

# 한국에 거주하고 있는 한국인과 결혼한 필리핀 부인들의 가치관과 소매점포에서의 구매 행동

Neonita Cruz Bang\*

## Retail Shopping Behavior and Personal Values of Filipino Wives Married to Koreans in South Korea

### Abstract

이 연구는 한국에 거주하고 있는 한국인의 필리핀 부인 200명의 소매점포에서의 구매 행동과 그들의 가치관에 대한 연구입니다. 이 조사로 인해 마케팅 회사가 그들 표적 시장에 대한 포괄적인 시장 정보를 얻기를 바랍니다. 연구 결과는 다음과 같습니다. ① 필리핀 부인들의 행동은 정보 접촉과 소비에 있어 매우 높은 수준을 가지고 있고 소매점포 구매 행동 성향을 가지고 있습니다. ② 필리핀 부인들의 가치관은 실용성에서 높은 수준을 나타내었고, 성취성에서는 보통 수준을 보이고 있습니다. 그리고 다양성, 규칙성, 결단성, 목적지향성에서는 모두 높은 수준을 나타내고 있습니다. 본 연구는 비공식 인터뷰와 응답자들의 표준화된 설문조사를 실시하여 수집된 자료를 분석에 사용하였습니다. 백분율 빈도 분포를 사용하여 데이터를 해석하였습니다.

## I. Introduction

In the Philippines, consumers are opened daily with information that greatly affects their consumer choices. Filipina wives regardless of their economic level in

the society often prioritize latest shopping activities in the malls (Pablo, 1990). Like in U.S., shopping centers are geographically separated, wherein consumer households have to travel to purchase needed goods and services (Sotto, 1990).

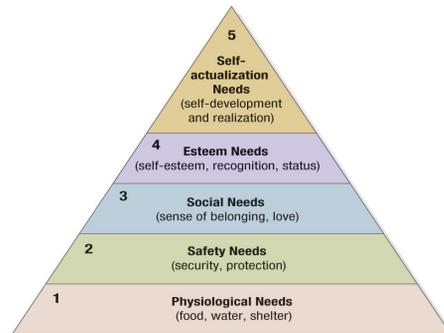
South Korea's society is now multicultural and foreign residents have increased

\* 소속(한국외국어대학교)

2.75 times over the past 10 years (Korea Times, Nov. 12, 2009). From a survey of 73,000 multicultural families the wives mostly came from China, Vietnam, Japan and Philippines. As a minority, their consumption on foods and clothing has significantly increased. The study delved on retail shopping behavior and personal values of the Filipino wives and focused on particular attention on the respondents' retail shopping behavior. Since 2000, there has been a steady increase in the number of Filipino women marrying South Korean men. There were 3,790 marriages between Filipino women and Koreans between the years 2000 to 2007. Korean-Filipina marriages rapidly increased with 6,500 registered in 2009, with 3600 Filipinas granted Korean nationality.

In this line, retail shopping behavior of Filipino women in Korea, will be vital to realize the efficiency and effectiveness of targeting a few segment of the market. Before target markets can be selected, the market must be segmented into meaningful group that can be realistic with the communication and marketing mix (Kotler, 2004). The understanding for the need

and characteristics of each customer segment gives the advantages for the owner or managers of retail businesses to design appropriate marketing strategies in order to attract potential segments. Filipino wives as part of the minority group of consumers in South Korea market are driven by their respective human needs like their physiological, safety, social, esteem and self actualization as Abraham Maslow shows in his hierarchical ladder as shown below.



Source: Adapted from Philip Kotler and Kevin Lane Keller, Marketing Management, 13th ed., pp.202-203. Copyright 2009, Pearson International Edition.

[Figure 1] Maslow's Hierarchy of Needs

When consumers increase, business and economy are greatly affected. Consumers are bombarded with various information contacts either by chance or intentional

about products, stores whether branded or not (Paul Peter and Olson, 2008). It is vital for the marketing practitioners to analyze their target customers to increase sales of products to be introduced in the market and increase the frequency of purchase. Understanding the consumer shopping behavior in the malls or stores to increase if not to maintain customer relationships are the concern of the marketers.

Women's values are determined on how they perform. Their decisions are determined by her value system in their daily life. Values are distinctive of an individual and can be noted on their actions in a given situation (Redfield, 1962). In this line, the researcher is inclined to know the value dimensions of the respondents in terms of their practical mindedness, achievement, variety, decisiveness, orderliness and goal orientation.

## II. Literature/Background of the Study

Asian American consumers and Hispanics have been growing fast in U.S. popu-

lation. The latter's buying power is soaring. From the basic needs as food, clothing they buy, Hispanics are having a huge impact on U.S. economy. Companies market their products and services rigidly to reach fastest growing and most active consumer group (Kotler and Keller, 2008). Similarly, Filipino wives married to Koreans are part of the multicultural society that is a part of the consuming public, but similar to the Hispanic consumers, they are taken for granted in the market (Andreasen, 1982). In a highly competitive market from small and medium scale specifically retail industries to multinational firms, it is significant to achieve quality service to fulfill customer satisfaction which results to customer long relationship. Values, attitudes and buyers' financial circumstances influence buying consumptions (Villegas, 2000). Women's values and behavior in consumerism have a strong relationship (Garde, 1983).

Value is a deep emotional commitment to certain cognitive and it serve as the engine of human activity as far as it is a social one (Means, 1970). If translated into action, values can do and have a sig-

nificant effect on the nature and quality of the person's physical, psychological and social life. It is the object of a positive attitude, goal and the vision of which motivates him to action (Bulatao, 1964).

Consumer behavior involves thoughts and feelings people experience and the actions they perform in consumption process. Comments from other consumers, advertisements, price information, packaging and product appearance are some of them (Paul Peter and Olson, 2008).

Marketers are more concerned on consumers' behavior most especially their purchasing behavior thus researches are always geared towards the relationship between personal values and purchasing behavior (Bass, Bernard, 1965). Values in the other hand, is an appreciative system. Personality refers to the integration of all traits which determines the role and status of the person in the society (Borgotta and Lambert, 1968). The total set of effective-conceptual criteria for preferential behavior is essential not only dealing with the society but is constitutive of the entire world. Any society must change in its value constitution to cope with

changing adaptive problems (Vickers, 1968). A consumer's buying behavior is influenced by culture, social and personal factors, although in general cultural factors exert the broadest and deepest influence in buying decisions (Kotler and Keller, 2008). In a developing economy like the Philippines, marketers value the importance of shopping behaviors of consumers while satisfying every little concern of their customers (Suelo, 1978).

Marketing strategies depends on the customers' behavior and its success is dependent on the increase in frequency of purchase and awareness of them on the products introduced in the market (Anderson, 1987). It's the outright behavior of consumers to try information about brands and prices as well (Cravens, 1993).

Customers are motivated to purchase if their funds fit to pay for a product offering in diversified ways and it's in human behavior to find outlet like newspapers and other medium to get worth its product bought (Deci and Richard, 1985). Behavior normally focuses on how matured individuals make decisions in their everyday lives. Individuals spend their time,

money and effort just to satisfy their own wants (Hinkle, and Wiersma and Jurs, 1982).

In this line, marketing managers continuously develop and plan programs, evaluation and assessment to their sales managers that the minority groups in a society are included in their target sales. (Keller, Robert T. and Szilagyi, Andrew, 1976). Marketers need, consumer analysis through exposure to different consumer cultures like the latter's life style, wants, migrating to different countries (Oliver and Anderson, 1994). The trends of micro segments include the increasing ethnic diversity, smaller households due to lower birth rate and higher divorce rate in Korean customers.

Value is the object of a positive attitude, a good to which a man tends to do and a goal or a vision of which motivates him to action (Bulatao, 1964). Thus it has also indicated that differences among individuals may not be as much in the presence or absence of particular values. The differences reside not only in hierarchies or priorities but also in other important modes of relationships among

values (Rokeach, 1968). Retailing on the other hand includes all the activities involved in selling goods or services directly to final consumers for personal consumption and their sales volume comes from primarily from retailing (Kotler, Keller, Ang, Leong and Tan, 2009).

### III. Methodology

The study used the standardized questionnaires on the 200 respondents, developed by Leonard V. Gordon and published by Philippine Psychological Corporation which is the first part of the questionnaires. This was possible for the researcher, being the social leader of the FILAKOR group (Filipino women married to Koreans) in Seoul which is under the umbrella of Korean Catholic Women's Club.

The second part of the Survey instrument was personally developed by the researcher which was pretested to the 20 Filipino wives of the FILAKOR group. It was measured in terms of their information contact and consumption and disposition.



do things that will pay off, take good care of their property and always careful with their money. In achievement dimension, majority or 105 of the respondents obtained average scores and accomplish work in a quality result. They tend to work on difficult problems.

In variety, 98 of the respondents yielded average scores. The mode shows that they want to do things that are new and different. Traveling characterizes their behavior and want to discover new things in their daily life. As a consumer, window shopping and exploring new products in the market shows their eagerness to try something new in the market. Eighty three showed high percentile scores in terms of decisiveness and opt to be responsible and decide quickly. They are strong and have firm convictions. Quick decision making is prominent in their behavior to the extent that they do not consider the thinking of their peer group. In orderliness, they yielded high scores and the mode reveals that they keep things in proper places, which is common to women and tend to do things according to schedule.

In goal orientation, 82 of them showed high scores. They have definite goal towards the direction they want to tackle.

Filipino wives behavior was measured in terms of the following indicators:

1. Information Contact: Filipino wife's observation that she is aware of the products through various media like newspapers, magazines, billboards, radio, TV and friends
2. Consumption and Disposition: Filipino wife's consumption or use of the product, dispose of packaging and repurchase of the goods.

The prepared survey questionnaires were weighted using the Likert's 5-point scale with the following qualitative responses: 5-Strongly Agree; 4-Agree; 3-Average; 2-Disagree; 1-Strongly Disagree.

<b>Weight</b>	<b>Qualitative Interpretation</b>
4.5~5.0	Very High Level
3.5~4.5	High Level
2.5~3.5	Moderate Level
1.5~2.5	Low Level
1.0~1.5	Very Low Level

Consumer Stage	Types of behavior	Examples of Behavior
Purchase	Information contact	Read/observe newspaper, magazine, billboard ads Listen to radio commercials Listen to/watch TV commercials Listen to salespersons, friends
	Funds access	Withdraw cash from bank or cash machine Write a check Obtain a credit card, loan, or other line of credit
Purchase	Store contact	Locate outlet Travel to outlet Enter outlet
	Product contact	Locate product in store Obtain product Take product to checkout counter
	Transaction	Exchange funds for product Take product to use location
Postpurchase	Consumption and Disposition	Consume/use product Dispose of packaging/used product Repurchases
	Communication	Tell others of product experience Fill out warranty cards Provide other information to the firm

Source: Adapted from J. Paul Peter and Jerry C. Olson, "A Common Behavior Sequence for a Retail Store Consumer Goods Purchase," *Consumer Behavior and Marketing Strategy*, International Edition, 2008, p.196.

[Figure 2] A Common Behavior Sequence for a Retail Store Consumer Goods Purchase

## V. Filipino Wives Behavior

Based on the analysis, the respondents exhibit high level on information contact, with the corresponding mean of 4.11 and exhibit also high level of consumption and disposition with the corresponding mean of 4.32. Filipino wives' have high level of information contact, is attributed to their awareness on advertisements in all forms of media in Korea either through radio and TV commercials, friends either Filipino or Koreans. The respondents have also high level of consumption and disposition. This reflects their patronage and consumption of products

or goods in fast turnover effect as in non durable goods and the probability of re-purchase for durable goods.

## VI. Solution and Implication

Through the paper marketers can constantly be aware of the feedback from their customers specifically the Filipino wives customers in the Korean marketing environment. The study shows the women consumers' level of involvement in consumer issues in particular. Korean businesses can take into account that the minority group of consumers can partic-

ipate in the consumers' knowledge in their products being marketed since the Filipino wives as consumers are high in practical mindedness, decisiveness and variety. It relatively covers also the affluent segment of the prospective market that can't be taken for granted.

Although Filipino wives' values showed an average level in achievement, their practical mindedness, decisiveness and goal orientation are of high level. Consumer awareness is not only on Korea consumers target market but also in the lower economic brackets and minority group such as the Filipino wives as prospective customers. Consumerism can be also addressed to all the multicultural groups like these Filipino wives.

Since multicultural families are rapidly increasing in South Korea, there is a need for the country to foster a flexible culture and acceptance of consumer diversity. The Filipino wives can be included in the prospective segments that can be included in consumer issues. Market challenge now is the changing of consumer market like the surge of several demographics and retail competition.

With the trend of tight competition and fast changing environment, industry marketers, practitioners and market researchers can benefit in targeting these minority groups like the Filipino wives specifically the consumer segments, positioning and repositioning the target segments.

## VII. Conclusion

The Filipino wives exercise high level in information contacts and in consumption and disposition in their retail shopping behavior. It manifests their level of consumer awareness and decisiveness on the goods or services in the market thus they can participate in the market share of the expected sales volume of marketers. They can also exhibit their share in the market towards achieving the desired sales volume, sales target and sales performance. Regional or either countrywide retail centers' salespersons can target these minority groups thus a way also for the marketing managers to evaluate their selling skills and abilities. This is a way of

reinforcing good sales management and sales performance. Distinctively, they generally manifest high value orientations in practical mindedness, variety, decisiveness and goal orientation dimensions which emphasize that as consumers, they have the skills and independent decisions in their retail buying decisions.

## References

### Books

- [1] Abelmann, Nancy, *Echoes of the Past-Epics of Dissent: A South Korean Social Movement*, 2006.
- [2] Andres, Thomas D., *Understanding Filipino Values*, Quezon City, New Day Publishers, 1984.
- [3] Babbie, Earl, *The Practice of Social Research*, 5<sup>th</sup> edition, Belmont CA: Wadsworth, 2009.
- [4] Borgotta, Edgar T. and Lambert, William W., "Handbook of Personality Theory and Research," *Chicago: Rend Mc Nally and Co.*, Vol. 15(1968).
- [5] Cateora, Philip R. and Graham John L. *International Marketing*, 11<sup>th</sup> edition, 2002.
- [6] Cooper, D.R. and P.S. Schindler, *Business Research Methods*, 7<sup>th</sup> edition, Mc Graw Hill, Singapore, 2006.
- [7] Dunne, P. and R.F. Lusch, *Retailing*, The Dryden Press, Fort Worth, 2009.
- [8] Hinkle, Wiersma and Jurs, *Basic Behavioral Statistics*, Boton: Houghton Mifflin Co., 1982.
- [9] Kang, K. Connie, *Home was the Land of the Morning Calm: A Saga of a Korean-American Family*, 1995.
- [10] Kendall, Laurel S. *Housewives and Other Restless Spirits: Women in Korean Ritual Life*, 1985.
- [11] Kim, Choong Soon, *Faithful Endurance; An Ethnography of Korean Family Dispersal*, 1988.
- [12] Kotler, Keller, Ang, Leong and Tan, *Marketing Management-An Asian Perspective*, 5<sup>th</sup> edition, 2009.
- [13] Keller, K.L. and P. Kotler, *Marketing Management*. 13<sup>th</sup> edition, 2008.
- [14] Levy, M. and B.A. Weitz, *Retailing Management*, 6<sup>th</sup> edition, Irwin McGrawhill, Chicago, 2007.

- [15] Medina, B., *The Filipino Family*, Quezon City, University of the Philippines Press, 1991.
- [16] Mowen, John and Minor, Michael, *Consumer Behavior*, 5<sup>th</sup> edition, Singapore: Pearson Education Asia Pte. Ltd, 2000.
- [17] Nahm, Andrew C., *Introduction to Korean History and Culture*, 1993.
- [18] Paul Peter, J. and Olson, Jerry C., *Consumer Behavior and Marketing Strategy*, 8<sup>th</sup> edition, 2008.
- [19] Rokeach, M., *Beliefs Attitudes and Values: A Theory of Organization and Change*, 1968.
- [20] Shima, Matsushiko and Roger L. Janelli, *The Anthropology of Korea: East Asian Perspective*, 1998.
- [21] Schiffman, L.J. and L.L. Kanuk, *Consumer Behavior*, 7<sup>th</sup> edition, Prentice Hall, Upper Saddle River, New Jersey, 2004.
- Journals/Thesis
- [22] Anderson, Erin and Oliver, Richard, "Perspective on Behavior-Based Versus Outcome-Based Sales Force Control System," *Journal of Marketing*, 1987.
- [23] Andreasen, Alan, "Disadvantaged Hispanic Consumers: A research perspective and agenda," *The Journal of Consumer Affairs*, 1982.
- [24] Bars, Bernard, "The Psychology of Learning Consumers," *American Foundation for Research*, 1965.
- [25] Bulatao, Jaime M., "Value Orientations of the Filipino Women Consumers," *Marketing Horizons*, 1964.
- [26] Cravens, Donald W.I., Laforge, Raymond W. and Young, Clifford, 1993.
- [27] Garde, Loida, *Consumerism and the Socio-economic Condition in the Philippines*, Thesis, De La Salle University, 1983.
- [28] Keller, Robert T. and Szilagyi, Andrew D., "Employee Reaction to Leader Reward Behavior," *Academy of Management Journal*, 1976.
- [29] Luthans Fred and Kreitner, Robert Glenview, III. *Organizational Behavior Modification*, 1985.
- [30] Means, Leonard L., *The Ethical Imperative*, Garden City: NY Double Day, (1970), p.56.
- [31] Oliver, Richard L. and Anderson,

- Erin., An Empirical Test of the Consequences of Behavior in Outcome-Based Sales Control Systems, 1994.
- [32] Ong Jaime., Consumers and Consumerism in the Philippines, Unpublished Graduate Thesis, Stanford University, 1980.
- [33] Pablo, Egmidio V., Women Are Effective Administrators, Women's, 1990.
- [34] Redfield, Margaret P., Human Nature and the Study of Society, University of Chicago, (1962), p.99.
- [35] Sotto, Ernesto., Marketing Managers' Responses to Complaints, Masteral Thesis, Ateneo de Manila University, 1990.
- [36] Suelo, Lucita., Customer Potentials in Community Nutrition Work, Masteral Thesis, 1978.
- [37] Vargas, E., Perception and Attitudes of Selected Filipino Working Housewives Towards Consumer Advertising, Unpublished Masteral Thesis, Ateneo de Manila University, 1988.
- [38] Vickers, V., Value System and Social Process, New York: Basics, 1968.
- [39] Villegas, Bernardo., A Profile of Filipino Consumer: Policies and Issues in Perspective, University of Asia and Pacific, 2000.
- [40] Tanada, R., A Content Analysis of Ang Mamimili, Masteral Thesis, University of the Philippines, 1980.
- [41] Weiltz, Barton A., Sujan, Harish and Sujan, Mita., "Knowledge, Motivation and Adaptive Behavior: A Framework for Improving Sales Effectiveness," *Journal of Marketing*, 1986,