brands to ensure making the right purchase.	3.47	Agree
Average Weighted Mean	3.12	Neutral

Legend: 1.00 – 1.80 Strongly Disagree; 1.81 – 2.60 Disagree; 2.61 – 3.40 Neutral; 3.41 – 4.20 Agree; 4.21 – 5.00 Strongly Agree

It can be seen that they are generally neutral of their buying behavior of branded apparel in terms of their family with an average weighted mean value of 3.12. The data showed that they are neutral on buying branded apparel aligns with the fashion choices of family members. While, they disagreed that feeling pressured to buy branded apparel approved by family members.

Respondents rate the social factors of buying branded apparel in terms of reference group

Statements	Private Employees	
	Mean	Description
Seeking colleagues' opinions before shopping.	3.47	Agree
Dressing similarly to those in the professional community.	3.28	Neutral
Importance of others, especially colleagues, liking the product purchased.	3.11	Neutral

Achieving a sense of belonging by buying the same brands as colleagues.	2.67	Neutral
Preferring stores where important people in the professional circle encourage purchases	2.86	Neutral
Average Weighted Mean	3.08	Neutral

Legend: 1.00 – 1.80 Strongly Disagree; 1.81 – 2.60 Disagree; 2.61 – 3.40 Neutral; 3.41 – 4.20 Agree; 4.21 – 5.00 Strongly Agree

Seeking colleagues’ opinions before shopping garners agreement from 3.47% of respondents, while 2.67% remain neutral on achieving a sense of belonging by buying the same brands as colleagues.

Respondents rate the social factors of buying branded apparel in terms of role

Statements	Private Employees	
	Mean	Description
Choice of branded apparel reflecting societal role or position.	2.89	Neutral
The positions that people play in society have a big impact on their tastes and spending habits.	3.47	Agree
People's propensity to buy goods that fit their social role are influenced by how they see their own social standing.	3.50	Agree
The social standing of an individual influences their purchasing decisions.	3.44	Agree
A person's purchasing behaviour is mostly unaffected by their social role.	3.28	Neutral
Average Weighted Mean	3.32	Neutral

Legend: 1.00 – 1.80 Strongly Disagree; 1.81 – 2.60 Disagree; 2.61 – 3.40 Neutral; 3.41 – 4.20 Agree; 4.21 – 5.00 Strongly Agree

3.50% agree that individuals’ purchasing behavior aligns with their perceived social standing, whereas 2.89% consider the choice of branded apparel reflecting societal roles less significant.

Respondents rate the social factors of buying branded apparel in terms of status

Statements	Private Employees	
	Mean	Description
Enhancement of perceived social status through wearing branded apparel.	3.17	Neutral
Comparison of owned branded apparel with others in social circle.	2.86	Neutral
Positive effect on social standing by being associated with specific apparel brands.	3.06	Neutral
Inclination to purchase “limited edition” branded apparel for exclusivity and elevated social status.	2.72	Neutral
Enhancement of visibility and social status through owning branded apparel from well-known brands.	2.97	Neutral
Average Weighted Mean	2.96	Neutral

Legend: 1.00 – 1.80 Strongly Disagree; 1.81 – 2.60 Disagree; 2.61 – 3.40 Neutral; 3.41 – 4.20 Agree; 4.21 – 5.00 Strongly Agree

3.17% agree with the enhancement of perceived social status through branded apparel, while 2.72% express limited interest in purchasing "limited edition" items for exclusivity.

Factors significantly influence the purchase of branded apparels.

Correlated Variable	Buying Behavior of Branded Apparels		
	Somer's D Value	p-value @ 0.05*	Interpretation
Family	0.471	0.001	Highly Significant
Reference Group	0.387	0.018	Significant
Role	0.429	0.004	Highly Significant
Status	0.561	0.000	Highly Significant

*p-value < 0.05 level of significance = significant; Reject Ho

**p-value > 0.05 level of significance = not significant; Fail to Reject Ho

The correlation between the family factor and buying behavior affected by frequency of purchase, brands of apparel, and apparel purchased of branded apparel is highly significant (p-value = 0.001), indicating that family has a significant influence on frequency of purchase, brands of apparel, and apparel purchased.

Reference Group: There is a significant correlation between the reference group factor and buying behavior affected by frequency of purchase, brands of apparel, and apparel purchased (p-value = 0.018), suggesting that the reference group is affected by frequency of purchase, brands of apparel, and apparel purchased, although to a lesser extent than family. Role: The correlation between role and buying behavior affected by frequency of purchase, brands of apparel, and apparel purchased is highly significant (p-value = 0.004), indicating that one's role plays a significant role affected by frequency of purchase, brands of apparel, and apparel purchased. Status: The correlation between status and buying behavior affected by frequency of purchase, brands of apparel and apparel purchased is highly significant (p-value = 0.000), suggesting that status has a considerable influence on frequency of purchase, brands of apparel and apparel purchased

FINDINGS

The following are the findings of the study:

- The majority of respondents (47.2%) are between 21 and 30 years old, indicating a strong interest in branded apparel among younger individuals.
- Older individuals, particularly those aged 51 to 60, show a lower inclination towards purchasing branded apparel, accounting for only 2.8% of respondents.
- Female employees are more likely to buy branded apparel compared to male employees, with 72.2% of respondents being female and 27.8% male.
- Full-time and part-time employees make up the majority of respondents (72.2%), suggesting a higher interest in branded apparel among these groups.
- Regular and temporary employees each account for 13.9% of respondents.
- The majority of respondents (58.3%) are teaching staff, indicating a higher propensity for purchasing branded apparel among this group.
- Non-teaching staff and administrative personnel account for 25% and 16.7% of respondents, respectively.
- Respondents with lower to moderate income levels (P6,000 to P15,000) demonstrate a higher tendency to purchase branded apparel, comprising 50% of the sample.
- Higher income groups (P26,000 to P35,000) participate to a lesser extent, accounting for 8.3% of respondents.
- The most common purchase frequency is once a year (38.9%), suggesting infrequent purchases, possibly for special occasions.

- A notable portion (22.2%) purchases branded apparel twice a month, indicating a higher interest in fashion trends.
- Penshoppe is the most preferred brand among respondents, with 44.4% indicating it as their choice.
- Other brands like Bench (19.5%), Oxygen (16.7%), Jag (13.9%), and BNY (5.6%) also attract respondents.

CONCLUSION

The study reveals that social factors significantly influence the purchase of branded apparel among employees at Rizal Memorial Institute of Dapitan City Inc. Younger employees, particularly those aged 21 to 30, show a strong interest in branded apparel. Female employees are more inclined to purchase branded apparel compared to their male counterparts. Full-time and part-time employees exhibit a higher propensity for purchasing branded apparel, particularly teaching staff. Lower to moderate-income groups are more likely to buy branded apparel, with casual wear being the preferred choice.

Family influence, social roles, and status significantly impact buying behavior, with family advice and shared brand preferences playing a crucial role. Reference groups also affect purchasing decisions, highlighting the importance of peer opinions. The correlation analysis underscores the significant impact of family, role, and status on buying behavior, indicating that these social factors should be considered in marketing strategies to effectively target this demographic.

RECOMMENDATION

The study recommends the following:

- Focus marketing campaigns on younger individuals, particularly those aged 21-30, as they represent the largest demographic interested in branded apparel.
- Develop marketing strategies that cater specifically to female employees, who show a higher propensity for purchasing branded apparel.
- Tailor marketing messages to full-time and part-time employees, who constitute the majority of the respondents.
- Focus on engaging teaching staff, who make up the majority of the respondents, in promotional activities.
- Develop pricing strategies and product lines that cater to lower to moderate income groups, who demonstrate a higher tendency to purchase branded apparel.
- Emphasize casual wear in marketing campaigns, as it is the preferred choice among respondents.

Suggestion:

- Use social media platforms and influencers that resonate with this age group to increase brand engagement and visibility.
- Offer exclusive promotions, discounts, and events targeting female consumers, highlighting fashion trends and new collections.
- Highlight the convenience and practicality of branded apparel for everyday workwear, emphasizing durability and comfort.
- Create partnerships with schools to offer branded apparel discounts to teaching staff and consider sponsoring educational events to increase brand visibility.
- Introduce more affordable collections and flexible payment options to accommodate budget-conscious consumers.
- Highlight the versatility and comfort of casual wear, positioning it as suitable for both professional and personal settings.

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