

Repeat Purchase intentions: Exploring the perceived values of Locally-made Hand-Woven Bags in Lagawe, Ifugao, Philippines

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Abstract

Purpose: Purchase behavior is a significant consideration for consumers when choosing and evaluating various products. Perceived values influencing repurchase intention are critical since these are the major inputs used by marketing managers to estimate future extra sales and develop strategies to influence consumers' repurchasing behavior. As a result, this study studied the perceived value of locally-made hand-woven bags and the repurchase intentions of consumers in Ifugao, Philippines, which also serves as the foundation for offering interventions to raise the possibility of purchasing a local product.

Design/methodology/approach: The quantitative research method's descriptive-correlational research design with the use of a validated survey instrument was utilized to gather data from 202 real buyers and users of Ifugao weave bags in the three municipalities of Ifugao, namely Kiangnan, Hingyon, and Lagawe. Using SPSS, data was counted, handled, and analyzed using mean, standard deviation, and Pearson-r correlation.

Findings: The findings demonstrated that local weave bags have functional, experiential, cultural, aesthetics, and social values, which all influence their repurchase intention. All of the characteristics observed had a moderate to a high relationship with repurchase intent.

Practical Implications: Nonetheless, marketing methods to develop Ifugao weave bags in the Philippines that integrate these criteria may have a high likelihood of success in retaining existing customers and attracting new markets.

Keywords: Functional, Experiential, Cultural, Aesthetics, Social, Repurchase intention

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I. INTRODUCTION

The Philippines has a long and storied history of weaving, spanning centuries of tradition across several indigenous cultures and evolving in purpose, meaning, and value over time. Handloom weaving in the Philippines developed as a cultural practice, generally associated with being a conduit to the spirits in order to offer wellness and protection to Filipinos on Earth. When inherited, they are also seen to be protection charms and are good gifts for elders. This spiritual link not only directs textile use but also influences the themes and patterns employed. These patterns, in addition to distinguishing these textiles artistically, are precise that provide this connection from the human to the spiritual sphere (Yuchengco Museum, 2015).

Weaving has been an important means for many indigenous peoples to practice and represent who they are and what they believe. Craft continues to have enormous worldwide potential, as evidenced by the report on the global creative economy. Trade, industrialization, globalization, technology, and mass production have expanded the value and function of handloom weaving into what it is today: an assertion of identity, a means of making a living, one of the newest design trends, and a source of cultural pride (Gacusan, 2017).

Industrialization, commerce, colonization, and interventions have profoundly altered the landscape, affecting the underlying set of weaving in the Philippines and establishing the notion of textiles as consumer commodities. In the face of these developments, hand-woven textiles continue to be signifiers of indigenous

group membership, but depending on the wearer's aim, they may also become a social and political representation of his or her ethnicity within the context of a greater national identity. Weaving communities are no longer the end-users of their products, and weaving has become a source of income for many communities. Because of this, designs and patterns have changed to meet consumer demands. Hues used in textiles have expanded due to the usage of imported yarn, including colors that were not previously used. Lower quality, looser weaves are also more commonly manufactured for commercial and, in many cases, tourist sales, with higher quality, tighter weaves retained for the communities themselves. The concept of indigenous Filipino fashion has also evolved (Leh-Arcena et al., 2020; Valenciano et al., 2015).

To differentiate hand-woven cloth items and meet the expectations of clients, designers and developers must create new products that are current, elegant, and functional (Soodsung, 2014). They must also distinguish themselves by capturing contemporary dynamics trends (Chullasthira, 2017). Furthermore, using technology and innovation can assist hand-woven cloth to have new features that lead to new forms of usage that can adapt to user needs while also emphasizing the beauty and expression of meaning or concept (Wanichakorn, 2016). Hence, comprehensive awareness of consumer behavior towards a certain product is required in order to design and produce processed items utilizing woven fabric as a material to be fashion merchandise, such as bag products, and to answer to the needs of the customers (Pengchai, 2019).

Consumer behavior, in general, can be thought of as everything, because everything in our life revolves around the consumption of products and services. Consumer repurchase intents or behavior is a characteristic of human conduct in general. Consumer behavior is often defined as a set of acts designed to suit the consuming demands of persons with various personalities. Consumer behavior, according to the American Marketing Association, is the dynamic interaction of effect and cognition, behavior, and the environment through which humans perform the transaction portions of their life. In other words, consumer behavior entails both ideas and sentiments, as well as acts. This includes feedback from other customers, advertisements, price information, packaging, product presentation, and a variety of other factors (Castillo, 2018).

Repurchase intention refers to human action inclinations based on brand. Also, repurchase intention is the individual's awareness of making an attempt to purchase a brand. Other scholars suggest that repurchase intention is what we expect we will buy. It also represents the sensation or perceived likelihood of acquiring the marketed products; additionally, purchase indicates the level of devotion to products. Other researchers suggest that repurchase intention is related to demographic parameters such as age, gender, occupation, and education. Repurchase intention can also be defined as an individual's decision to act or physiological action in response to a product. Consumers' repurchase intention is their desire to buy the goods or service again. In other words, repurchase intention includes the consumer's decision to buy a product after evaluating it. The consumer's knowledge about the product is critical throughout product buying decisions. The possibility that a consumer intends to purchase a product is best defined as repurchase intention (Younus et al., 2015). Repurchase intention is an important key point for consumers during considering and evaluating a certain product. This means that to build the repurchase intention toward the consumer, the consumer should purchase the product and evaluate the product. From the evaluation, the consumer will have experience, feelings, and satisfaction. Once the product satisfies the consumer, then the repurchase intention will exist and become a habit for them.

Many elements influence the consumer's intention while picking a product, and the final selection is influenced by major external influences (Younus et al., 2015). Income was identified as a potential future purchasing factor in the motivation to purchase premium brand handbags. Consumers' repurchase intentions are linked to their income level. Individuals will fail to create repurchase intentions due to causes unrelated to money. On the other hand, eminent authors highlighted dimensions as distinguishing features to influence repurchase intention. The dimensions are as follows: i. II. Functionalism iii. Experientialism Interactionism using Symbols (Mamata et al., 2016). The perceived quality of goods and services by the consumer is a key indication influencing repurchase intention. Finally, personal, cultural, and aesthetic aspects had a considerable impact on repurchase intentions

Ifugao, on the other hand, is working to make Cordillera, Philippines, a better business hub, with God-loving and inspired citizens living in an environmentally balanced and prosperous environment, enhancing and cultivating a sensitive and resilient business community under the care of local governance. Ifugao makes use of local products, services, and resources to benefit the local community. The inventiveness and productivity of community members in the use of local resources such as human resources, raw materials, commodities, technology, and local culture are crucial in their commercial operations. Ifugao is one of the country's most attractive highland regions, with spectacular views and a cool environment, as well as a distinct culture and people (Malinao, 2021).

Cultural heritage can be protected in one of two ways, according to UNESCO. The first is to record and archive cultural stuff, and the second is to keep it alive by ensuring that it is passed down from generation to generation. The Cordillera region in the Philippines' north has a rich weaving legacy that is cultural, useful, and displays the craftsmanship of the region's diverse ethnolinguistic groups. Weaving expertise in the Cordillera is

not written down but is passed down through an oral tradition, with master weaver teachers now being old women. The oral legacy's influence as an unwritten knowledge basis for Cordillera weaving is currently vital, and the weaving tradition may become extinct (Kelly & Dr Stephens, 2019). Weavers create textiles that can be worn as part of a traditional Ifugao attire, used as blankets and scarves, or utilized to make fabric for more modern garment designs. Keeping the weaving culture alive in indigenous communities is challenging, not just due to a lack of recompense, but also due to a lack of appreciation for one's own culture.

Traditional weaving, on the other hand, is fading. Buying and selling local weaves may be more difficult than it appears, but supporting these communities helps to keep the culture alive. Thus, in order to maintain the Ifugao people's culture, particularly weaving, and to aid the community's economic success, this study aims to identify factors influencing the repurchase intention of local weave bags in Ifugao and their relationship. The paper concentrated on the functional, experiential, cultural, aesthetic, and social characteristics of weave bags available in three municipalities in Ifugao: Kiangnan, Hingyon, and Lagawe. This study serves as a foundation for developing marketing strategies.

II. MATERIALS AND METHODS

With the paper's topic, the quantitative research design was used. In order to answer identified problems of the study, the descriptive-correlational research design was used. The descriptive technique was used to assess the level of agreement on the factors influencing repurchase intention, whereas correlational research was utilized to identify the factors influencing repurchase intention.

Ifugao is a landlocked province in the Philippines' Cordillera Administrative Region on the island of Luzon. Lagawe is its capital, and it shares hectares with Benguet to the west, Mountain Province to the north, Isabela to the east, and Nueva Vizcaya to the south. The province is situated in a mountainous region with rocky terrain, river valleys, and dense forest. Kiangnan, in the province of Ifugao, has a cultural legacy and a weaving school, making the town well-known for weaving. Hingyon has a large number of weavers and sewers. Kiangnan provides woven products from the township, which are then transformed into completed items (weave bags). Lagawe is the province's capital and business center, where the majority of weave shops are located.

The study's participants were consumers and users of Ifugao weave bags. Due to the uncertain number of respondents, snowball sampling was utilized as a recruiting approach in which research participants were asked to aid the researchers in discovering more potential subjects for the study. The gathering of responses ended when data reached saturation. The study's respondents included 202 genuine consumers and users of woven bags. According to respondent profiling, the majority of respondents are female, millennials aged 24-39, working in blue-collar jobs, earning 5,000-10,000 per month, and having completed high school, accounting for 64.4 percent, 44.1 percent, 46.53 percent, 41.6 percent, and 27.2 percent of the total respondents, respectively.

The survey questionnaire was used to collect the data needed for the investigation. The instrument was inspired by notable authors, particularly Mamata et al. (2016). The instrument was updated to address the issues raised in the study, and it was thus verified and subjected to a reliability test (Cronbach Alpha), as shown in table 1. The study used expert pooling, refining, field testing, and final refinement to verify a redesigned questionnaire. Three experts were consulted for preliminary validation. Their suggestions and input were incorporated into the field test device. A trial test of the research instrument was conducted as an initial test of the final version of the questionnaire. The 4-point Likert parameters were used to create the questionnaire on the factors influencing repurchase intention. Part 1 of the instrument comprises the respondents' demographic profile for profiling purposes. Part II discusses the degree of agreement on the elements influencing buying intent. Finally, Part III discusses the buyers' and users' intent to repurchase woven bags.

The reliability analysis was carried out to evaluate internal consistency within a set of similarly scaled data. Cronbach's alpha greater than .95 indicates item redundancy (Taherdoost, 2016). Reliability results show that Cronbach's alpha for each variable is within acceptable ranges, indicating that the instrument is valid and trustworthy.

Table 1. Reliability Results

Variables	Items	Cronbach Alpha	Interpretation
Whole Questionnaire	30	.933	Excellent

<i>Functional Value</i>	5	.860	<i>Excellent</i>
<i>Experiential Value</i>	5	.800	<i>Good</i>
<i>Cultural Value</i>	5	.716	<i>Adequate</i>
<i>Aesthetic Value</i>	5	.862	<i>Excellent</i>
<i>Social Value</i>	5	.869	<i>Excellent</i>
<i>Repurchase intention</i>	5	.879	<i>Excellent</i>

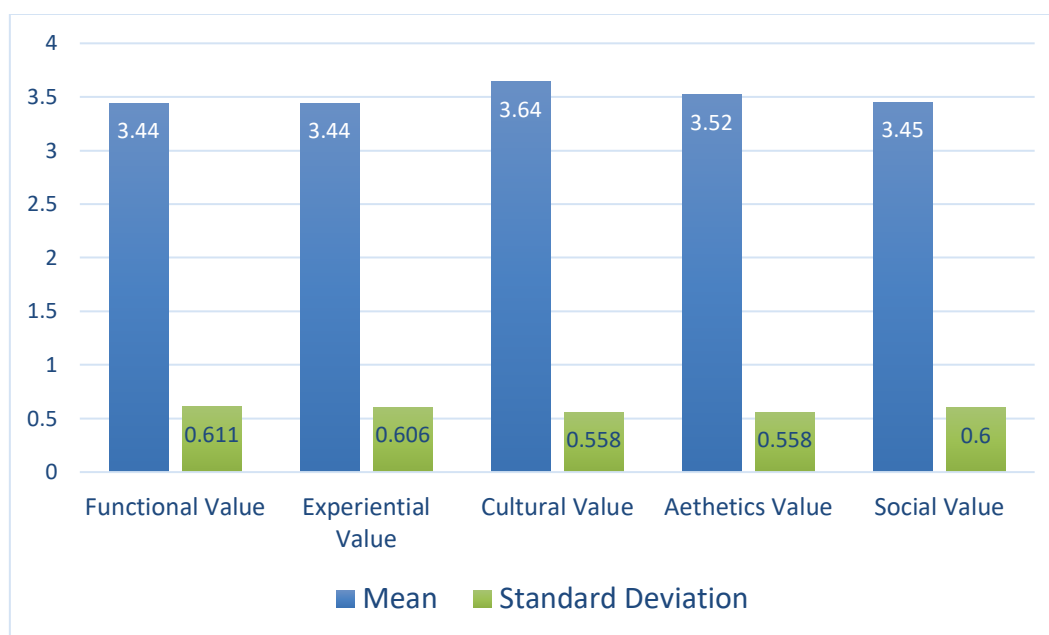
The questionnaires were distributed individually by the researchers. The respondents were permitted to complete the following questionnaire at their leisure. The researchers collected the surveys when they had done answering them. During the COVID-19 pandemic, safety procedures or health protocols were observed to guarantee the safety of the researcher and respondents during data collection, including the availability and use of disinfectants before and after data collection, and the wearing of facemasks and face shields. During data collection, social distancing was also measured and observed. Following that, data was collected and tabulated. The data from the respondents was transferred to Excel in a number-coded manner. Except for the researcher, no one could identify the individual as a study respondent. After the survey was completed and finally bound in a book, all data in Google Drive was permanently deleted to secure data among research participants.

The Mean, Standard Deviation, and Pearson-r correlation were used in the study to determine the relationship of the five factors, namely functional value, experiential value, cultural value, aesthetic value, and social influence, to the respondent's repurchase intention toward Ifugao weave bags in the selected municipalities of Ifugao.

III. RESULTS AND DISCUSSION

A. Level of Agreement among Respondents on the Factors Affecting Repurchase intention of local buyers and users of Local Weave Bags

The mean and standard deviation of the level of agreement on the factors influencing the repurchase intention of buyers and users of local weave bags in Ifugao are shown in Figure 1. It should be emphasized that respondents agreed that the province's local weave bags have various factors/values that make them worthwhile to purchase.



Legend: 3.26-4.00=Strongly Agree; 2.51-3.25= Agree; 1.76-2.50 = Disagree; 1.0-1.75= Strongly Disagree

Figure 1. Level of Agreement among Respondents on the Factors Affecting Purchase Intent

Respondents strongly agreed that local weave bags in the province are durable, light and easy to carry, easy to wash, reasonably priced and economical, and of acceptable quality, with an overall mean of 3.44 on Functional Value and a qualitative description of strongly agree on a four-point Likert scale. Furthermore, the province's weave bags are comfy to use, providing them with enjoyment and contentment when utilizing the product. Purchasing and using weave bags manufactured by Ifugao people enhances their self-esteem and they value it (Experiential Value Overall Mean= 3.44). Furthermore, woven bags manufactured in the province are real, so buying and using them reinforces their identification as Ifugao. It helps them feel pleased to be an Ifugao by using it. Thus, promoting and using hand-woven textile bags helps to preserve their Ifugao culture (Cultural Value Overall Mean= 3.64). Furthermore, weave bags in the province are appealing because of their original design, good color combination, and high-quality cloth (Aesthetic Value Overall Mean= 3.52). Finally, respondents say that buying the product makes them feel more socially acceptable. Because the product makes a favorable impression on other people, it assists respondents in improving how they are seen by others (Social Value Overall Mean= 3.45).

Because of the indicated features or characteristics, the results imply that weave bags in the province are marketable. Consumers often consider a product's functional, experiential, cultural, aesthetic, and social worth. According to the findings, these values are important to buyers, thus they research them before purchasing a product.

According to Razak et al. (2016), customer value represents purchasers' views of value as a trade-off between the quality or benefits they perceive in the goods and the sacrifice they sense by paying the price. And the quality and price of the products demanded by the client determine customer happiness. Product quality is an important factor in determining consumer happiness. Customer value is another factor that influences customer satisfaction. Customer value delivery can meet customer demand and please the customer. Better customer value than competitors will give make clients feel satisfied, which will push them to be loyal. According to numerous expert viewpoints, product quality, pricing, and customer value can all have an impact on consumer satisfaction.

According to Silver & Kundu (2012), the creative value of handicrafts plays a primary role in inspiring customers to buy in the consumer decision-making process. Other reasons for purchasing handicrafts include utility value, customer prestige linked with the particular handicraft, and the likelihood of possessing luxury. Handicrafts are frequently picked as a present item. Despite the fact that commoditization is developing rapidly, individuals buy various types of handicrafts simply because they want to be identified with a specific group, their customs, culture, values, and so on. The aesthetic nature of the product was the primary motivator for acquiring handicrafts. Another significant consideration while purchasing a handmade piece was the cultural interpretation. Furthermore, the most important reasons for purchasing handicrafts include having a reflection of

one's identity in the product, purchasing to support the handicrafts sector, the artistic value of the product, and the representation of one's local lifestyle in the product. The creativity and originality of handmade items have a considerable influence on handicraft purchases. The arts and crafts are hedonic in nature, and the purchase of these arts and crafts products is hedonic as well. Furthermore, determining the value of acquiring a handmade object is challenging. Purchase behavior for arts and crafts products differs from that of utilitarian products. Though difficult to assess, consumer purchasing habits can be divided into two categories: product-oriented and process-oriented. Product-oriented consumers focused on the craftsmanship and aesthetic quality of the crafts, whereas process-oriented consumers focused on connecting culture and artisans through communication with craftsmen and sellers.

According to the Theory of Planned Conduct and Theory of Reasoned Action, ideas about the consequences of behavior are considered as shaping attitudes toward that behavior. As a result of the various features of handmade goods such as sincerity, artistic worth, uniqueness, and so on, buyers may hold some favorable attitudes toward those connected attributes. As a result of certain consumer beliefs, customers may experience an overall favorable sensation (attitude). Handicrafts, for example, are more thrilling, appear authentic, and are really enjoyable. Finally, such pleasant feelings (attitude) may inspire consumers to engage in positive action (buying handmade products). As a result, our second hypothesis was formed based on behavioral beliefs that result in attitude toward activity (Gu & Wu, 2019).

According to Mamata et al. (2016)'s research, people love handcrafted products because they are associated with high quality, refinement, and excellence. The Function Value is the first aspect assessed to impact product purchasing intention. Customers value things that are unique, appealing, unusual, striking, and precious, according to Dimension. Customers are satisfied with the things they use. This product is used because it is unique, appealing, precious, stunning, and rare. The experiential value, according to Yu (2019), is distinct since it is the product of the customer experience. It focuses on the subjective emotions and reactions of customers because they differ according to the type of encounter.

B. Level of agreement among buyer's repurchase intent in purchasing local weave bags

Table 2. Mean and Standard Deviation on the Level of Agreement of Respondent's Intent in Purchasing Local Weave Bags

Purchase Intent	Mean	Standard Deviation	Remarks
Overall Mean	3.44	0.576	Strongly Agree

Legend: 3.26-4.00=Strongly Agree; 2.51-3.25= Agree; 1.76-2.50 = Disagree; 1.0-1.75= Strongly Disagree

Table 2 displays the Mean and Standard Deviation of Respondents' Intent to Purchase Local Weave Bags. The amount of agreement among customers in their intention to buy local weave bags was rated strongly agree, with a mean value of 3.44 on a four-point Likert scale. This means that Ifugao weave bag purchasers accept and intend to purchase Ifugao weave bags as their preferred product or brand. According to Keller (2001), in order to establish consumer repurchase intention, the consumer needs to purchase and evaluate the product. Consumers will gain experience, feelings, and satisfaction as a result of the evaluation. When a customer is satisfied with a product, he or she is more likely to purchase it again. Once the consumer is satisfied with the product, they will have a repurchase intention, which will become a habit for them.

C. Relationship of Factors and Purchase Intent

Table 3. Pearson Correlation Matrix on the Relationship of the Factors and Purchase Intent

		Functional Value	Social Value	Experiential Value	Cultural Value	Aesthetic Value
Purchase Intent	Pearson Correlation	.599**	.717**	.597**	.725**	.710**

<i>p-value</i>	.000	.000	.000	.000	.000
<i>Remark</i>	<i>Moderate Correlation</i>	<i>Strong Correlation</i>	<i>Moderate Correlation</i>	<i>Strong Correlation</i>	<i>Strong Correlation</i>

**, Correlation is significant at the 0.01 level (2-tailed).

The table shows that there is a substantial positive association between all of the parameters and purchasing intent. Furthermore, functional and experiential value has only a minimal link with purchase intent. Other elements that influence buying intent include social influence, cultural significance, and aesthetic value. This means that these factors influence purchase intent for local weave bags in Ifugao province, as all p-values are more than .05, rejecting the null hypothesis.

D. Marketing Strategies to increase the likelihood of repurchase of locally-made hand-woven bags

Marketing managers use consumers' indicated repurchase intentions as one of the major inputs to forecast future sales and determine how their efforts will impact consumers' purchasing behavior. Repurchase intentions are often used by marketing executives to forecast future demand for their products and to analyze how their marketing tactics will affect future sales. Given that repurchase intentions are related to but poor predictors of consumers' actual purchase behavior, marketing executives must understand when and how to use them. The international trade business is quite competitive nowadays, and there are numerous fresh concepts on the market to attract buyers. Customers have various options for purchasing products in this situation; yet, there are numerous factors that influence product success and customer repurchase intention (Wongsawan & Nuangjamnong, 2021).

Anent this, the following (See appendix) are the recommended strategies in increasing the likelihood of repurchase intention of customers towards locally-made hand-woven bags in Lagawe, Ifugao, Philippines.

CONCLUSIONS

The study used the five factors as functional value, experiential value, cultural value, aesthetic value, and social influence to see if the five factors affect/influence the repurchase intent of the Ifugao local buyers. Based on the result, the buying behavior of the Ifugao local buyers is positively influenced by functional value, experiential value, cultural value, aesthetic value, and social influence. The thing that drives them to buy local hand-woven bags is the physical use or the actual use of the product, their personal experience regarding the product, the belongingness and the authenticity of the product, the value of the product, and the influence of the society. Experiences, influences, and perceptions are the motivations for the repurchase intention of the local buyers of local hand-woven bags.

Thus, making local hand-woven bags using the marketing strategies based on the five factors used in this study can lift up the demand for purchase and repurchase of local hand-woven bags which means, the actual buyers of the hand-woven bags will choose the brand again to the extent that they can choose the local hand-woven bags as their own brand and recommend the local hand-woven bags to other potential buyers, they are ready to commend the brand and share the positive attributes of the local hand-woven brand of bags.

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APPENDIX

Marketing Strategies on Functional Value. All the raw materials used must be of the best quality, the textiles, zipper, thread, buttons, and the fabric that is to be used in creating the product. The locally-made hand-woven bags must match the price to the quality of the product and be based on the cost and inflation of the raw materials and the final product. Product producers/makers should maintain unique characteristics of the hand-

woven bags like light and ease to carry and also its easiness to wash. Ensure that hand-woven bags are durable that can hold and contain heavy stuff/things. Ensure that the way it is carefully sewed. Additional compartments in the bags in different sizes can be considered as this can be a contributory factor to the repurchase intentions of customers. Can add a bag strap that can be removed so that a bag can be a handbag and also a sling bag.

Marketing Strategies on Experiential Value. Producers/makers of locally-made hand-woven bags should ensure that comfortable to use, and the fabric to be used must be safe, environmentally friendly, and non-allergic. The hand-woven bags must continue to carry the attractiveness that boosts the self-esteem and confidence of the wearer. The hand-woven bags must satisfy the contentment and happiness of their buyers by giving them the best experience (by providing the functional and aesthetic) while wearing the hand-woven bag. The hand-woven bags are perceived as important and precious in the eye of the buyer and user, thus, should maintain its uniqueness and creativity.

Marketing Strategies on Cultural value. Each municipality in the Ifugao has its own textile color combination, so it must be seen in the hand-woven bags of Ifugao. The weavers and tailors must create hand-woven bags with the different colors combined of each municipality. Patterns are important to Ifugao people, so, the weavers/tailors of hand-woven bags must integrate them into the product to attract more buyers from the locality. With respect to the cultural sector, the tailors must use the woven textiles by the local that has no specific meaning/relation to culture.

Marketing Strategies on Aesthetic Value. Color harmony is a significant factor in the purchase intent of consumers, thus, producers should observe good color combinations to make them more attractive to users. Neutral Colors can be considered as the new generation of users who prefers these colors. Producers may provide different and unique sizes and styles of hand-woven bags. The tailors must alter the designs of the hand-woven bags by doing some research on new trends and designs while maintaining the uniqueness of the hand-woven bags that will attract the attention of the customers.

Marketing Strategies on Social Value. Since the locally-made hand-woven products are socially acceptable by users, promotion or product awareness should be intensified to normalize usage of these local products.