

## **BIBLIOGRAPHY**

SIDDAYAO, JAYCA Y. APRIL 2008. Employee Patronage on Products of Selected Income Generating Projects at Benguet State University. Benguet State University, La Trinidad, Benguet.

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## **ABSTRACT**

The study was conducted to determine the level of employee patronage on the selected Income Generating Projects at Benguet State University namely: the Food Processing Center and the Bakery.

Among the 108 respondents, 53.70% are under the teaching category and 46.30% are non-teaching staff. Majority of the employees surveyed belonged to the lower income brackets. Majority allocated 51- 60% of their monthly income on food.

Both the teaching and non-teaching employees of Benguet State University patronize the Food Processing Center and BSU Bakery. However, there were more non-teaching than teaching employees who patronized these IGPs. FPC was more patronized by majority of employees than the Bakery. However, majority of the products are not strongly patronized.

The bulk of the respondents are buying on a monthly basis for most of the BSU products. A mean quantity purchase of 2.82 for the FPC and 3.4 for the Bakery was calculated.

Majority of the employees are very aware of the existence of the Food Processing Center and the Bakery. There is a significant result showing awareness for all the products by both the teaching and non-teaching employees for both FPC and Bakery. There were more teaching employees who were very aware of the existence of the majority of the products of the FPC and Bakery than non-teaching staff.

The overall perceived benefits of purchasing from FPC and Bakery are: products are wholesome, nutritious and safe for consumption; quality of the products; working area is clean; products are convenient to buy; accessibility is good; Marketing Center is a good location for BSU products and; products are healthier than other brands.

The most important product market factors considered by teaching employees are promotion and place for FPC and Bakery, respectively. Non-teaching staff considered place as the most important product-market factor for FPC and Bakery.

The general reasons of employees for patronage are the following: assured cleanliness and quality of the products; accessibility and; brand loyalty. The reasons for non-patronage for the FPC were revealed as the following: due to its prohibitive costs; lack of promotion strategies and; products are not always available; For the Bakery, the following reasons were revealed: due to its prohibitive costs; irregularity of sizes, texture and taste and; lack of promotion strategies.

Development of well-planned marketing strategies and a thorough review on the array of the products, the schedule of production, and how to make the price more competitive is recommended to drive stronger patronage.

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## **INTRODUCTION**

### Rationale of the Study

In 1997, the Education Modernization or RA 8292 was enacted. This required State Universities and Colleges (SUCs) to generate revenues on the optimum utilization of their land reservations in order to augment their current budget appropriations.

The recent decision of the national government to reduce and eventually phase out the Maintenance and Other Operating Expenses subsidy for state colleges and universities put a lot of anxiety and pressure on SUCs to devise measures in order to produce or increase their income. The suddenness of the decision caught many schools by surprise, as they are not capable to take up the challenge. Although most SUCs are similarly burdened, some are in a better position to ultimately shoulder such responsibility in a shorter time. The situation is not only true to the Philippines. In more advanced countries, many state universities have long shed their dependence on national subsidy for their survival. Many of them are self-sustaining or depending on their own initiatives to sustain their various programs.

The Integrated Multi-site Business Process Outsourcing Incubation Contact Center is a project initiated by Commission on Higher Education (CHED). The project is also an integral part of the CHED's program to encourage SUCs to engage in income generating activities to bolster their fiscal capability and autonomy. (Maragay, 2007).

Benguet State University, a public educational institution established by law, is known for its Excellency in Agricultural Education. The institution has a four-fold



function: instruction, research, extension and production. It has become a dynamic and vibrant state institution of higher learning. Thus, it has to generate financial resources through Income Generating Projects (IGPs) in order to constantly support its four-fold functions prompting itself to be less dependent on government allocations.

In the 2006 Annual Performance Rating (APR) of State universities and Colleges (SUCs) recently conducted by the Department of Budget and Management – CAR, BSU obtained the highest overall rating (UPAO, 2007). Moreover, DBM suggested that SUCs must venture into various IGPs to improve their ratings under income accomplishments to fund other relevant programs and to be judicious in managing financial resources.

In BSU, income generation is not novel. As a new state college in 1970, it already adopted a “commercialization approach” in managing and operating its agricultural production projects. As a result of the Education Modernization Act, the University Business Program Organization and Management was reorganized to strengthen the production function of the university for sustainability and productivity, and finally towards the attainment of fiscal autonomy.

There are three kinds of IGPs implemented in the University, namely: the agricultural based projects, the non-agricultural based and auxiliary services; and the stall and commercial buildings owned by the University. These IGPs include floriculture, bakery, swine, seed production, poultry projects, food processing centers, souvenir gift shop, marketing center, root crop processing, high value crops, strawberry production projects, dairy/cattle, pomology, special agroforestry and mushroom projects. Moreover, RSDC Canteen, SLS Canteen, ELS Canteen, Guest House, Ladies’ and Men’s



Dormitories, Veterinary Hospital, CHET showcase, & PWRS belong to auxiliary service; and the stalls and commercial buildings (Oblay, 2005).

BSU recently continues to generate additional revenues from its various agri-based, non-agri based and special projects as well as from its auxiliary services. Also, the university is strengthening its instruction-based IGPs, like the conduct of review classes, conduct of short courses and others (BSU: Developing People with Excellence and Social Conscience, 2005). The university will persist to expand and improve the efficiency of its various income generating funds for its operations.

Employees of BSU are consumers of the different IGPs. They are important ingredient in the successful operation of the different IGPs since their income comes from the institution where they work for. Their patronage of BSU products would cause a significant boost in sales. Hence, there is a need to conduct a study on employee patronage of selected Income Generating Projects at BSU to learn more about their purchase behavior towards BSU products and services. Such study would contribute to the development of effective marketing strategies to further improve BSU-IGPs, and the generation of income for the university.

### Statement of the Problem

This study was conducted to determine the level of employee patronage on products of selected BSU-IGPs.

Specifically, this study answered the following problems:

- a. What is the personal and socio-economic profile of BSU employees?
- b. What is the extent of employee patronage on the products of selected BSU-IGPs?





- c. What psychological factors and product-market factors are influencing employee patronage?
- d. What are the reasons why employees patronize or do not patronize the products of selected BSU-IGPs?

### Objectives of the Study

The general objective of the study was to determine the level of employee patronage on the products of Income Generating Projects at Benguet State University.

Specifically, it aimed:

- a. to determine the personal and socio-economic profile of BSU employees;
- b. to determine the extent of employee patronage on the products of selected BSU-IGPs;
- c. to identify the factors influencing patronage as to:
  - 1. psychological factors
    - i. level of awareness
    - ii. perceived benefits
  - 2. product-market factors
    - i. product
    - ii. price
    - iii. place
    - iv. promotion
    - v. sales personnel
    - vi. other factors



- d. to identify the reasons why employees patronize or do not patronize the products of selected BSU-IGPs

### Importance of the Study

The success of Benguet State University-Income Generating Projects (BSU-IGPs) depends on the market, the acceptability of products by customers, among them employees themselves. Patronage behavior of employees affects the business operation of the different Income Generating Projects (IGPs). Nevertheless, the different IGPs can have their own way of persuading customers to patronize their products by developing innovative strategies or marketing program.

Results of this study would serve as inputs to policy and strategy formulation to the Business Affairs Division (BAD) since the Business Affairs Council (BAC) is responsible in drawing production policy and providing additional support to the programs of colleges' research and extension and the administration, identifying the level of patronage will be a special guide in the planning process. The results may also enlighten and encourage project managers to integrate competitiveness in their production and marketing systems as they generate more income for the University. Likewise, the findings will enable project managers to design more meaningful and effective marketing strategies and manufacture of products that would cater to consumer interests and preferences. It will also provide a firmer basis for policy decision that can be possibly implemented in the selected BSU-IGPs. However, a lot of difficulties and constraints are met by policy makers and implementers in undertaking programs and projects. For these reasons, a benchmark study should be made before any development



program is implemented in order to be able to determine the impact of program or project later on.

Moreover, the results will also serve the employees since they play a vital role in the existence of BSU-IGPs. The information generated will improve awareness and/or appreciation of their patronage behavior towards BSU-IGPs. Employees would be able to know and understand how they behave in the purchase situation and patronage. Furthermore, it is best to learn, understand, and examine the validation of theory on consumer behavior. This will build up theoretical knowledge that is already available in this area. Results of the study likewise will serve as comparison with other markets for BSU-IGPs' products.

Equipped with this set of information, this study would provide relevant information for other interested groups of researchers who want to have similar studies as such.

#### Scope and Delimitation of the Study

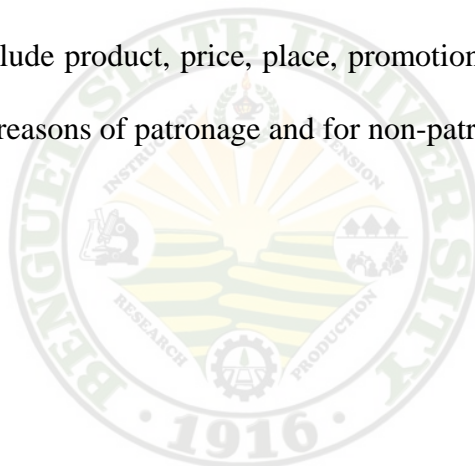
The study was confined mainly on the level of employee patronage on the products of selected BSU-IGPs at Benguet State University. However, there are some limitations associated in the research for this study.

Firstly, the study was concentrated in two Income Generating Projects of Benguet State University namely: BSU Food Processing Center, and the BSU Bakery. These IGPs have major contribution to the income of BSU-IGPs.

Secondly, the respondents of the study were BSU employees, categorized into two strata such as teaching and non-teaching personnel. Only those who were employed as of August 15, 2007 in the university were included in the study.



In order to get a fair and comprehensive knowledge on employee patronage on the BSU-IGPs, several points are to be considered. The study sought to find out the profile of employees which includes their age, sex, civil status, place of residence, employee category, monthly disposable income and the specific allocation for food; their extent of patronage on the products of BSU-FPC and BSU Bakeshop which includes the number of employees purchasing and not purchasing, volume of purchase and frequency of purchases; the factors influencing their patronage behavior such as the psychological factor which include their level of awareness on the products of the two IGPs and the benefits they perceived from patronizing BSU-FPC and BSU Bakery and the product-market factors which include product, price, place, promotion, sales personnel and other factors related; and their reasons of patronage and for non-patronage.



## **REVIEW OF LITERATURE**

Business and industries cannot thrive without consumers to buy its goods and services. This is the reason why Stone et al., (2000) noted that consumers are important for a very fundamental reason: they give direction to our economic system by deciding what shall and shall not to be produced. It is necessary to know their behaviors and comments towards these products in order to improve and surf the needs, tastes and preferences of target costumers.

Berkman (1994) also added that consumers' behavior describes how consumers make purchase decisions and how they use and dispose of the purchased goods and services. It also includes the analysis of factors that influence purchase decision.

Shiffman and Kanuk (2000) described that consumers' product and service preference are constantly changing. In order to address this constant state of flux and create a proper marketing mix for a well-defined market, managers must have a thorough knowledge of consumer behavior.

### Personal and Socio-economic Profile

Marketers realized that consumers did not always act or react as marketing theory suggested they would. They preferred differentiated products that they felt reflected their own special needs, personalities, and lifestyles.

Individual is also influenced by series of social factors, such as reference groups, family, social roles and status, all of which can have a direct effect on buying behavior (Gibney, 1998)



One author justified that food preferences of consumers are a function of socio-economic, educational, personal, psychological, cultural, regional and religious extrinsic and intrinsic factors that interact and influence each other as well (Singh, 1995).

Influencing factors that can be classified as personal include such things as age, and life cycle, occupation, economic circumstances and lifestyle. Individuals will buy different types of product depending on their age. A person's occupation will influence consumption.

Buying patterns are also heavily influenced by an individual's economic circumstances. Kotler (2000) stated that an individual's economic circumstances consist of disposable income, savings and assets, borrowing power and attitude toward spending versus saving.

According to Cohen (1988), factors that affect consumer's general willingness to spend are expectations about future employment, income levels, prices, family size, and general economic conditions. People are sometimes more willing to buy if they have the buying power. Willingness to buy may increase if people are reasonably certain of higher incomes in the future. Expectations of rising prices in the near future may also increase the willingness to buy. One of the reasons for this relationship is that as the size of the family increases, a greater of pesos must be spent to provide the necessities life to sustain the family members.

### Extent of Patronage

Behavioral scientists who favor the theory of instrumental conditioning believe that brand loyalty and/or patronage results from an initial product trial that is reinforced through satisfaction, leading to repeat purchase (Kotler and Armstrong, 1989).



Diamond et al. (1987) added that stores that are best able to satisfy customers will make the sale. Consumers who are satisfied with their purchases are likely to become loyal customers. Allen (2006) also asserted that satisfied customers are motivated to return and buy again from the same business more often. Thus, it is obvious that the more the retailer knows about the customer, the greater the chance of success.

Cognitive researches on the other hand, believe that consumers engage in extensive problem-solving behavior involving brand and attribute comparisons, leading to a strong brand and preference and repeat purchase behavior (Kotler and Armstrong, 1989). According to Hawkins and Hock (1992), one study measured loyalty found out that products having few competitors, as well as those purchased with great frequency, are likely to have greater loyalty. Thus, a more favorable attitude toward a brand, service or store, compared to potential alternatives, together with repeat patronage is seen as the requisite components of customer loyalty.

To cognitive learning theorists, frequency of purchase or proportion of total purchases lack precision, because they do not distinguish between the “real” local buyer who is intentionally faithful, and the spurious loyal buyer who repeat a purchase because it is the only one available at the store. Such theorists say that loyalty must be measured by attitude toward brand, rather than by purchase consistency.

The study of consumer behavior is of crucial importance. When consumers buy certain products and more of it, they encourage their producers to step up their products and make more of them, conversely, if a consumer shows little or no interest in a product through small purchases, they make this one way of advising the business enterprise



concerned to produce something which consumers want most or go out of the business (Kotler, 2006).

Some marketing scholars have noted a recent decline in brand loyalty or patronage; some of the reasons include consumer boredom or dissatisfaction with the products they use; increased concern with price, demand for new products, seasonality of products, and no brand attached to products. Also, low quality of products also affects patronage of consumers.

However, every business venture has its own way of persuading customers to patronize its products. Marketing strategies play a vital role in influencing consumer decision-making and lead to profitable exchanges.

Dr. Avila explained that what they do is improve traditional products like the peanut butter which is one of the most saleable products of the center along with strawberry preserves and ube jam. But they continue to conceptualize new products for the center like yummy nuts to address the changing tastes and preferences, and demand for new products by consumers (Estolas, 2004).

### Factors Influencing Patronage Behavior

Allen (2006) asserted that everyone has a customer. This has quite implications. It means that every work group has to think about providing value to the people who use their product. This involves finding out exactly what the user needs and wants, and ensuring that the process provides it.

Kotler (2000) mentioned that the major factors influencing consumer behavior are cultural, social, personal and psychological factors. However, many earlier theories concerning consumer behavior were based on economic theory, on the notion that





individuals act rationally to maximize their benefits (satisfactions) in the purchase of goods and services. Later research discovered that consumers are just as likely to purchase impulsively, and to be influenced not only by family and friends, by advertisers and role models, but also by mood, situation, and emotion. All of these factors combine to form a comprehensive model of consumer behavior that reflects both the cognitive and emotional aspects of consumer decision making.

Psychological Factors. A person's buying decisions are also influenced by psychological factors such as: motivation, perception, learning, and beliefs and attitudes. Burstiner (1994) expressed that the social sciences have furnished the basics for marketing researchers to investigate why people select certain products and services as opposed to others, and why they prefer to shop at certain stores. These investigators have probed motives, perceptions, individual needs and wants (both innate and learned), attitudes, how people learn and remember or forget, and many other facets of the human personality and psyche. All these factors appear to affect purchasing behavior.

Motivation arises from perceived needs. These needs can be biogenic and psychogenic. Biogenic needs arise from psychological states of tension such as hunger, thirst and discomfort. Psychogenic needs arise from psychological states of tension such as need for recognition, esteem or belonging. Maslow's theory of motivation seeks to explain why people are driven by particular needs at particular times. Maslow argued that human needs are arranged in a hierarchy comprising, in their order of importance: psychological needs, safety needs, social needs, esteem needs and self-actualization needs.



The way customers view an object could include their mental picture of a brand, or the traits they attribute to the brand. The way that a person perceives a situation will affect how they act (Gibney, 1998). The buying behavior of consumers as stated by Lusch (1987) as cited by Delim (2005) is strongly influenced by how they perceive the environment around them, including products and other marketing stimuli.

In general, it's been found out that reference group influence is very, very strong in an information vacuum where the customer has little or no direct knowledge about the attributes of a product or service.

Gibney (1998) also indicated that knowledge make it possible for the consumer to make healthy food choices without giving up family tradition or personal preference.

Schiffman and Kanuk (2000) suggested that opinion leaders often specialize in the product categories in which they give information and advice. They are perceived to be knowledgeable because, apart from their perceived credibility, they provide information based on their experience, use and knowledge of a product. They are likely to influence consumers in a desired way and provide information to influence consumers' decision to purchase and to repeat purchases.

Perceived Benefits from Patronage. Many earlier theories concerning consumer behavior were based on economic theory on the notion that individuals act rationally to maximize their benefits in the purchase of goods and services (Zimmerer and Scarborough, 2005).

Go (1997) states that the product function is to provide benefits desired by the target market in its feature like quality, service, brand, and package.



According to Armendez (1999), an effective product strategy is achieved by creating products that are significantly different from competing companies and meeting or exceeding the needs and expectations of customers. Products physical appearance, packaging, and labeling information can influence whether consumer notice a product in store, examine it and create consumer perception from those of competitors that the products are worthwhile (Go,1997).

Through effective product strategy, consumer patronage increases. Thus, a company could maximize its sales and profits, too (Allen, 2006).

A progressive organization should have a well established strategy for quality, one that is based in customers' perception regarding quality. Quality is partly determined by the expectations and perceptions of the customer and because each individual perceives stimuli differently, quality will be different for each customer (Allen, 2006). Customers, who were not adequately responded to, are not like to feel satisfied.

In BSU, BSU products are perceived to be quality products because products are generally commented as moderately high-priced products. Additionally, consumers are assured in the quality of the products produced. Estolas (2004) reported that the Food Processing Center of Benguet State University practice sensory and visual inspection from the raw materials they use until the finished products are ready to ensure quality. This is also true to other BSU IGPs. Dr Jane K. Avila also added that FPC employs 5's' techniques to ensure cleanliness. In English, these are: sweep, sort, systematize, sanitize, and self-discipline. This may be the reason why consumers continuously patronize the products.



By satisfying customers with quality products and extra service, you will get repeat business and referrals. Of course, price must be competitive and customers must have an easy access. Although marketing and advertising are important to get more customers, quality, service and customer satisfaction are what keep a business successful in the long run (Allen, 2006).

Quality is defined by Allen (2006) a meeting the needs and expectations, customer satisfaction can readily be measured. However, this requires the customer to answer specific questions about how he or she feels about the company's performance. This is why it is so important to capture their interest and build credibility needed to gain the cooperation.

Kotler (2000) revealed that the trend nowadays is that people are becoming health-conscious. Singh (1995) further remarked that an aging and affluent society is becoming more interested in healthy foods, both those foods that are free of bads such as fat and sodium and have more "goods" such as antioxidants and vitamins and other attributes. In many ways, the wellness market is just developing as the science and consumer awareness continues to grow (Singh, 1995).

Estolas (2004) reported that local buyers including tourists buy the products because they think these are prepared in an academic environment, therefore, it is wholesome, nutritious, and safe to consumers. There is no kind of cheating or adulteration in the process. Thus, these products have already become a by-word to everyone. This perhaps, is the reason why consumers continue to patronize the food products at Benguet State University.



Allan (2006) found that products are successful because their creators identified an unmet need in the market. The safety of a product use is an important consideration for many consumers, particularly for manufactured and processed products.

According to Assael (1990), one of the influencing factors in the purchase decision of consumers positive or negative predisposition toward a particular brand or company unless the product is totally new. He further stated that consumer's mindset is formed by his or her needs, perceptions at a brand or company and attitude toward that brand or company.

Indulgence is a broad category that covers many products attributes and characteristics. Products that appeal to indulgence are those designed to meet the consumers deeply felt desires as opposed to their needs. Indulgence in this sense does not necessarily mean unimportant or frivolous, but rather items need to possess characteristics above and beyond the simple ability to maintain life or to provide minimum quality at a minimum price (Decision-Making Fact Sheet (PDF), 2005).

A consumer may buy fewer candy bars to keep the weight off but the candy bars he or she buys are more expensive, and are of higher quality or more exciting taste and variety. Affluent, less price conscious consumers will look for products that will satisfy more than their needs, they will look for products that enhance their lifestyle, their values and their beliefs.

In the study of Boc-Ong (2006), she found out that most buyers nowadays are practical. They sacrifice the other attributes of the product for a low price. For some consumers, they perceive a product with low price as less quality and a high price product as a better quality (Go, 1997).



Price coupled with a basic level of performance is the hallmark of its quality, texture, taste, and nutritional value (Kittikumpanat et al., 2005). Allen (2006) affirmed that the right price for a product or a service is one of the essential elements in a solid business model. Berkman (1994) added that some consumers perceive a product with low price as less quality and a high price as a better quality. Moreover, products that meet the consumers' needs at the lowest price fulfill the consumers' preferences for value.

Also, their perceptions of future economic conditions influence willingness to buy (Nestle, 1998). Benefits of well-conceived pricing include increasing sale to current customers, attracting new customers, maximizing short-run cash flow, and maintaining an established position.

Consumers may perceive that products sold in exclusive outlets, has higher quality

Benefits of packaging to the seller include protection of the product, more efficient physical distribution, lower total costs, and relatively higher sales and profits. Benefits of packaging to the consumer relate to helping keep the product clean and uncontaminated until it is needed.

### Product-Market Factors

Each element of the marketing mix—product, price, place promotion—can affect consumers in their buying decisions (Peter and Donnelly, 2001 as cited by Delim, 2005; Rue and Holland, 1986). Go (1997) stated that the product function is to provide benefits desired by the target market in its features like the quality, service, brand and package.

Product. Mahmood (1996) noted that the attraction of the consumers to the company can be attributed to the special features of its products. A package can be vital



part of a product. A brand name, a package can influence consumer's attitude toward a product, which in turn affects their purchase decisions.

In product influences, people tend to buy a particular brand of product because of its quality, texture, taste, and nutritional value (Go, 1997). As Mahmood (1996) affirmed that customers' attraction to a company can be attributed to the special features of its products. As Kotler (2000) also explained that product strategy is interrelated with product design as the factor that determines the competitive edge of a company.

Several researchers such as Kittikumpanat and Elsey (2005) examined the effect of adding information on the nutrition label to change the purchasing behavior of the consumers. Most health conscious consumers (Kotler, 2000) read the label and they require more complete and detailed information. As a consequence, to meet the requirement of consumers, providing information on the label should be exhaustive of a product's attributes and its benefits.

Allen (2006) added that quality can give the business a competitive edge and can help to keep and gain more customers and their patronage as well.

Price. Kotler (2006) and Go (1997) observed that the price of the product is one of the highest influencing factors that determine the behavior of consumers. The right price for a product is one of the essential elements in a solid business model. Go (1997) also revealed that many of today's value conscious consumers may buy products more on the basis of price than other attributes. Ideally, a price should meet three requirements: it should match the competition; it should be attractive to potential customers in such a way that they will repeat purchases; and it should earn a profit (Allen, 2006). In the study of Boc-ong (2006), she found out that most buyers nowadays are practical. They sacrifice



the other attributes of the product for a low price. It attracts customers best for they are able to buy quality product at a low price. Boc-Ong (2006) stated that product's price, the level of satisfaction that is obtained from currently used products, family size and expectation about future employment, income, prices and general economic conditions as factors that affect the willingness to spend. The willingness to purchase local products will be a function of personal utility as well as community loyalty or attachment (Miller, 1998).

Place. Place is usually referred to as channel/distribution. This has always been very important in business. The purpose is to make the product available and accessible to target consumers.

Place of distribution would affect consumers in several ways. First, Anonymous (2007), products that are convenient to buy in a variety of stores increase the chances of consumers in finding and buying them.

Assael (1990) and Kotler (2000; 2006) revealed that products that are convenient to buy in a variety of stores increase the chances of consumers in finding and buying them. Also, consumers may perceive that products sold in exclusive outlets have higher quality. As a result, consumers are willing to pay a price premium for foods that are convenient (Kotler and Armstrong, 1989).

Promotion. Promotion has its own task in the marketing mix to communicate with the customers what the other elements offer. It has four major elements. These are advertising which is used to effectively inform and persuade target market; public relations which is the way to a positive image of the company and the brand (Kotler, 2000); personal selling to get the customers to buy; and sales promotions to convince





customers to buy immediately (Go, 1997) at a low price (Kotler, 2000). Public relations offer a positive image of the company and the brand of the product. Selling directly to consumers would actually convince them depending on the sales person.

The purpose of packaging is to protect the product, to enhance the product's value to the consumer, and to stimulate sales. According to Mahmood (1996), advertising has an important role vital to the survival of an undertaking. Advertisement comes in a number of ways and means, each with its own objectives to inform, attract, influence, and convince customers to have a desire for the product and in turn decide to buy the product again.

Emotion sells. People are often motivated to buy a product or service because of some emotion, whether it is greed, fear or want. Response to advertisements often increases whenever these elements are injected into an ad (Allen, 2006).

Sales Personnel. Aside from advertising, and sales promotions, sales people, and publicity can also influence what consumers think about products, what emotions they experience in purchasing and using them, and what behavior they perform, including shopping in particular stores and purchasing specific brands/labels.

One entrepreneur says, "If you are not taking care of your customers and nurturing that relationship you can bet there is someone else out there who will." Customer complaints should be welcomed. Customer feedback can help refine and improve products, services and all the operations of a business. Allen (2006) noted that a company must aim to make good service as part of business culture.

Other Factors. Schiffman et al., (2000) expressed that other factors that contributed to the growing interest in consumer behavior were the accelerated rate of new



product development, the consumer movement, public policy concerns, environmental concerns, and the opening of national markets throughout the world.

Some marketers have started to promote consistency of operation and convenience in an effort to combat shifting loyalties. Others have adopted such sales promotion devices as frequent-users credits to encourage brand loyalty. Because of the importance of brand imagery to loyalty, many marketers develop a simple, descriptive promotional line and through heavy repetition, engrave it in consumers' memories.

Discovering how consumers learn about brands and become attached to certain brands assists marketers in achieving this goal—loyal consumers.

### Conceptual Framework

The intent of the study is to determine the extent of employee patronage on the products of selected BSU IGPs.

A lot of variables will affect the attainment of the study's objectives. The independent variables considered in the study are: a.) the personal and socio-economic factors such as age, sex, civil status, place of residence, employee category, monthly disposable income, and disposable income allocated to food budget; b.) the psychological factors such as the level of awareness on the products of selected BSU-IGPs; perceived benefits/motivation; c.) and product-market factors such as product, price, place/outlet image, promotion, personnel and others.

It is assumed that these factors are associated with their level or extent of patronage. The personal and socio-economic profile of the employees has moderate influences on their purchase behavior. Their age, sex, civil status, place of residence, employee category, and economic circumstances will influence their taste, preferences



and consumption of FPC and Bakery products. Generally, teaching personnel have higher income than non-teaching employees. Therefore, the buying patterns of employees are also influenced by their economic circumstances.

The way employees view BSU products could include their mental picture of the brand, or the traits they attribute to the brand. The way they perceive circumstances by buying BSU products will affect their purchase decision which in turn affects their extent of patronage. These are the reasons why psychological factors such as level of awareness on the products of FPC and Bakery and perceived benefits were considered as factors in relation to employee patronage. Assael (1990) affirmed that consumers' mindset is formed by his or her needs, perceptions at a brand or a company or institution and attitude toward that brand.

Product-market factors are also assumed to affect the extent of employee patronage on BSU products. If BSU products provide benefits and good features, like the quality, service, brand and package desired by the BSU employees then there is a tendency that they will be more inclined to buy the products.

The price of the BSU products is one of the highest influencing factors that determine the behavior of consumers. The lower the price or the higher the purchasing power of the employees, the more they are willing to buy more of the products. This situation also corresponds to the economic principle of demand behavior.

There is a greater likelihood of the products to be purchased if the channel or distribution/outlet is readily accessible and convenient.



Employee customers are convinced to buy more of the products depending on the promotion strategy established by FPC and Bakery. If the products are well-promoted then it is expected to gain more consumer patronage from the BSU employees.

Also, selling directly to consumers would actually convince them depending on the sales personnel of the FPC and Bakery and the marketing center.



## INDEPENDENT VARIABLES

## DEPENDENT VARIABLES

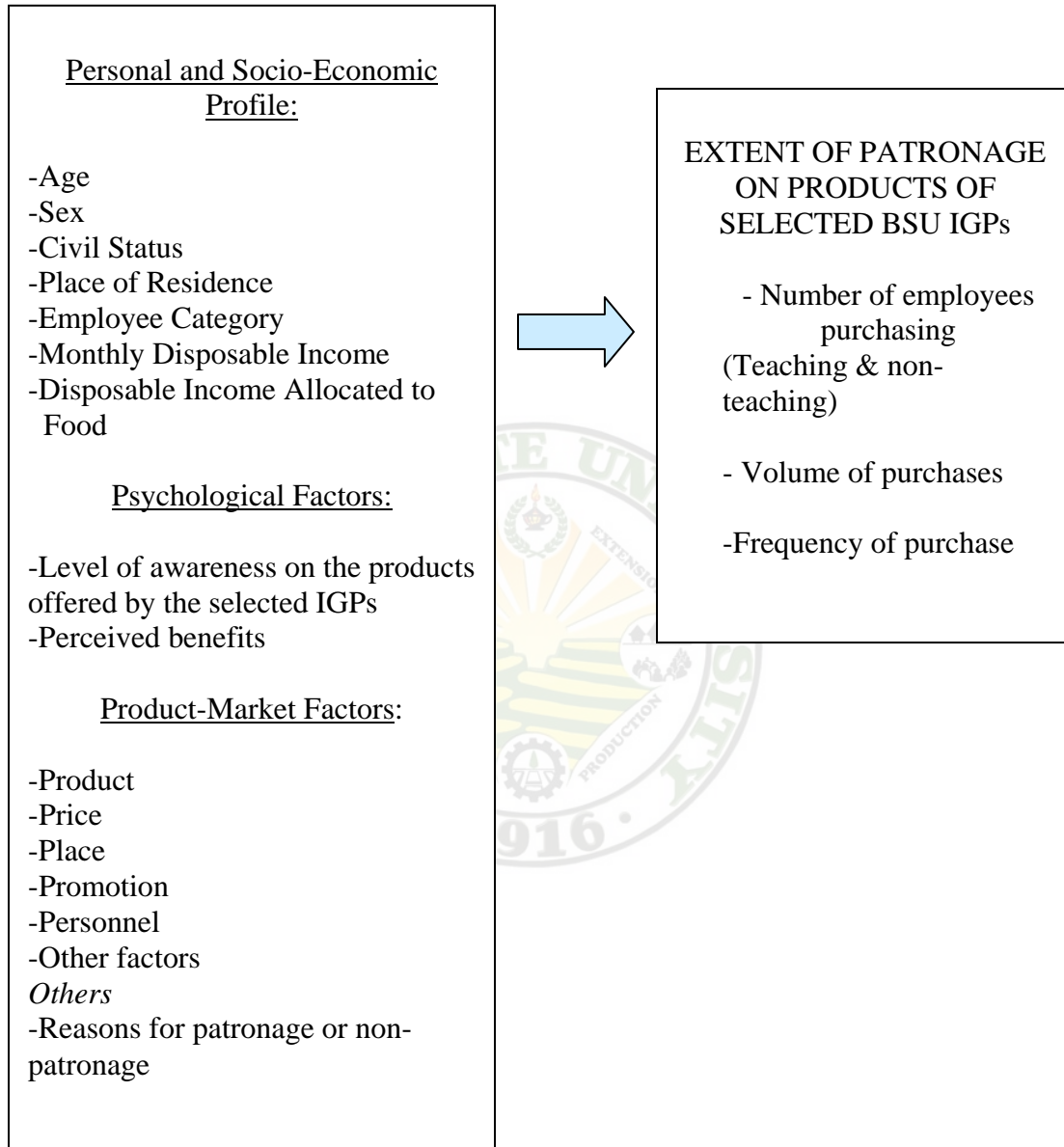


Figure 1. Paradigm of the study showing the relationship of variables included



### Hypotheses of the Study

The following hypotheses were drawn for testing based on the stated problems of the study:

- a. 50% of the employees patronize the Food Processing Center;
- b. 50% of the employees patronize the Bakery;
- c. The BSU employees are not aware of the BSU products (FPC products and Bakery products) and;
- d. The benefits perceived by employees from patronizing selected BSU-IGPs do not differ significantly.



## METHODOLOGY

### Locale and Time of the Study

The study was conducted at Benguet State University during the 2<sup>nd</sup> semester 2007-2008. The survey period covered the months of December 2007 to January 2008.

### Respondents of the Study

The respondents of the study are the employees of Benguet State University – main campus. As of August 15, 2007, the university has total regular plantilla positions of 609 in its main campus. The total workforce composed of 319 teaching personnel (permanent and contractual), 271 non-teaching staff, and 19 substitute employees (teaching and non-teaching).

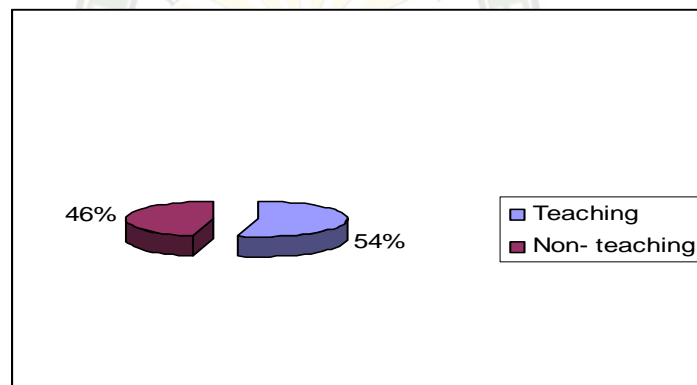


Figure 2. Respondents of the study

The derivation of sample was based on stratified random sampling. The population was divided into two strata. Based on typology (i.e. teaching and non-teaching), random samples were drawn from each stratum of which 18.20% or 58 from teaching and another 18.20% or 50 from non-teaching. The list obtained from the Human Resource Management Office of the university was used as a sample frame.



### Research Instrument

The survey questionnaire is the main instrument used in gathering the data. The survey questionnaire was composed of open-ended and closed-ended questions that satisfy the objectives of the study.

### Data Collection

The data set which was used in this study were the list of names employed in the university as of August 15, 2007. The list of employees was secured from the Human Resource Department of Benguet State University.

In obtaining relevant data, a survey questionnaire was administered in the study. This questionnaire served as the foundation for this benchmarking study and it provides a common link among the benchmarking participants (Allen, 2006).

A pre-test was conducted to fifteen respondents in order to test the reliability of the guide questionnaire and to further improve its contents before the full-blown data gathering.

The researcher personally distributed and retrieved the questionnaire from the respondents.

### Data Analysis

The study used the descriptive normative survey method which deals more on fact-finding with adequate analysis, ideas and opinions. It is normative in the sense that it will survey actual and prevailing situation. It is descriptive in nature because the data gathered was summarized and reduced into meaningful values in order to describe the characteristics of the samples used in this study. Open-ended responses were coded and quantified (i.e. converted into numerical scores) and then all the responses were tabulated, analyzed and interpreted using appropriate statistical tools.





The study satisfied the elements of the parametric statistical model. For the parametric statistical model, t-test was used to determine the significant difference among the variables compared.

Descriptive frequencies and means were analyzed using the Statistical Package for Social Sciences (SPSS).

The level of awareness made use of the following statistical limits:

<u>Statistical limits</u>	<u>Description</u>
1.00-1.59	Very aware
1.60-2.59	Slightly aware
2.60-3.00	Not aware

The perceived benefits made use of the following scale:

<u>Statistical limits</u>	<u>Description</u>
4.50-5.00	Strongly agree
3.50-4.49	Moderately agree
2.50-3.49	Undecided
1.50-2.49	Moderately disagree
1.00-1.49	Strongly disagree

The product-market factors made use of the following scale:

<u>Statistical limits</u>	<u>Description</u>
4.50-5.00	Very important factor
3.50-4.49	More important factor
2.50-3.49	Undecided
1.50-2.49	Less important factor
1.00-1.49	Not Important Factor



## RESULTS AND DISCUSSION

This section presents the discussion, analysis, and interpretation of the findings drawn from respondents with regards to their level of patronage on products of selected Income Generating Projects at Benguet State University.

The data presented in this section were derived from the responses to the questionnaire floated to selected employees of Benguet State University. The data gathered were related to the following: 1) personal and socio-economic profile of respondents; 2) extent of patronage and psychological factors (level of awareness and perceived benefits) affecting patronage; 3) product-market factors affecting patronage; and 4) the reasons for patronage or non-patronage.

### Personal and Socio-Economic Profile

Table 1 shows the distribution of respondents according to some demographic characteristics such as age, sex, civil status, and place of residence. The distribution of respondents according to designation is shown in Table 2 and Table 3 shows the distribution of respondents according to income and specific allocation for food.

Age. The age distribution of the respondents is reflected in Table 1. It could be seen from the table that the respondents have ages ranging from 20 to 70 years. The largest proportion representing 34.3 percent or 37 of the respondents had ages ranging from 20-30 years. Such distribution shows that most of the employees are below the middle adult age.

Sex. It could be gleaned from the table that there are more female (70.40%) than male (29.60%) respondents in the survey conducted.



Civil status. Seventy-one (65.70%) of respondents are married, thirty-six (33.30%) are single, and one (0.90%) is a widower.

Place of residence. Most of the respondents 55 (50.90%) reside outside the school campus but within La Trinidad, twenty-nine (26.90%) live within the school campus, and twenty-four (22.20%) live outside of La Trinidad.

Table 1. Distribution of respondents according to some socio-demographic characteristics

CHARACTERISTIC	FREQUENCY	PERCENT
<b>Age</b>		
20-30	37	34.30
31-40	32	29.60
41-50	27	25.00
51-60	9	8.30
61-70	3	2.80
<b>TOTAL</b>	<b>108</b>	<b>100.00</b>
<b>Sex</b>		
Male	32	29.60
Female	76	70.40
<b>TOTAL</b>	<b>108</b>	<b>100.00</b>
<b>Civil Status</b>		
Single	36	33.30
Married	71	65.70
Widow/widower	1	0.90
<b>TOTAL</b>	<b>108</b>	<b>100.00</b>
<b>Place of Residence</b>		
Within school campus	29	26.90
Outside school campus but within La Trinidad	55	50.90
Outside La Trinidad	24	22.20
<b>TOTAL</b>	<b>108</b>	<b>100.00</b>



Employee category. It could be seen from Table 2 that 53.70% are under the teaching category and 46.3% are non-teaching staff. From the teaching category, 32.7% are instructors, 5.5% are Assistant Professors, 8.2% are Associate Professors, and 6.4% are Professors.

Monthly disposable income. The finding shows that 41 or 38% of the employees has income in the bracket of P10, 001-15,000 and 37 or 34.30% has income in the bracket of P5, 001-10,000. This finding shows that majority of the employees surveyed belonged to the lower income brackets (Table 3).

Disposable income allocated to food budget. As shown in Table 4, out of 108 employees, 24 (22.20%) have allocate less than 40% of their monthly income on food, 31 (28.7%) allocate about 41-50% of their monthly income, 32 (29.60%) of the employees allocate 51-60% of the income to food, 16 (14.80%) allocate about 61-70% and 5 (4.60%) allocate 71% and above on food items. This finding shows that most of the employees allocated a higher percentage of their monthly disposable income to food expenditure.

Table 2. Distribution of respondents according to employee position

PARTICULAR	FREQUENCY	PERCENT
Teaching	58	53.70
Instructor	36	32.70
Assistant Professor	6	5.50
Associate Professor	9	8.20
Professor	7	6.40
Non-teaching	50	46.3
<b>TOTAL</b>	<b>108</b>	<b>100.00</b>



Table 3. Distribution of respondents according to monthly disposable income

PARTICULAR	FREQUENCY	PERCENT
<P5, 000	10	9.30
P5, 001-10,000	37	34.30
P10, 001-15,000	41	38.00
P15, 001- 20,000	11	10.20
P20,001 and above	9	8.30
TOTAL	108	100.00

Table 4. Distribution of respondents according specific allocation for food

PARTICULAR	FREQUENCY	PERCENT
<40%	24	22.20
41-50%	31	28.70
51-60%	32	29.60
61-70%	16	14.80
71% and above	5	4.60
TOTAL	108	100.00

#### Extent of Patronage

General patronage. Table 5 presents the number of teaching and non-teaching personnel who patronize and do not patronize the selected BSU-IGPs. Majority of both the teaching (68.97% and 62.07%) and non-teaching (82% and 76%) employees of BSU



Table 5. Distribution of respondents as to patronage of the BSU-IGPs

	FOOD PROCESSING CENTER				BSU BAKERY			
	TEACHING		NON-TEACHING		TEACHING		NON-TEACHING	
	F	%	F	%	F	%	F	%
Buying	40	68.97	41	82.00	36	62.07	38	76.00
Not buying	18	31.03	9	18.00	22	37.93	12	24.00
TOTAL	58	100.00	50	100.00	58	100.00	50	100.00

patronize the Food Processing Center and the Bakery, respectively. It is notable that there were more non-teaching employees than teaching employees who patronized these IGPs. The Food Processing Center was also more patronized by majority of the employees than the Bakery with 81 out of 108 or 75% buying from it compared to the 74 out of the 108 or 69% who were buying from the Bakery.

Based on the statistical results, 50% of the employees are patronizing the BSU-IGPs at 0.10 level of significance. However, while more were found to be patronizing the said IGPs, the next section reveals the extent of patronage by product.

Patronage by product. It can be observed that majority of the FPC products are not strongly patronized except for Peanut butter, Strawberry preserves and Ube Jam with 58.33%, 53.70% and 56.48% of the total respondents respectively, acknowledging having purchased these items. This result agrees with the report of Estolas (2004) that these products are the most saleable products of the FPC. Peanut Butter and Ube Jam of the FPC are well known and patronized for a reputation of incomparable quality. The other products like peanut brittle, peanut adobo and pineapple-papaya jam were patronized by only less than or equal to a third of the respondents. The notable number of non-



patronage for other products could probably be due to its newness in the market. The distribution of respondents according to product patronage can be seen in Table 6 for the Food Processing Center and Table 7 for the Bakery.

In the case of the Bakery, majority of the products are also not strongly patronized except for cinnamon loaf and plain loaf as patronized by 54.63% and 48.15% of the respondents, respectively. The purchase behavior of the teaching vis-à-vis the non-teaching does not vary much in terms of product purchase as well as non-patronage for the bakery. The minimal patronage for some products like birthday and other specialty cakes can be explained by the fact that these products are offered largely as ordered. The notable number of non-patronage for the other products may also be explained by unavailability on a daily basis of these products in the marketing center.

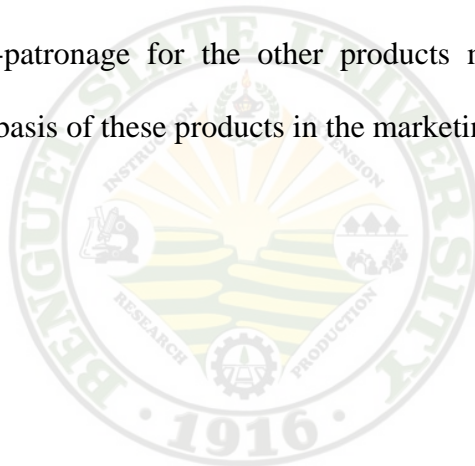


Table 6 . Distribution of respondents as to product patronage or non- patronage for the Food Processing Center.

FPC PRODUCTS	TEACHING		NON- TEACHING		TOTAL			
	Patronizing	Not Patronizing	Patronizing	Not Patronizing	Patronizing	Not Patronizing		
	F	F	F	F	F	%	F	%
Chayote Champoy	3	55	5	45	8	7.41	100	92.59
Chocoberry	6	52	12	38	18	16.67	90	83.33
Chocoflakes	10	48	16	34	26	24.07	82	75.93
Kimchi	2	56	5	45	7	6.48	101	93.52
Peanut Adobo	10	48	21	29	31	28.70	77	71.30
Peanut Brittle	15	43	18	32	33	30.56	75	69.44
Peanut Butter	35	23	28	22	63	58.33	45	41.67
Peanut Polvoron	12	46	13	37	25	23.15	83	77.85
Pineapple-Papaya Jam	16	42	15	35	31	28.70	77	71.30
Pineapple Tartlets	4	54	6	44	10	9.26	98	90.74
Santol Candy	2	56	19	31	21	19.44	87	80.56
Strawberry Cookies	9	49	7	43	16	14.81	92	85.19
Strawberry Preserve	38	20	20	30	58	53.70	50	46.30
Strawberry Spread	7	51	8	42	15	13.89	93	86.11
Strawberry Syrup	3	55	2	48	5	4.63	103	95.77
Strawberry Tarts	8	50	9	41	17	15.74	91	84.26
Toasted Peanuts	10	48	11	39	21	19.44	87	80.56
Ube Jam	31	27	30	20	61	56.48	47	43.52
Yummy Nuts	16	42	11	39	27	25.00	81	75.00

n=108





Table 7 . Distribution of respondents as to product patronage or non- patronage for the Bakery.

BAKERY PRODUCTS	TEACHING		NON- TEACHING		TOTAL			
	Patronizing	Not Patronizing	Patronizing	Not Patronizing	Patronizing	Not Patronizing		
	F	F	F	F	F	%	F	%
Cinnamon Loaf	28	30	31	19	59	54.63	49	45.37
Plain Loaf	29	29	23	27	52	48.15	56	51.85
Cheese Loaf	11	47	17	33	28	25.93	80	74.07
Cream Loaf	17	41	10	40	27	25.00	81	75.00
Cheese Rolls	21	37	18	32	39	36.11	69	63.89
Cinnamon Square	19	39	23	27	42	38.89	66	61.11
Herb Bread	12	46	5	45	17	15.74	91	84.26
Ensaymada	13	45	19	31	32	29.63	76	70.37
Hot Pandesal	12	46	13	37	25	23.15	83	76.85
Pandesal Putok	11	47	10	40	21	19.44	87	80.56
Spanish Bread	12	46	10	40	22	20.37	86	79.63
Nutri-buns	9	49	8	42	17	15.74	91	84.26
Raisin Bread	11	47	14	36	25	23.15	83	76.85
Ube Basket	17	41	12	38	29	26.85	79	73.15
Carrot Basket	15	43	8	42	23	21.30	85	78.70
Mongo Basket	8	50	7	43	15	13.89	93	86.11
Toasted Siopao	11	47	8	42	19	17.59	89	82.41
Coconut Tokens	6	52	4	46	10	9.26	98	90.74
Coconut Bars	10	48	4	46	14	12.96	94	87.04
Oatmeal Bars	21	37	22	28	43	39.81	65	60.19
Peanut Bars	13	45	8	42	21	19.44	87	80.56
Chayote Cookies	3	55	3	47	6	5.56	102	94.44
Chayote Bars	3	55	3	47	6	5.56	102	94.44



Table 7. *Continued...*

BAKERY PRODUCTS	TEACHING		NON- TEACHING		TOTAL			
	Patronizing	Not Patronizing	Patronizing	Not Patronizing	Patronizing	Not Patronizing		
	F	F	F	F	F	%	F	%
Carrot Cookies	5	53	6	44	11	10.19	97	89.81
Caramel Tarts	5	53	4	46	9	8.33	99	91.67
Carrot Tarts	4	54	2	48	6	5.56	102	94.44
Ube Tarts	4	54	2	48	6	5.56	102	94.44
Chayote Tarts	7	51	2	48	9	8.33	99	91.67
Crinkles	4	54	8	42	12	11.11	96	88.89
Lengua de Gato	5	53	9	41	14	12.96	94	87.04
Oatmeal Cookies	4	54	6	44	10	9.26	98	90.74
Pinipig Cookies	6	52	5	45	11	10.19	97	89.81
Butter Cake	4	54	5	45	9	8.33	99	91.67
Cheese Cup Cake	2	56	2	48	4	3.70	104	96.30
Blackforest Cake	2	56	1	49	3	2.78	105	97.22
Birthday Cake	1	57	1	49	2	1.85	106	98.15



Frequency of patronage. Another indication of the extent of patronage is the frequency of purchase as shown in Tables 8 and 9 for the teaching and non-teaching employees in relation to the Food Processing Center, and in Tables 10 and 11 in relation to the Bakery. It is expected that the frequency of purchase varied by employee but the findings revealed that there is so much irregularity in the purchase behavior of BSU employees for products of the FPC and the Bakery. It is evident in all the concerned tables that purchase was skewed towards a monthly, semestral or annual basis. This is indicative of generally low patronage for the products.

Both the teaching and non-teaching employees very seldom buy on a daily basis of the FPC products. Only the chayote champoy was purchased daily by very few respondents. This was while the product was available because the product did not stay long in the market. The highest percentage of respondents buying FPC products was a little more than 30% for peanut butter and ube jam and this is on a monthly basis. There is no evidence of very frequent purchase behavior for the FPC products as purchased by both the teaching and non-teaching employees. It is widely spread over the various products on a monthly, semestral and annual basis.

For the Bakery products, daily purchases were noted for the teaching employees for items such as plain loaf, cream loaf, cheese rolls, spanish bread, nutri-buns, toasted siopao, coconut bars, and oatmeal bars. This was true for items such as cheese loaf, cream loaf, carrot basket, mongo basket, and carrot cookies for the non-teaching employees. However, it should be noted that the respondents buying daily are again very minimal. The bulk of the respondents are buying only a monthly basis for most of the baked products.



Table 8. Distribution of teaching respondents according to frequency of purchase by product of the FPC per buying period

PRODUCT	DAILY		WEEKLY		MONTHLY		SEMESTRAL		ANNUAL	
	F	%	F	%	F	%	F	%	F	%
Chayote	1	2.5	-	-	1	2.5	-	12.5	1	2.5
Champoy										
Chocoberry	-	-	-	-	3	7.5	-	-	4	10
Chocoflakes	-	-	-	-	4	10	5	10	1	2.5
Kimchi	-	-	-	-	-	-	-	15	2	5
Peanut Adobo	-	-	6	15	-	-	4	22.5	-	
Peanut Brittle	-	-	-	-	4	10	6	12.5	5	12.5
Peanut Butter	-	-	-	-	22	55	9	10	4	10
Peanut	-	-	-	-	3	7.5	5	2.5	4	10
Polvoron										
Pineapple-	-	-	-	-	11	27.5	4	2.5	1	2.5
Papaya Jam										
Pineapple	-	-	-	-	1	2.5	1	2.5	2	5
Tartlets										
Santol Candy	-	-	-	-	1	2.5	1	5	-	
Strawberry	-	-	-	-	4	10	1	2.5	4	10
Cookies										
Strawberry	-	-	-	-	4	10	2	2.5	2	5
Preserve										
Strawberry	-	-	-	-	5	12.5	1	7.5	1	2.5
Spread										
Strawberry	-	-	-	-	2	5	1	2.5	-	
Syrup										
Strawberry	-	-	-	-	4	10	3	17.5	1	2.5
Tarts										
Toasted	-	-	-	-	7	17.5	1	2.5	2	5
Peanuts										
Ube Jam	-	-	1	2.5	18	45	7	12.5	4	10
Yummy Nuts	-	-	1	2.5	10	25	1		4	10

n=40



Table 9. Distribution of non-teaching respondents according to frequency of purchase by product of the FPC per buying period

PRODUCT	DAILY		WEEKLY		MONTHLY		SEMESTRAL		ANNUAL	
	F	%	F	%	F	%	F	%	F	%
Chayote	1	2.44	-	-	4	9.76	-	-	-	-
Champoy										
Chocoberry	-	-	-	-	6	14.63	4	9.76	2	4.88
Chocoflakes	-	-	-	-	11	26.83	1	2.44	4	9.76
Kimchi	-	-	-	-	4	9.76	-	-	1	2.44
Peanut	-	-	-	-	15	36.59	4	9.76	2	4.88
Adobo										
Peanut Brittle	-	-	-	-	13	31.71	2	4.88	3	7.32
Peanut Butter	1	2.44	1	2.44	19	46.34	2	4.88	5	12.20
Peanut	-	-	-	-	6	14.63	4	9.76	3	7.32
Polvoron										
Pineapple-	-	-	-	-	12	29.27	2	4.88	1	2.44
Papaya Jam										
Pineapple	-	-	-	-	5	12.20	1	2.44	-	-
Tartlets										
Santol Candy	-	-	-	-	14	34.15	3	7.32	2	4.88
Strawberry	-	-	-	-	4	9.76	2	4.88	1	2.44
Cookies										
Strawberry	-	-	-	-	13	31.71	1	2.44	6	14.63
Preserve										
Strawberry	-	-	-	-	6	14.63	1	2.44	1	2.44
Spread										
Strawberry	-	-	-	-	2	4.88	-	-	-	-
Syrup										
Strawberry	-	-	-	-	4	9.76	1	2.44	4	9.76
Tarts										
Toasted	-	-	-	-	9	21.95	-	-	2	4.88
Peanuts										
Ube Jam	-	-	-	-	18	43.90	7	17.07	4	9.76
Yummy Nuts	-	-	-	-	6	14.63	1	2.44	3	7.32

n=41



Table 10. Distribution of teaching respondents according to frequency of purchase by product of the Bakery per buying period

PRODUCT	DAILY		WEEKLY		MONTHLY		SEMESTRAL		ANNUAL	
	F	%	F	%	F	%	F	%	F	%
Cinnamon Loaf	-	-	1	2.78	22	61.11	5	13.89	-	2.78
Plain Loaf	1	2.78	1	2.78	25	69.44	1	2.78	1	2.78
Cheese Loaf	-	-	-	-	10	27.78	-	-	1	2.78
Cream Loaf	2	5.56	2	5.56	12	33.33	-	-	1	-
Cheese Rolls	1	2.78	-	-	15	41.67	5	13.89	-	-
Cinnamon Square	-	-	-	-	14	38.89	5	13.89	-	-
Herb Bread	-	-	-	-	11	30.56	1	2.78	-	2.78
Ensaymada	-	-	-	-	8	22.22	4	11.11	1	-
Hot Pandesal	-	-	-	-	11	30.56	1	2.78	-	-
Pandesal Putok	-	-	-	-	8	22.22	3	8.33	-	-
Spanish Bread	1	2.78	-	-	11	30.56	-	-	-	-
Nutri-buns	1	2.78	-	-	7	19.44	1	2.78	-	-
Raisin Bread	-	-	-	-	11	30.56	-	-	-	-
Ube Basket	-	-	-	-	16	44.44	1	2.78	-	-
Carrot Basket	-	-	-	-	14	38.89	1	2.78	-	-
Mongo Basket	-	-	-	-	7	19.44	1	2.78	-	-
Toasted Siopao	1	2.78	-	-	10	27.78	-	-	-	2.78
Coconut Tokens	-	-	-	-	4	11.11	1	2.78	1	11.11
Coconut Bars	1	2.78	-	-	4	11.11	1	2.78	4	13.89
Oatmeal Bars	1	2.78	-	-	12	33.33	3	8.33	5	5.56
Peanut Bars	-	2.78	-	-	8	22.22	3	8.33	2	2.78
Chayote Cookies	-	-	-	-	1	2.78	1	2.78	1	2.78
Chayote Bars	-	-	-	-	2	5.56	-	-	1	2.78
Carrot Cookies	-	-	-	-	4	11.11	-	-	1	-
Caramel Tarts	-	-	-	-	4	11.11	1	2.78	-	2.78
Carrot Tarts	-	-	-	-	2	5.56	1	2.78	1	-
Ube Tarts	-	-	-	-	3	8.33	1	2.78	-	5.56
Chayote Tarts	-	-	-	-	5	13.89	-	-	2	5.56
Crinkles	-	-	-	-	2	5.56	-	-	2	5.56
Lengua de Gato	-	-	-	-	3	8.33	-	-	2	-
Oatmeal Cookies	-	-	-	-	5	13.89	1	2.78	-	-
Pinipig Cookies	-	-	-	-	2	5.56	2	5.56	-	2.78
Butter Cake	-	-	-	-	3	8.33	1	2.78	1	2.78
Cheese Cup	-	-	-	-	3	8.33	-	-	1	5.56
Cake										
Blackforest Cake	-	-	-	-	4	11.11	-	-	2	2.78
Birthday Cake	-	-	-	-	2	5.56	-	-	1	-
Chocofudge Cake	-	-	-	-	1	2.78	-	-	-	2.78

n=36



Table 11. Distribution of non-teaching respondents according to frequency of purchase by product of the Bakery per buying period

PRODUCT	DAILY		WEEKLY		MONTHLY		SEMESTRAL		ANNUAL	
	F	%	F	%	F	%	F	%	F	%
Cinnamon Loaf	-	-	3	7.89	23	60.53	4	10.53	1	2.63
Plain Loaf	-	-	3	7.89	17	44.74	3	7.89	-	-
Cheese Loaf	1	2.63	1	2.63	12	31.58	2	5.26	1	2.63
Cream Loaf	1	2.63	-	-	6	15.79	2	5.26	1	2.63
Cheese Rolls	-	-	1	2.63	12	31.58	4	10.53	1	2.63
Cinnamon Square	-	-	1	2.63	20	52.63	1	2.63	1	2.63
Herb Bread	-	-	1	2.63	3	7.89	-	-	1	2.63
Ensaymada	-	-	1	2.63	16	42.11	1	2.63	1	2.63
Hot Pandesal	-	-	-	-	13	34.21	-	-	-	-
Pandesal Putok	-	-	-	-	10	26.32	-	-	-	-
Spanish Bread	-	-	-	-	9	23.68	1	2.63	-	-
Nutri-buns	-	-	-	-	7	18.42	1	2.63	-	-
Raisin Bread	-	-	-	-	10	26.32	2	5.26	2	5.26
Ube Basket	-	-	-	-	12	31.58	-	-	-	-
Carrot Basket	1	2.63	-	-	8	21.05	-	-	-	-
Mongo Basket	1	2.63	-	-	6	15.79	1	2.63	-	-
Toasted Siopao	-	-	-	-	6	15.79	1	2.63	1	2.63
Coconut Tokens	-	-	-	-	4	10.53	-	-	-	-
Coconut Bars	-	-	-	-	3	7.89	1	2.63	-	-
Oatmeal Bars	-	-	-	-	16	42.11	2	5.26	4	10.53
Peanut Bars	-	-	-	-	6	15.79	1	2.63	1	2.63
Chayote Cookies	-	-	-	-	2	5.26	-	-	1	2.63
Chayote Bars	-	-	-	-	2	5.26	-	-	1	2.63
Carrot Cookies	1	2.63	-	-	4	10.53	1	2.63	1	2.63
Caramel Tarts	-	-	-	-	1	2.63	1	2.63	2	5.26
Carrot Tarts	-	-	-	-	1	2.63	-	-	1	2.63
Ube Tarts	-	-	-	-	1	2.63	-	-	1	2.63
Chayote Tarts	-	-	-	-	1	2.63	-	-	1	2.63
Crinkles	-	-	-	-	5	13.16	-	-	3	7.89
Lengua de Gato	-	-	-	-	7	18.42	1	2.63	1	2.63
Oatmeal Cookies	-	-	-	-	4	10.53	1	2.63	1	2.63
Pinipig Cookies	-	-	-	-	4	10.53	-	-	1	2.63
Butter Cake	-	-	-	-	3	7.89	1	2.63	1	2.63
Cheese Cup Cake	-	-	-	-	-	-	2	5.26	-	-
Blackforest Cake	-	-	-	-	-	-	1	2.63	-	-
Birthday Cake	-	-	-	-	-	-	-	-	-	-
Chocofudge Cake	-	-	-	-	-	-	1	2.63	-	-

n=38



Quantity of purchase. Another insight to see the extent of patronage is seen in Tables 12 and 13. These tables show the calculations of average quantity purchase by the employees standardized on a monthly basis. Majority of the FPC products are bought on a range of 1-5 quantity per month. The overall mean is 2.82. It can be noticed that Pineapple Tarlets has the highest computed mean of 12.51 which means that this product is bought by employees on an average quantity of 13 packs per month. An average of 4.04 packs of ube jam, 3.78 packs of santol candy, and 3.76 packs of chayote champoy are bought per month. The rest of the products are bought on average of 2 packs/bottles per month. The lowest demand is for Peanut Adobo at less than 1 pack purchased within a month.

For the Bakery products, majority of the products are bought on an average of 1-5 quantity per month. Hot Pandesal garnered the highest mean of 8.07 packs this is followed by packs of Ube Basket, Carrot Basket and Mongo Basket with 7.48, 7.35 and 7.28, respectively. The overall mean is 3.4.

Tables 12 and 13 show that the quantity purchased on a monthly basis for both the FPC and the Bakery products are not really big quantities as desired by BSU management.





Table 12. Average quantity of purchases by the employees on a per month basis for FPC

FPC PRODUCTS	MEAN ( $\mu$ )
Chayote Champoy	3.76
Chocoberry	2.88
Chocoflakes	1.55
Kimchi	0.68
Peanut Adobo	1.71
Peanut Brittle	1.89
Peanut Butter	2.67
Peanut Polvoron	2.17
PIPA Jam	2.9
Pineapple Tarlets	12.51
Santol Candy	3.78
Strawberry Cookies	1.44
Strawberry Preserve	2.4
Strawberry Spread	1.59
Strawberry Syrup	1.76
Strawberry Tarts	1.81
Toasted Peanuts	1.41
Ube Jam	4.04
Yummy Nuts	2.72
<b>GRAND MEAN</b>	<b>2.82</b>



Table 13. Average quantity of purchases by the employees on a per month basis for the Bakery

BAKERY PRODUCTS	MEAN ( $\mu$ )
Cinnamon Loaf	2.61
Plain Loaf	5.12
Cheese Loaf	3.82
Cream Loaf	5.04
Cheese Rolls	4.02
Cinnamon Square	2.57
Herb Bread	3.06
Ensaymada	4.73
Hot Pandesal	8.07
Pandesal Putok	5.61
Spanish Bread	2.14
Nutri-buns	2.40
Raisin Bread	2.80
Ube Basket	7.48
Carrot Basket	7.35
Mongo Basket	7.28
Toasted Siopao	4.75
Coconut Tokens	1.74
Coconut Bars	3.31
Oatmeal Bars	4.89
Peanut Bars	2.31
Chayote Cookies	2.52
Chayote Bars	2.99
Carrot Cookies	1.87
Caramel Tarts	2.36
Carrot Tarts	1.75
Ube Tarts	1.88
Chayote Tarts	1.88
Crinkles	2.89
Lengua de Gato	2.29
Oatmeal Cookies	1.23
Pinipig Cookies	2.25
Butter Cake	2.26
Cheese Cup Cake	4.38
Blackforest Cake	0.69
Birthday Cake	0.08
<b>GRAND MEAN</b>	<b>3.40</b>



Level of Awareness. Generally, majority of the teaching employees (87.9%) and the non-teaching employees (92%) were very aware of the existence of the Food Processing Center and the Bakery. See Table 14. It is interesting that there is still a small percentage of the employees that are slightly or not aware at all that these IGPs exist.

Table 14. Distribution of respondents as to level of awareness of the Selected IGPs

IGP	TEACHING						NON-TEACHING					
	VERY AWARE		SLIGHTLY AWARE		NOT AWARE		VERY AWARE		SLIGHTLY AWARE		NOT AWARE	
	F	%	F	%	F	%	F	%	F	%	F	%
FPC	51	87.90	7	12.10	-	-	46	92	4	8	-	-
Bakery	51	87.90	4	6.9	1	1.7	45	90	1	2.0	2	4.0

Product awareness. A closer look on the awareness of the employees of the different products of the Food Processing Center is shown in Table 15. Overall, both the teaching and non-teaching employees are very aware of 15 out of the 19 FPC products (or 79%). The statistical test revealed that there is a significant result that both the teaching and non-teaching employees are aware of the FPC products. The products where employees are very aware of are: Chayote Champoy (1.10); Chocoberry (1.05); Chocoflakes (1.53); Peanut Adobo (1.42); Peanut Butter (1.19); Peanut Polvoron (1.10); Pineapple-Papaya Jam (1.07); Pineapple Tarlets (1.26); Santol candy (1.36); Strawberry Cookies (1.53); Strawberry Preserve (1.56); Strawberry Spread (1.37); Strawberry Tarts (1.35); Ube Jam (1.38); and Yummy Nuts (1.23).



Table 16 shows the comparative distribution of the teaching and non-teaching respondents as to level of awareness. It can be seen that there is a greater percentage of the teaching employees who are very aware of the FPC products than of the non-teaching employees. The top five products according to order that the teaching employees are very aware of are: peanut butter, ube jam, peanut brittle, peanut adobo and strawberry preserve. On the other hand, the top five products according to order that the non-teaching employees are very aware of are: ube jam, peanut butter, peanut brittle, peanut adobo and strawberry preserve. Teaching and non-teaching personnel are identical as to the top five products that they are aware of. Generally, one can see that there is not much difference between the teaching and non-teaching employees as to the FPC products that they are most aware of.

Table 17 shows the overall awareness level of the employees for the Bakery products. Table 18 shows the comparison between the teaching and non-teaching employees in terms of level of awareness for the Bakery products. The findings show that employees are very aware of 19 out of the 37 products or 51%. Awareness has to be promoted for 49% of the bakery products especially for birthday cakes that can be made upon order. There is a significant result that there is awareness for the products by the employees based on the statistical test. Comparing the teaching with the non-teaching employees, there were more teaching employees who were very aware of the existence of the products of the BSU bakery. The non-teaching employees were found to be very aware over the teaching employees only for the following products: cheese rolls, herb bread, hot pan de sal, peanut bars, chayote tarts, crinkles, lengua de gato, oatmeal cookies, pinipig cookies, cheese cup cake and birthday cakes.



Table 15. Distribution of respondents according to level of awareness for FPC products

FPC PRODUCTS	n	VERY AWARE		SLIGHTLY AWARE		NOT AWARE		MEAN	DESCRIPTIVE VALUE	t-value	ROBABILITY
		F	%	F	%	F	%				
Chayote Champoy	108	50	46.30	29	26.85	29	26.85	1.10	Very aware	-64.92	0.000
Chocoberry	108	68	62.96	23	21.30	17	15.74	1.05	Very aware	-87.81	0.000
Chocoflakes	108	75	69.44	21	19.44	12	11.11	1.53	Very Aware	-20.28	0.000
Kimchi	108	52	48.15	32	29.63	24	22.22	1.80	Slightly Aware	-14.84	0.000
Peanut Adobo	108	93	86.11	10	9.26	5	4.63	1.42	Very aware	-24.01	0.000
Peanut Brittle	108	98	90.74	9	8.33	1	0.93	1.74	Slightly Aware	-16.33	0.000
Peanut Butter	108	101	93.52	6	5.56	1	0.93	1.19	Very aware	-38.04	0.000
Peanut Polvoron	107	83	77.57	20	18.69	4	3.74	1.10	Very aware	-59.20	0.000
PIPA Jam	108	75	69.44	27	25.00	6	5.56	1.07	Very aware	-67.50	0.000
Pineapple Tarlets	108	64	59.26	31	28.70	13	12.04	1.26	Very aware	-34.57	0.000
Santol Candy	108	65	60.19	26	24.07	17	15.74	1.36	Very aware	29.00	0.000
Strawberry Cookies	108	77	71.30	22	20.37	9	8.33	1.53	Very Aware	-21.76	0.000
Strawberry Preserve	108	94	87.04	10	9.26	4	3.70	1.56	Very Aware	-19.94	0.000
Strawberry Spread	108	78	72.22	22	20.37	8	7.41	1.37	Very aware	-26.66	0.000
Strawberry Syrup	108	58	53.70	33	30.56	17	15.74	1.67	Slightly Aware	-41.09	0.000
Strawberry Tarts	108	79	73.15	17	15.74	12	11.11	1.35	Very aware	-27.80	0.000
Toasted Peanuts	108	89	82.41	13	12.04	6	5.56	1.62	Slightly aware	-19.24	0.000
Ube Jam	108	101	93.52	6	5.56	1	0.93	1.38	Very aware	-24.77	0.000
Yummy Nuts	108	73	67.59	24	22.22	11	10.19	1.23	Very aware	-34.03	0.000

Table 16. Distribution respondents according to product awareness for Food Processing Center by Employee Category

FPC PRODUCTS	TEACHING						NON-TEACHING					
	VERY AWARE		SLIGHTLY AWARE		NOT AWARE		VERY AWARE		SLIGHTLY AWARE		NOT AWARE	
	F	%	F	%	F	%	F	%	F	%	F	%
Chayote Champoy	39	67.24	11	18.97	8	13.79	21	42.00	18	36.00	11	22.00
Chocoberry	39	67.24	11	18.97	8	13.79	29	58.00	12	24.00	9	18.00
Chocoflakes	44	75.86	5	8.62	9	15.52	31	62.00	16	32.00	3	6.00
Kimchi	32	55.17	10	17.24	16	27.59	20	40.00	22	44.00	8	16.00
Peanut Adobo	52	89.66	3	5.17	3	5.17	41	82.00	7	14.00	2	4.00
Peanut Brittle	56	96.55	2	3.45	0	0.00	42	84.00	7	14.00	1	2.00
Peanut Butter	57	98.28	1	1.72	0	0.00	44	88.00	5	10.00	1	2.00
Peanut Polvoron	47	81.03	10	17.24	0	0.00	36	72.00	10	20.00	4	8.00
PIPA Jam	44	75.86	12	20.69	2	3.45	31	62.00	15	30.00	4	8.00
Pineapple Tarlets	39	67.24	12	20.69	7	12.07	25	50.00	19	38.00	6	12.00
Santol Candy	38	65.52	12	20.69	8	13.79	27	54.00	14	28.00	9	18.00
Strawberry Cookies	43	74.14	12	20.69	3	5.17	34	68.00	10	20.00	6	12.00
Strawberry Preserve	52	89.66	5	8.62	1	1.72	42	84.00	5	10.00	3	6.00
Strawberry Spread	42	72.41	11	18.97	5	8.62	36	72.00	11	22.00	3	6.00
Strawberry Syrup	35	60.34	15	25.86	8	13.79	23	46.00	18	36.00	9	18.00
Strawberry Tarts	46	79.31	7	12.07	5	8.62	33	66.00	10	20.00	7	14.00
Toasted Peanuts	50	86.21	7	12.07	1	1.72	39	78.00	6	12.00	5	10.00
Ube Jam	56	96.55	2	3.45	0	0.00	45	90.00	4	8.00	1	2.00
Yummy Nuts	44	75.86	8	13.79	6	10.34	29	58.00	16	32.00	5	10.00

Table 17. Distribution of respondents according to level of awareness for Bakery products

BAKERY PRODUCTS	n	VERY AWARE		SLIGHTLY AWARE		NOT AWARE		MEAN	DESCRIPTIVE VALUE	t-value	PROBABILITY
		F	%	F	%	F	%				
		Cinnamon Loaf	106	93	87.74	8	7.55				
Plain Loaf	104	77	74.04	19	18.27	8	7.69	1.13	Very Aware	-45.36	0.000
Cheese Loaf	104	67	64.42	26	25.00	11	10.58	1.34	Very Aware	-27.49	0.000
Cream Loaf	104	81	77.88	19	18.27	4	3.85	1.46	Very Aware	-23.02	0.000
Cheese Rolls	104	88	84.62	12	11.54	4	3.85	1.26	Very Aware	-34.05	0.000
Cinnamon Square	104	54	51.92	25	24.04	25	24.04	1.19	Very Aware	-38.07	0.000
Herb Bread	104	86	82.69	13	12.50	5	4.81	1.72	Slightly Aware	-15.72	0.000
Ensaymada	104	76	73.08	20	19.23	8	7.69	1.22	Very Aware	-34.85	0.000
Hot Pandesal	104	76	73.08	17	16.35	11	10.58	1.35	Very Aware	-27.22	0.000
Pandesal Putok	104	80	76.92	19	18.27	5	4.81	1.38	Very Aware	-24.70	0.000
Spanish Bread	104	69	66.35	21	20.19	14	13.46	1.28	Very Aware	-32.04	0.000
Nutri-buns	104	77	74.04	18	17.31	9	8.65	1.47	Very Aware	-21.55	0.000
Raisin Bread	104	77	74.04	16	15.38	11	10.58	1.35	Very Aware	-26.56	0.000
Ube Basket	104	70	67.31	21	20.19	13	12.50	1.37	Very Aware	-24.91	0.000
Carrot Basket	104	66	63.46	22	21.15	16	15.38	1.45	Very Aware	-22.27	0.000
Mongo Basket	104	64	61.54	19	18.27	21	20.19	1.52	Very Aware	-20.13	0.000
Toasted Siopao	104	44	42.31	25	24.04	35	33.65	1.59	Very Aware	-17.84	0.000
Coconut Tokens	104	52	50.00	22	21.15	30	28.85	1.91	Slightly Aware	-12.72	0.000
Coconut Bars	104	80	76.92	15	14.42	9	8.65	1.79	Slightly Aware	-14.26	0.000
Oatmeal Bars	104	70	67.31	26	25.00	8	7.69	1.32	Very Aware	-27.36	0.000
Peanut Bars	104	56	53.85	29	27.88	19	18.27	1.40	Very Aware	-25.79	0.000
Chayote Cookies	104	47	45.19	32	30.77	25	24.04	1.64	Slightly Aware	-17.84	0.000
Chayote Bars	104	52	50.00	33	31.73	19	18.27	1.79	Slightly Aware	-15.28	0.000
Carrot Cookies	104	52	50.00	29	27.88	23	22.12	1.68	Slightly Aware	-17.52	0.000
Caramel Tarts	104	54	51.92	27	25.96	23	22.12	1.72	Slightly Aware	-16.18	0.000
Carrot Tarts	103	54	52.43	32	31.07	17	16.50	1.70	Slightly Aware	-16.32	0.000

Table 17. *Continued...*

BAKERY PRODUCTS	VERY AWARE		SLIGHTLY AWARE		NOT AWARE		MEAN	DESCRIPTIVE VALUE	t-value	PROBABILITY
	F	%	F	%	F	%				
Ube Tarts	57	54.81	27	25.96	20	19.23	1.64	Slightly Aware	-18.34	0.000
Chayote Tarts	61	58.65	25	24.04	18	17.31	1.64	Slightly Aware	-17.56	0.000
Crinkles	58	55.77	33	31.73	13	12.50	1.59	Very Aware	-18.70	0.000
Lengua de Gato	51	49.51	32	31.07	20	19.42	1.57	Slightly Aware	-20.66	0.000
Oatmeal Cookies	52	50.00	30	28.85	22	21.15	1.70	Slightly Aware	-16.98	0.000
Pinipig Cookies	42	40.38	34	32.69	28	26.92	1.71	Slightly Aware	-16.50	0.000
Butter Cake	36	34.62	30	28.85	38	36.54	1.87	Slightly Aware	-14.23	0.000
Cheese Cup Cake	28	26.92	25	24.04	51	49.04	2.02	Slightly Aware	-11.80	0.000
Blackforest Cake	26	25.00	24	23.08	54	51.92	2.22	Slightly Aware	-9.38	0.000
Birthday Cake	27	25.96	24	23.08	53	50.96	2.67	Not Aware	-8.89	0.000



Table 18. Distribution of respondents according to level of awareness for BSU Bakery products

BAKERY PRODUCTS	TEACHING						NON-TEACHING					
	VERY AWARE		SLIGHTLY AWARE		NOT AWARE		VERY AWARE		SLIGHTLY AWARE		NOT AWARE	
	F	%	F	%	F	%	F	%	F	%	F	%
Cinnamon Loaf	50	86.21	6	10.34	2	3.45	43	89.58	2	4.17	3	6.25
Plain Loaf	42	75.00	11	19.64	3	5.36	35	72.92	8	16.67	5	10.42
Cheese Loaf	37	66.07	15	26.79	4	7.14	30	62.50	11	22.92	7	14.58
Cream Loaf	46	82.14	8	14.29	2	3.57	35	72.92	11	22.92	2	4.17
Cheese Rolls	46	82.14	9	16.07	1	1.79	42	87.50	3	6.25	3	6.25
Cinnamon Square	31	55.36	13	23.21	12	21.43	23	47.92	12	25.00	13	27.08
Herb Bread	45	80.36	10	17.86	1	1.79	41	85.42	3	6.25	4	8.33
Ensaymada	42	75.00	9	16.07	5	8.93	34	70.83	11	22.92	3	6.25
Hot Pandesal	40	71.43	10	17.86	6	10.71	36	75.00	7	14.58	5	10.42
Pandesal Putok	44	78.57	9	16.07	3	5.36	36	75.00	10	20.83	2	4.17
Spanish Bread	39	69.64	10	17.86	7	12.50	30	62.50	11	22.92	7	14.58
Nutri-buns	43	76.79	10	17.86	3	5.36	34	70.83	8	16.67	6	12.50
Raisin Bread	42	75.00	7	12.50	7	12.50	35	72.92	9	18.75	4	8.33
Ube Basket	40	71.43	9	16.07	7	12.50	30	62.50	12	25.00	6	12.50
Carrot Basket	37	66.07	10	17.86	9	16.07	29	60.42	12	25.00	7	14.58
Mongo Basket	36	64.29	9	16.07	11	19.64	28	58.33	10	20.83	10	20.83
Toasted Siopao	27	48.21	14	25.00	15	26.79	17	35.42	11	22.92	20	41.67
Coconut Tokens	30	53.57	13	23.21	13	23.21	22	45.83	9	18.75	17	35.42
Coconut Bars	43	76.79	9	16.07	4	7.14	37	77.08	6	12.50	5	10.42
Oatmeal Bars	39	69.64	14	25.00	3	5.36	31	64.58	12	25.00	5	10.42
Peanut Bars	29	51.79	16	28.57	11	19.64	27	56.25	13	27.08	8	16.67
Chayote Cookies	27	48.21	16	28.57	13	23.21	20	41.67	16	33.33	12	25.00
Chayote Bars	31	55.36	16	28.57	9	16.07	21	43.75	17	35.42	10	20.83
Carrot Cookies	32	57.14	14	25.00	10	17.86	20	41.67	15	31.25	13	27.08
Caramel Tarts	30	53.57	16	28.57	10	17.86	24	50.00	11	22.92	13	27.08

\*n depends on the number of responses

Table 18. *Continued...*

BAKERY PRODUCTS	TEACHING						NON-TEACHING					
	VERY AWARE		SLIGHTLY AWARE		NOT AWARE		VERY AWARE		SLIGHTLY AWARE		NOT AWARE	
	F	%	F	%	F	%	F	%	F	%	F	%
Carrot Tarts	31	55.36	15	26.79	10	17.86	23	48.94	17	36.17	7	14.89
Ube Tarts	32	57.14	14	25.00	10	17.86	25	52.08	13	27.08	10	20.83
Chayote Tarts	31	55.36	17	30.36	8	14.29	30	62.50	8	16.67	10	20.83
Crinkles	30	53.57	19	33.93	7	12.50	28	58.33	14	29.17	6	12.50
Lengua de Gato	27	49.09	20	36.36	8	14.55	24	50.00	12	25.00	12	25.00
Oatmeal Cookies	25	44.64	22	39.29	9	16.07	27	56.25	8	16.67	13	27.08
Pinipig Cookies	21	37.50	26	46.43	9	16.07	21	43.75	8	16.67	19	39.58
Butter Cake	22	39.29	20	35.71	14	25.00	14	29.17	10	20.83	24	50.00
Cheese Cup Cake	15	26.79	18	32.14	23	41.07	13	27.08	7	14.58	28	58.33
Blackforest Cake	14	25.00	17	30.36	25	44.64	12	25.00	7	14.58	29	60.42
Birthday Cake	13	23.21	18	32.14	25	44.64	14	29.17	6	12.50	28	58.33

\*n depends on the number of responses

Perceived Benefits from Patronizing  
the BSU Food Processing Center

Table 19 exhibits the benefits perceived by BSU employees from patronizing the BSU-Food Processing Center. For the teaching personnel, they perceived the following top ten benefits based on the overall mean results: products are wholesome, nutritious and safe for consumption, 4.27; products are of good quality, 4.15; FPC working area is clean, 4.06; products are convenient to buy, 4.00; products are healthier than other brands, 3.93; Marketing Center is a good location for FPC products, 3.86; personnel assigned to jobs are readily accessible, 3.56; generally, prices of FPC products are reasonable, 3.53; sellers are quick and efficient, 3.53; and products are always available, 3.36.

The non-teaching employees perceived the following top ten benefits (Table 20). Products are wholesome, nutritious and safe for consumption, 4.31; products are of good quality, 4.18; FPC working area is clean, 4.03; and products are convenient to buy, 4.02; personnel assigned to jobs are readily available, 3.90; products are healthier than other brands, 3.84; marketing center is a good location for FPC products, 3.70; sellers are quick and efficient, 3.52; the management acts immediately on customer complaints, 3.41; and generally prices of FPC products are reasonable, 3.20.

As summarized in Table 21, overall the top five perceived benefits of purchasing from the FPC are: products are wholesome and nutritious for consumption garnering an over-all mean of 4.29. This result is coincided with the report of Kotler (2000) that people nowadays are becoming health conscious. Employees tend to be more interested in healthy foods like BSU products. The reason perhaps is that, they perceive that these



are prepared in an academic environment therefore it is wholesome, nutritious and safe to consumers (Estolas, 2004).

FPC products are perceived to be of good quality as it garnered an over-all mean of 4.17. BSU products are perceived to be quality products because these are generally commented as moderately high-priced products. In addition, BSU-FPC practice sensory and visual inspection from the raw materials they used until the finished products are ready to ensure quality.

Employees continuously patronize the products because they perceived that FPC working area is clean with an over-all mean of 4.03. In the report of Estolas (2004), the FPC employees in fact practice the 5's technique to ensure cleanliness. These are: sweep, sort, systematize, sanitize and self-discipline.

Products are convenient to buy with an over-all mean of 4.01 which means that employees find FPC products convenient because they can easily access the products either in the Marketing Center or directly in the FPC mini-outlet from their offices. This result links to the findings of Assael (1990) and Kotler (2000; 2006) that those products that are convenient to buy in a multiple outlets increase the chances of consumers in finding and buying them. The FPC products are also perceived to be healthier than other brands with an overall mean of 3.89.

#### Perceived Benefits from Patronizing the BSU Bakery

Table 22 exhibits the benefits perceived by BSU employees from patronizing the BSU Bakery products.

For teaching personnel, they perceive the following top ten benefits based on the overall mean scores: products are wholesome, nutritious and safe for consumption, 4.25;



Marketing Center is a good location for bakery products, 3.98; working area is clean, 3.96; accessibility is good, 3.88; products are of good quality, 3.71; generally, prices of bakery products are reasonable, and products are convenient to buy are identical with 3.51 computed mean; sellers are quick and efficient, 3.50; personnel assigned to jobs are readily accessible, 3.49; and the management acts immediately on customer complaints, 3.43; and products are healthier than other brands, 3.42.

The non-teaching employees, on the other hand, perceived the following top ten benefits: products are wholesome, nutritious and safe for consumption, 4.22; products are convenient to buy, 3.93; accessibility is good, and working area is identical with 3.88; Marketing Center is a good location for Bakery products, 3.77; generally, prices of bakery products are reasonable, 3.72; products are healthier than other brands, 3.68; products are of good quality, 3.59; sellers are quick and efficient, 3.38; and Personnel assigned to jobs are readily accessible, 3.31 (Table 23).

In summary, Table 23 shows that taking the five major benefits perceived by employees from purchasing from the bakery are: products are wholesome, nutritious and safe for consumption, working area is clean, accessibility is good, the Marketing Center is a good location for bakery products, and the products are healthier than other brands.

Comparing Tables 21 and 24 in terms of the overall top five benefits, it can be observed that there is both a positive perceived benefit for the Food Processing Center and the bakery of offering products that are generally good and better than others. The other perceived benefit for the bakery stands out as having a good location, while for the food processing center is the perceived benefit of quality aside from accessibility.

At 90% level of significance, employees do not differ significantly in their perceived benefits from patronizing both FPC and Bakery except for products are always available having a P-value of 0.142 for FPC and 0.107 which are far greater than 0.10.



Table 19. Perceived Benefits of the BSU Teaching Employees for Purchasing FPC Products

PERCEIVED BENEFITS	DISAGREE		MODERATELY DISAGREE		UNDECIDED		MODERATELY AGREE		STRONGLY AGREE		MEAN	RANK
	F	%	F	%	F	%	F	%	F	%		
1. Products are wholesome, nutritious and safe for consumption	1	1.7	2	3.4	3	5.2	26	44.8	26	44.8	4.27	1
2. Products are healthier than other brands	1	1.7	5	8.6	10	17.2	23	39.7	19	32.8	3.93	5
3. Products are always available	4	6.9	9	15.5	11	19.0	27	46.6	7	12.1	3.41	10
4. Products are of good quality	1	1.7	3	5.2	7	12.1	22	37.9	25	43.1	4.15	2
5. Generally, prices of FPC products are reasonable	3	5.2	8	13.8	13	22.4	23	39.7	11	19.0	3.53	8.5
6. Products are convenient to buy	1	1.7	2	3.4	9	15.5	30	51.7	16	27.6	4.00	4
7. Accessibility is good	11	19.0	14	24.1	14	24.1	12	20.7	7	12.1	2.82	13
8. Marketing center is a good location for FPC products	3	5.2	4	6.9	8	13.8	26	44.8	17	29.3	3.86	6
9. The value provided by FPC is similar to local food processing centers	5	8.6	7	12.1	17	29.3	22	37.9	7	12.1	3.32	12
10. Location of working area is clean	1	1.7	-	-	13	22.4	24	41.4	20	34.5	4.06	3
11. The management acts immediately on customer complaints	3	5.2	5	8.6	26	44.8	14	24.1	9	15.5	3.36	11
12. Sellers are quick and efficient			9	15.5	19	32.8	20	34.5	10	17.2	3.53	8.5
13. Personnel assigned to jobs are readily accessible	2	3.4	8	13.8	13	22.4	25	43.1	10	17.2	3.56	7

Table 20. Perceived Benefits of the BSU Non-Teaching Employees for Purchasing FPC Products

PERCEIVED BENEFITS	DISAGREE		MODERATELY DISAGREE		UNDECIDED		MODERATELY AGREE		STRONGLY AGREE		MEAN	RANK
	F	%	F	%	F	%	F	%	F	%		
1. Products are wholesome, nutritious and safe for consumption	1	2.0	1	2.0	3	6.0	17	34.0	22	44.0	4.13	1
2. Products are healthier than other brands	5	10	3	6	4	8.0	14	28.0	18	36	3.84	6
3. Products are always available	10	20.0	9	18	8	16.0	10	20.0	7	14.0	2.68	12
4. Products are of good quality	1	2.0	1	2.0	4	8.0	21	42	17	34	4.18	2
5. Generally, prices of FPC products are reasonable	5	10	8	16	10	20	15	30	6	12	3.20	10
6. Products are convenient to buy	2	4.0	1	2.0	7	14.0	18	36	16	32	4.02	4
7. Accessibility is good	10	20.0	12	24.0	14	28	5	10	3	6.0	2.52	13
8. Marketing center is a good location for FPC products	1	2.0	4	8.0	11	22	19	38	9	18	3.70	7
9. The value provided by FPC is similar to local food processing centers	4	8.0	10	20	13	26	12	24	5	10	3.09	11
10. Location of working area is clean	1	2.0			13	26	13	26	17	34	4.03	3
11. The management acts immediately on customer complaints	1	2.0	5	10.0	18	36	13	26	6	12	3.41	9
12. Sellers are quick and efficient	2	4.0	7	14	11	22	14	28	10	20	3.52	8
13. Personnel assigned to jobs are readily accessible	2	4.0	1	2.0	8	16.0	21	42.0	12	24	3.90	5

Table 21. Summary Mean Scores for Perceived Benefits by BSU Employees for Purchasing FPC Products

PERCEIVED BENEFITS	TEACHING	NON-TEACHING	TOTAL	RANK	t-value	Probability
1. Products are wholesome, nutritious and safe for consumption	4.27	4.31	4.29	1	15.15	0.000
2. Products are healthier than other brands	3.93	3.84	3.89	5	7.77	0.000
3. Products are always available	3.41	2.68	3.18	11	1.48	0.142
4. Products are of good quality	4.15	4.18	4.17	2	12.91	0.000
5. Generally, prices of FPC products are reasonable	3.53	3.20	3.39	9	3.38	0.001
6. Products are convenient to buy	4.00	4.02	4.01	4	10.99	0.000
7. Accessibility is good	2.82	2.52	2.69	12	-2.46	0.016
8. Marketing Center is a good location for FPC Products	3.86	3.70	3.59	7	5.27	0.000
9. The value provided by FPC is similar to local food processing centers	3.32	3.09	3.23	10	2.01	0.047
10. Location of working area is clean	4.06	4.03	4.04	3	11.48	0.000
11. The management acts immediately on customer complaints	3.36	3.41	3.39	9	3.92	0.000
12. Sellers are quick and efficient	3.53	3.52	3.52	8	5.14	0.000
13. Personnel assigned to jobs are readily accessible	3.56	3.90	3.70	6	6.68	0.000



Table 22. Perceived Benefits of the BSU Teaching Employees for Purchasing BSU Bakery Products

PERCEIVED BENEFITS	DISAGREE		MODERATELY DISAGREE		UNDECIDED		MODERATELY AGREE		STRONGLY AGREE		MEAN	RANK
	F	%	F	%	F	%	F	%	F	%		
1. Products are wholesome, nutritious and safe for consumption	-	-	1	1.7	9	15.5	21	46.2	24	41.4	4.25	1
2. Products are more healthier than other brands	2	3.4	4	6.9	9	15.5	19	32.8	19	32.8	3.42	11
3. Products are always available	10	17.2	12	20.7	18	31	11	19	2	3.4	2.42	13
4. Products are of good quality	2	3.4	4	6.9	16	27.6	19	32.8	14	24.1	3.71	5
5. Generally, prices of bakery products are reasonable	3	5.2	8	13.8	16	27.6	15	25.9	13	22.4	3.51	6.5
6. Products are convenient to buy	4	6.9	7	12.1	11	19	21	36.2	10	17.2	3.51	6.5
7. Accessibility is good	1	1.7	6	10.3	10	17.2	16	27.6	19	32.8	3.88	4
8. Marketing center is a good location for Bakery products	1	1.7	1	1.7	12	20.7	23	39.7	15	25.9	3.98	2
9. The value provided by Bakery is similar to local bakeshops.	9	15.5	11	19	22	37.9	10	17.2	3	5.2	2.80	12
10. Working area is clean	1	1.7	1	1.7	12	20.7	24	41.4	16	27.6	3.96	3
11. The management acts immediately on customer complaints	3	5.2	2	3.4	26	44.8	14	24.1	9	15.5	3.43	10
12. Sellers are quick and efficient	1	1.7	5	8.6	21	36.2	20	34.5	7	12.1	3.50	8
13. Personnel assigned to jobs are readily accessible	2	3.4	3	5.2	24	41.4	17	29.3	8	13.8	3.49	9



Table 23. Perceived Benefits of the BSU Non-Teaching Employees for Purchasing BSU Bakery Products

PERCEIVED BENEFITS	DISAGREE		MODERATELY DISAGREE		UNDECIDED		MODERATELY AGREE		STRONGLY AGREE		MEAN	RANK
	F	%	F	%	F	%	F	%	F	%		
1. Products are wholesome, nutritious and safe for consumption	1	2.0	1	2	9	18	9	18	24	48	4.22	1
2. Products are healthier than other brands	3	6.0	5	10	9	18	14	28	13	26	3.68	7
3. Products are always available	5	10	13	26	13	26	6	12	7	14	2.90	13
4. Products are of good quality	4	8.0	6	12	9	18	11	22	14	28	3.59	8
5. Generally, prices of bakery products are reasonable	1	2	10	20	4	8	10	20	19	38	3.72	6
6. Products are convenient to buy	6	12	7	14	5	10	15	30	10	20	3.93	2
7. Accessibility is good	2	4	1	2	13	26	13	26	15	30	3.88	3.5
8. Marketing center is a good location for Bakery products	1	2	6	12	14	24	8	16	17	34	3.77	5
9. The value provided by Bakery is similar to local bakeshops.	3	6	14	28	9	18	11	22	7	14	3.09	12
10. Working area is clean	1	2	1	2	16	32	12	24	14	28	3.88	3.5
11. The management acts immediately on customer complaints	3	6	4	8	23	46	11	22	3	6	3.15	11
12. Sellers are quick and efficient	2	4	4	8	17	34	16	32	5	10	3.38	9
13. Personnel assigned to jobs are readily accessible	2	4	6	12	15	30	17	34	4	8	3.31	10

Table 24. Summary Mean Scores for Perceived Benefits by BSU Employees for Purchasing Bakery Products

PERCEIVED BENEFITS	TEACHING	NON-TEACHING	TOTAL	RANK	t-value	Probability
1. Products are wholesome, nutritious and safe for Consumption	4.25	4.22	4.24	1	13.94	0.000
2. Products are healthier than other brands	3.42	3.68	3.81	5	5.62	0.000
3. Products are always available	2.42	2.90	2.80	13	7.02	0.107
4. Products are of good quality	3.71	3.59	3.66	7	-1.63	0.000
5. Generally, prices of bakery products are Reasonable	3.51	3.72	3.61	8	2.28	0.025
6. Products are convenient to buy	3.51	3.93	3.70	6	8.09	0.000
7. Accessibility is good	3.88	3.88	3.88	3.5	4.48	0.000
8. Marketing center is a good location for Bakery Products	3.98	3.77	3.88	3.5	9.96	0.000
9. The value provided by Bakery is similar to local Bakeshops	2.80	3.09	2.93	12	5.23	0.000
10. Working area is clean	3.96	3.88	3.92	2	4.30	0.000
11. The management acts immediately on customer Complaints	3.43	3.15	3.31	11	4.87	0.000
12. Sellers are quick and efficient	3.50	3.38	3.45	9	3.83	0.000
13. Personnel assigned to jobs are readily accessible	3.49	3.31	3.41	9	3.19	0.002

### Product-market Factors Affecting Patronage

Tables 25 to 32 present the different factors that influence the employees' patronage of BSU products.

Product. It could be gleaned from Table 25 that the very important factors considered by BSU employees in patronizing FPC products are: functional use of the product with 4.78, taste with an overall mean of 4.75; and shelf life with 4.65. On the other hand, appearance with 4.40; texture with a mean of 4.22; size with 4.22, and color with 4.12, are considered as important factors. This implies that FPC should consider these factors in developing new products to satisfy its customers.

For Bakery products, Table 26 shows that taste with 4.87 mean, shelf life with 4.76 mean, and quantity with mean of 4.70 are considered as very important factors followed by texture with 4.37, size with 4.43, appearance with 4.44 and color with 4.25 are considered as important factors. This signifies that BSU Bakeshop should put an eye to these factors to further cater to the needs of its customers.

Moreover, the results corroborate with the findings of Go (1997) that people tend to buy a particular product because of its quality, texture, taste and appearance and as Mahmood (1996) also affirmed that customers' attraction to buy can be attributed to the special features of its products.

Through effective product strategy, consumer patronage increases. Thus, these IGPs could maximize its sales and profits as revealed by Allen (2006).

Price. Kotler (2006) and Go (1997) observed that price of the products is one of the highest influencing factors that determine patronage behavior of consumers. Some consumers perceive a product with low price as less quality and high priced product as a better quality.



Table 25. Distribution of respondents according to product factors affecting their patronage for FPC products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Taste	1.7	-	3.4	-	17.2	-	77.6	14.0	-	74.0
Texture	3.4	4.0	3.4	6.0	3.4	16.0	36.2	16.0	53.4	46.0
Size	1.7	4.0	3.4	4.0	6.9	12.0	34.5	32.0	53.4	36.0
Appearance	1.7	2.0	3.4	2.0	3.4	4.0	31.0	24.0	60.5	56.0
Color	1.7	4.0	8.6	4.0	6.9	10.0	36.2	36.0	46.6	34.0
Shelf life	1.7	-	-	2.0	1.8	8.0	19.3	14.0	77.2	64.0
Functional use of the product	1.7	-	1.7	-	-	-	12.1	16.0	84.5	88.0

Table 26. Distribution of respondents according to product factors affecting their patronage for BSU Bakery products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Taste	-	-	-	-	1.7	2	12.1	4	81.0	84
Texture	1.7	4	-	4	10.3	6	25.9	18	56.9	58
Size	1.7	2	1.7	4	5.2	8	31.0	14	55.2	62
Appearance	3.4	-	-	-	8.6	6	27.6	30	55.2	54
Color	3.4	2	1.7	2	8.6	16	31	24	50	46
Shelf life	1.7	-	1.7	2	-	-	13.8	10	77.6	78
Functional use of the product	-	-	1.7	-	3.4	4	22.4	18	67.2	68



As shown in Tables 27 and 28, BSU employees prefer certain price reflecting the quality of the product (for FPC: 4.58 mean, 4.63 for Bakery) yet affordable to them (4.69 for FPC and 4.57 for Bakery). In other words, most of the employees are quality-conscious. These factors are very important to them however, some of the respondents revealed that they prefer low priced products (4.33 for FPC and 4.43 for Bakery) but it does not mean that they prefer less quality products. It was observed previously that 34.30% belonged to P5, 001-10,000 income brackets and 9.3% belonged to less than P5, 000 income group. Thus, corresponds to the report of Kotler (2000) that willingness of consumers to buy products is heavily influenced by the employees' economic circumstances. Additionally, Boc-ong (2006) found out that most buyers nowadays are practical which means that they sacrifice other attributes of the product for a low price.

Place. Tables 29 and 30 show the most considered factors as to place by the BSU employees. For FPC products and Bakery products, cleanliness of the outlet i.e. Marketing Center, accessibility, convenience and layout are very important factors to the employees. Cleanliness of the outlet has a mean of 4.79 for FPC and 4.76 for Bakery; accessibility has 4.82 for FPC and 4.67 for Bakery; convenience has a mean of 4.77 for FPC and 4.62 for Bakery; and layout has 4.49 for FPC and 4.54 for Bakery.

Outlet is usually referred to as channel for BSU products. The cleanliness of the marketing center adds value to the products. Therefore, FPC and Bakery should make sure that outlet is well-sanitized so that it will emphasize more the quality of the products. The buying behavior of consumer as stated by Lusch (1987) as cited by Delim (2005) is strongly influenced by how customers perceive the environment around them, including products and other marketing stimuli.



Table 27. Distribution of respondents according to price factors affecting their patronage for FPC products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Price reflecting quality	-	-	-	-	3.5	8.0	12.1	20.0	84.5	60.0
Affordable price	-	-	-	-	1.7	6.0	35.1	16.0	61.4	66.0
Lower price than competing brands	1.7	4.0	1.7	2.0	3.4	14.0	27.6	22.0	70.7	46.0

Table 28. Distribution of respondents according to price factors affecting their patronage for BSU Bakery products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Price reflecting quality	-	-	1.7	2	1.7	6	32.8	6	58.6	76
Affordable price	-	-	1.7	2	6.9	8	22.4	12	63.8	68
Lower price than competing brands	-	4	5.2	4	6.9	4	24.1	18	58.6	60



Table 29. Distribution of respondents according to place factors affecting their patronage for FPC products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Cleanliness of the outlet	-	-	1.7	-	3.4	2.0	10.3	2.0	84.5	74.0
Accessibility	-	-	1.7	-	-	2.0	19.0	10.0	81.0	76.0
Convenience	-	-	-	-	3.4	-	20.7	14.0	75.9	74.0
Layout	-	2.0	-	4.0	3.4	4.0	29.3	2.0	63.8	56.0

Table 30. Distribution of respondents according to place factors affecting their patronage for BSU Bakery products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Cleanliness of the outlet	-	-	-	-	1.7	-	24.1	14	94.8	76
Accessibility	-	-	-	-	5.2	2	24.1	18	65.5	70
Convenience	-	-	3.4	-	3.4	2	22.4	20	65.5	68
Layout	-	-	1.7	4	6.9	4	25.9	18	60.3	64





It was observed earlier that most of the respondents were living outside school campus but within La Trinidad. Thus, employees find BSU products accessible since the outlet is located within the school campus.

Layout is considered as another very important factor. If the layout of the outlet is ideal, consumers will easily access the products

Promotion. Promotion factors affecting employee patronage on selected IGPs are shown in Tables 31 and 32. For FPC, packaging material used on the products has a mean of 4.45 and 4.51 for BSU bakeshop. Product/nutrition label has the mean of 4.49 for both FPC and Bakery.

Table 31. Distribution of respondents according to promotion factors affecting their patronage for FPC products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Packaging materials used	3.4	2.0	3.4	-	3.4	4.0	32.8	22.0	56.9	60.0
Creative display of products	5.2	2.0	3.4	8.0	6.9	14.0	37.9	36.0	46.6	28.0
Words-of-mouth	5.2	2.0	13.8	-	15.5	10.0	25.9	38.0	39.7	38.0
Referral by family members/friends	6.9	4.0	15.5	6.0	12.1	30.0	24.1	22.0	41.4	26.0
Popularity of products	5.2	4.0	15.5	8.0	5.2	14.0	25.9	34.0	48.3	28.0
Product / nutrition label	1.7	-	6.9	2.0	3.4	4.0	27.6	18.0	60.3	64.0
Recognized brand name	3.4	2.0	10.3	8.0	6.9	16.0	34.5	22.0	44.8	40.0



This implies that the overall assessment of the packaging materials used and nutrition label as factors affecting employee patronage are considered as very important factors. This may be due to the fact that the way customers view product could include their mental picture of a brand, or the traits they attribute to the brand.

The remaining factors under promotion such as the following: creative display of products with means of 4.21 for FPC and 4.30 for Bakery; referral by a family member with means 3.74 for FPC and 3.81 for Bakery; Word-of-mouth with means of 3.85 for FPC and 4.05 for Bakery; popularity of the products with means of 3.74 for FPC and 3.95 for Bakery; recognized brand name with means of 4.05 for FPC and 4.11 for Bakery are generally considered as important factors.

Table 32. Distribution of respondents according to promotion factors affecting their patronage for BSU Bakery products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDE CITED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Packaging materials used	1.7	-	5.2	-	3.4	6	27.6	18	56.9	66
Creative display of products	5.2	-	5.2	2	8.6	6	27.6	22	48.3	60
Word-of-mouth	3.4	2	8.6	6	10.3	14	29.3	30	43.1	38
Referral by family members/friends	3.4	2	17.2	8	12.1	20	27.6	28	34.5	32
Popularity of products	5.2	2	15.5	6	6.9	14	25.9	28	41.4	40
Product / nutrition label	-	2	8.6	-	-	10	24.1	18	62.1	60
Recognized brand name	3.4	2	10.3	4	6.9	12	32.8	30	41.4	42



As observed, one of the influencing factors in the purchase decision of consumers is the positive or negative predisposition toward a particular brand (Assael, 1990). The brand of BSU and the package apparently influence consumers' attitude and purchase decisions for the FPC and Bakery products.

Sales Personnel. Tables 33 and 34 exhibit the human relation factors that can possibly influence patronage of employees on the products of the selected BSU-IGPs.

The attitude of the sellers in the marketing center is considered a very important factor as it has the highest computed mean of 4.59 for both the FPC and the bakery. The quickness of the sellers with 4.34 for FPC and 4.49 for bakery is considered as an important factor. However, employees are not as unanimous in considering the qualifications of personnel, 3.22 for FPC and 3.32 for Bakery, as an important or a very important factor.

Other Factors. There were other factors identified to be considerations in the patronage of the FPC and the Bakery. See Tables 35 and 36. These are the extension of credit, brand loyalty, parking space, and proximity to conveyance. For both the FPC and the bakery, these factors appear to be generally more important than to the non-teaching than the teaching employees.

In summary, Tables 36 and 37 show the various product-market factors for the Food Processing Center and the Bakery according to the overall comparative mean scores. For the FPC, the teaching employees considered promotion as the most important product-market factor as it has highest mean score of 4.71. This is in contrast with the non-teaching employees who considered place as the most important product-market factor at a mean score of 4.73. Altogether, place is the most important product-market



factor for the FPC. The accessibility, convenience, layout and cleanliness of the outlets, from the point of view of the teaching and non-teaching employees, matter the most in their purchase decisions for the FPC. Moreover, place as the factor is most evident in the case of the Bakery. There is a common agreement between the teaching and non-teaching employees that place is the most important product-market factor.

Table 33. Distribution of respondents according to sales personnel factors affecting their patronage for FPC products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Attitudes of the seller	1.1	6.0	5.2	2.0	3.4	8.0	25.9	12.0	63.8	60.0
Efficiency/Quickness	1.7	4.0	3.4	2.0	10.3	10.0	27.6	16.0	56.9	56.0
Qualifications of personnel	8.6	16.0	24.1	10.0	17.2	30.0	24.1	18.0	25.9	14.0

Table 34 . Distribution of respondents according to sales personnel factors affecting their patronage for Bakery products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	N	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Attitudes of the seller	-	2	-	2	6.9	4	22.4	16	65.5	66
Efficiency/Quickness	-	-	3.4	4	5.2	6	22.4	26	63.8	54
Qualifications of personnel	3.4	12	22.4	12	17.2	16	19.0	20	32.8	30



Table 35. Distribution of respondents according to other factors affecting their patronage for FPC products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Extension of credit	19	10.0	29.3	14.0	13.8	28.0	20.7	10.0	15.5	26.0
Brand loyalty	10.3	6.0	15.5	16.0	17.2	30.0	29.3	12.0	25.9	24.0
Parking space	13.8	8.0	13.8	12.0	10.3	20.0	24.1	24.0	36.2	24.0
Proximity to conveyance	5.2	2.0	6.9	10.0	12.1	18.0	27.6	24.0	46.6	34.0

Table 36. Distribution of respondents according to other factors affecting their patronage for Bakery products

DEGREE	NOT IMPORTANT FACTOR		LESS IMPORTANT FACTOR		UNDECIDED		MORE IMPORTANT FACTOR		VERY IMPORTANT FACTOR	
	T	NT	T	NT	T	NT	T	NT	T	NT
	%	%	%	%	%	%	%	%	%	%
Extension of credit	3.4	10	20.7	6	17.2	42	27.6	6	25.9	26
Brand loyalty	3.4	6	8.6	14	10.3	26	29.3	20	39.7	22
Parking space	6.9	6	10.3	10	15.5	20	15.5	24	43.1	30
Proximity to conveyance	10.3	2	8.6	4	10.3	12	29.3	28	39.7	44



Table 37 . Summary Mean Scores for the Product-Market Factors of the FPC

FACTORS	TEACHING	NON-TEACHING	TEACHING AND NON-TEACHING
Price	4.49	4.48	4.53
Place	4.57	4.73	4.72
Promotion	4.71	4.13	4.10
Sales Personnel	4.08	3.91	3.98
Other Factors	3.48	3.52	3.49
TOTAL MEAN	4.23	4.20	4.21

Table 38 . Summary Mean Scores for the Product-Market Factors of the Bakery

FACTORS	TEACHING	NON-TEACHING	TEACHING AND NON-TEACHING
Product	4.54	4.55	4.54
Price	4.51	4.56	4.54
Place	4.61	4.71	4.65
Promotion	4.05	4.25	4.17
Sales personnel	4.26	4.13	4.20
Other Factors	3.54	3.62	3.57
TOTAL MEAN	4.26	4.30	4.28



### Reasons for Patronage or Non-Patronage

Table 39 shows the general reasons why employees patronize BSU products. The top five reasons cited by the majority are: are assured cleanliness and quality of the products; accessibility; brand loyalty; a way of helping BSU-IGPs; and referrals from family members and friends. This corresponds to the earlier findings on the factors influencing employee patronage. They are motivated to buy more of the products if their perceived benefits are well-satisfied but they are also easily affected by the product-market factors influencing their patronage.

Table 39. General reasons for patronage enumerated by the respondents

REASONS	F	%	RANK
Assured cleanliness and quality of the product	76	98.06	1
Brand loyalty	16	20.65	3
Referrals by family members and friends	12	15.48	5
A way of helping BSU-IGP	14	18.06	4
Unique packaging	9	11.61	7
Accessibility	23	29.68	2
Quite competitive with other brands	10	12.90	6
Less or no preservatives	9	11.61	7
Wide selection of products	2	2.58	8

n=Buying FPC +Buying BB)                      n=77.50  
2



Tables 40 and 41, on the other hand, show the reasons for non-patronage of the selected BSU-IGPs. The major reasons for FPC are: due to its prohibitive costs, 42.59%; lack of promotion strategies, 68.52%; products are not always available, 17.59%; I can buy at a nearer market, 12.04%; and not a necessity so I only buy during special occasions or as *pasalubong*, 25%.

The major reasons for BSU Bakery are: due to its prohibitive costs, 62.03%; irregularity of sizes, texture and taste 19.44%; lack of promotion strategies, 75.93%; short shelf life, 12.04%; and poor customer service, 16.67%.

Table 40. Distribution of respondents according to reasons for non-patronage of FPC

REASON	FREQUENCY	%
Prohibitive cost	46	42.59
Lack of promotion strategies	74	68.52
Products are not always available	19	17.59
I can buy at a nearer market	13	12.04
Not a necessity so I only buy during special occasions or as <i>pasalubong</i>	27	25.00

Table 41. Distribution of respondents according to reasons for non-patronage of Bakery

REASON	FREQUENCY	%
Prohibitive cost	67	62.03
Irregularity of sizes, texture and taste	21	19.44
Lack of promotion strategies	52	48.15
Products are not always available	13	12.04
Poor customer service/relation	18	16.67





## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

This study was conducted to determine the level of employee patronage on the products of selected Income Generating Projects at Benguet State University, namely: the Food Processing Center and the Bakery.

The following are the salient findings of the study:

1. The respondents have a majority age from 20-30 years. There are more married respondents than single and widower; and more female than male respondents. Most of them reside outside the school campus but within La Trinidad. Among the 108 respondents, 53.70% are under the teaching category and 46.30% are non-teaching staff. Most of them have income in the bracket of P10, 001-15,000 (38%) followed by P5, 001-10, 000 with 34.30%. Majority (29.60%) allocated 51- 60% of their monthly income on food.

2. Majority of both the teaching and non-teaching employees of Benguet State University patronizes the Food Processing Center and BSU Bakery. However, there were more non-teaching than teaching employees who patronized these IGPs. FPC was more patronized by majority of employees than the Bakery. Majority of the products are not strongly patronized. This is true to both FPC and Bakery. There was so much irregularity in the purchase behavior of BSU employees for products of the FPC and the Bakery. Both teaching and non-teaching employees very seldom buy on a daily basis of the FPC products and Bakery products. The bulk of the respondents are buying on a monthly basis for most of the BSU products. A mean quantity purchase of 2.82 for the FPC and 3.4 for



the Bakery was calculated. Products such as Pineapple Tarlets for FPC and Hot Pandesal, Carrot Basket, and Mongo Basket for Bakery are being bought more than the 1-5 range.

3. Majority of the employees is very aware of the existence of the Food Processing Center and the Bakery. Generally, both the teaching and non-teaching employees are very aware of 68.4% of the FPC products. Statistical test revealed that there is a significant result showing awareness for all the products by both the teaching and non-teaching employees. A greater percentage of the teaching employees are very aware of the FPC products than of the non-teaching employees. For Bakery products, employees are very aware of 43% of the products. There is also a significant result showing awareness for the Bakery products based on the statistical test. There were more teaching employees who were very aware of the existence of the majority of the products of the Bakery than non-teaching staff.

4. The overall top five perceived benefits of purchasing from FPC are: products are wholesome, nutritious and safe for consumption; quality of the products; FPC working area is clean; products are convenient to buy and; products are healthier than other brands. On the other hand, the five major benefits perceived by employees for the Bakery are: products are wholesome, nutritious and safe for consumption; working area is clean; accessibility is good; Marketing Center is a good location for Bakery products and; products are healthier than other brands.

5. In terms of product-market factors influencing patronage, teaching employees considered promotion as the most important factor for FPC. This is in contrast with the non-teaching employees who considered place as the most important product-market



factor. For the Bakery, there is a common agreement for both teaching and non-teaching employees that place factor is the most important product-market factor

6. Employees revealed that their general reasons for patronage are the following: assured cleanliness and quality of the products; accessibility; brand loyalty; a way of helping BSU-IGPs; and referrals from family members and friends. The reasons for non-patronage for the FPC were also revealed as the following: due to its prohibitive costs; lack of promotion strategies; products are not always available; I can buy at a nearer market and; not a necessity so I only buy during special occasions or as *pasalubong*. For the Bakery, the following reasons were revealed: due to its prohibitive costs; irregularity of sizes, texture and taste; lack of promotion strategies; short shelf life and; poor customer service.

### Conclusions

Based on the findings, the following conclusions are drawn:

1. There is a potential market for FPC and Bakery products for ages from 20 and above at BSU especially for employees who live within La Trinidad, since the employees also allocate as much 71% of their monthly disposable income on food;
2. The market extends specifically to both the teaching and non-teaching employees of Benguet State University who were found to patronize the Food Processing Center and BSU Bakery;
3. Patronage level varies by product. There is a need to improve patronage even if there is significant awareness for all the products by both the teaching and non-teaching employees for the both FPC and the Bakery;



4. While employees are buying the FPC and Bakery products, it is evident that the frequency and quantity of purchase is low for the products as attributed to the wide product range some of which are also not regularly available in the outlets;

5. Employees purchase from the FPC and the Bakery because they perceived positive benefits from these IGPs;

6. The important product-market factors for the FPC and the bakery are place and promotion;

7. Quality and accessibility are the major reasons for patronage of the FPC and the Bakery. High price and lack of promotion are the major reasons for non-patronage.

### Recommendations

In the light of the foregoing findings and conclusions, the following recommendations are proposed:

1. The FPC and Bakery should think of marketing strategies to tap the potential market that is available. Such strategies may include reviewing the product, price, place, and promotion that is currently being used. Expanding the channels of distribution within the school or even within La Trinidad is one specific strategy that may increase sales;
2. A well-planned special promo should be made for both the teaching and non-teaching employees for them to feel that their patronage on the IGPs is very much treasured. By making them feel important, an increased patronage may be observed;



3. Product market test for new products and constant promotion blitzes for current products should be done to further improve the level of awareness. This is important in order for the employees to test the attributes of the new products as they are very seldom known by the employees. A continuous product development and quality control should be implemented for both FPC and Bakery.
4. To increase frequency and quantity of purchase, FPC and Bakery should not only strategize on promotion but also on regular delivery of the products in the outlets. This should involve a thorough review of the array of the products and the schedule of production if it is good for the market. A market survey to get a feel of what the market wants should be done regularly. The monthly buying trend may be made into a daily or weekly habit through good promotion strategies;
5. The FPC and Bakery should always keep in mind the perceived benefits of the consumers on their products. Moreover, these perceived benefits should be used in formulating marketing strategies; and
6. It should maintain the quality and the accessibility of the products which are the major reasons for good patronage. It should review how to make the price more competitive aside from the promotion strategies already suggested.



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## APPENDIX A

## Letter to the Respondents

Republic of the Philippines  
Benguet State University  
College of Agriculture  
DEPARTMENT OF AGRICULTURAL ECONOMICS  
AND AGRIBUSINESS MANAGEMENT  
La Trinidad, Benguet

Sir/Madam:

Greetings!

I am Jayca Y. Siddayao, an Agribusiness student of Benguet State University majoring in Enterprise Management. I am a graduating student however I need to complete my thesis, titled: Employee Patronage on Products of Selected Income Generating Projects at Benguet State University.

In connection with this, I am requesting for your assistance to complete my thesis by answering the attached questionnaire. Rest assured that all data gathered will be held confidential and it shall be used only to serve the purpose of my study.

Thank you very much for your cooperation.

Respectfully yours,

JAYCA Y. SIDDAYAO  
Researcher

Noted:

DR. DARLYN D. TAGARINO  
Adviser



## APPENDIX B

## Survey Questionnaire

## Employee Patronage on Products of Selected Income Generating Projects at Benguet State University

## SURVEY QUESTIONNAIRE

Direction: Please respond to each item in the questionnaire by putting a check mark or providing the information asked on the appropriate blanks and spaces provided for you. There will be no wrong answers. Your cooperation to answer this survey questionnaire is highly solicited. ☆☆

## I. Respondent's Profile

1. Name (optional): \_\_\_\_\_
2. Sex:
  - Male
  - Female
3. Age: \_\_\_\_\_
4. Civil Status:
  - Single
  - Married
  - Widow/Widower
5. Place of Residence:
  - a. within school campus
  - b. outside school campus but within La Trinidad
  - c. Outside La Trinidad
6. Employee Designation:
  - Teaching                      Academic Rank (where applicable): \_\_\_\_\_
  - Non-teaching
7. Monthly Disposable Income:
  - a. Below P5, 000/month
  - b. P5, 001-P10, 000/ month
  - c. P10, 001-P15, 000/ month
  - d. P15, 001-P20, 000/ month
  - e. P20, 001 and above/ month
8. Disposable Income Allocated to Food budget:
  - Below 40%
  - 41%-50%
  - 51%-60%
  - 61%-70%
  - 71% and above



## II. Level of Awareness:

Please identify your level of awareness regarding the existence of the following Income Generating Projects (IGPs) at Benguet State University (put a check mark):

	Very Aware VA	Slightly Aware SA	Not Aware NA
Food Processing Center (FPC)			
BSU Bakery			

<b>IGP-1: FOOD PROCESSING CENTER</b>
--------------------------------------

## III. EXTENT OF PATRONAGE

1. Please indicate the: a) average quantity you buy; b) the average frequency of your purchases; and c) level of awareness

FPC Products	Average Quantity Bought per purchase		(a) How many times do you purchase? (b) indicate if it is:		VA-very Aware SA-Slightly Aware NA-Not Aware		
	Qty	unit	d-per day m-per month s-per semester y-per year (a)	(b)	VA	SA	NA
A. CHAYOTE CHAMPOY							
B. CHOCOBERRY							
C. CHOCOFLAKES							
D. KIMCHI							
E. PEANUT ADOBO							
F. PEANUT BRITTLE							
G. PEANUT BUTTER							
H. PEANUT POLVORON							
I. PINEAPPLE-PAPAYA JAM							
J. PINEAPPLE-TARLETS							
K. SANTOL CANDY							
L. STRAWBERRY COOKIES							
M. STRAWBERRY PRESERVE							
N. STRAWBERRY SPREAD							
O. STRAWBERRY SYRUP							
P. STRAWBERRY TARTS							
Q. TOASTED PEANUTS							
R. UBE JAM							
S. YUMMY NUTS							



2a. *Why do you patronize FPC products over other brands?*

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2b. What are the reasons **why you don't** patronize FPC products?

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IV. PRODUCT-MARKET FACTORS: Factors considered in purchasing BSU-FPC products.

**Direction:** Please rate the following factors that you consider when purchasing FPC products:

**Legend:** 1-Not considered as a factor 2-Less important Factor 3-undecided 4-More important Factor 5-Very important Factor

BSU-FPC	PRODUCT	1	2	3	4	5
1.	Taste					
2.	Texture					
3.	Size					
4.	Appearance					
5.	Color					
6.	Functional Use of the Product					
7.	Expiration Date/ shelf life					
	PRICE					
1.	Price reflecting the quality of the product					
2.	Affordable price					
3.	Lower price than competing brands					



**Legend:** 1-Not considered as a factor 2-Less important Factor  
3-undecided 4-More important Factor 5-Very important Factor

Place/OUTLET Image	1	2	3	4	5
1. Cleanliness of the outlet (i.e. Mktg. center)					
2. Accessibility					
3. Convenience					
4. Layout (where FPC products can be found in the mktg. center)					

BSU-FPC	1	2	3	4	5
PROMOTION					
1. Packaging Material used					
2. Creative display of products					
3. Word-of-Mouth or influenced by friends/Co-employees					
4. Referral by a family member					
5. Popularity of the products					
6. Product label/nutrition label					
7. Recognized brand name					
SALES PERSONNEL					
1. Attitudes of the seller (in the mktg. center)					
2. Efficiency/Quickness					
3. Qualifications of personnel (i.e. degree, personal background, etc.)					
OTHERS					
1. Extension of Credit					
2. Loyalty to Brand					
3. Parking Space					
4. Proximity to Conveyance					
5. Others, please specify					



## V. PERCEIVED BENEFITS

**Direction:** Please identify your level of agreement with the following statement in relation to your perceived benefits derived from BSU-FPC

**Legend:** 1-Disagree 2-Moderately Disagree  
3-Undecided 4-Moderately Agree 5-Strongly Agree

BSU-FPC PRODUCTS	1	2	3	4	5
1. Products are wholesome, nutritious and safe for consumption					
2. Products are healthier than other brands					
3. Products are always available					
4. Products are of good quality					
5. Generally, prices of FPC products are reasonable					
6. Products are convenient to buy					
7. Accessibility is good					
8. Marketing center is a good location for FPC products					
9. The value provided by FPC is similar to local food processing centers					
10. Location of working area is clean					
11. The management acts immediately on customer complaints					
12. Sellers are quick and efficient					
13. Personnel assigned to jobs are readily accessible					



## III. EXTENT OF PATRONAGE

1. Please indicate the: a) average quantity you buy b) the frequency of your purchases; and c) level of awareness on the products

BSU Bakery Products	Average quantity bought per purchase		(a) Average frequency of purchase (b) indicate if it is: <i>d</i> -per day <i>m</i> - per month <i>s</i> -per semester <i>y</i> - per year		<div style="border: 1px solid black; padding: 2px; display: inline-block;">           VA-very Aware            SA-Slightly Aware            NA-Not Aware         </div>		
	qty	unit	(a)	(b)	VA	SA	NA
<i>LOAF BREAD</i>							
Cinnamon Loaf							
Plain Loaf							
Cheese Loaf							
Cream Loaf							
BREAD ROLLS							
Cheese Rolls							
Cinnamon Square							
Herb Bread							
Ensaymada							
Hot Pandesal							
Pandesal Putok							
Spanish Bread							
Nutri-buns							
Raisin Bread							
Ube Basket							
Carrot Basket							
Mongo Basket							
Toasted Siopao							



<i>BSU Bakery Products</i>	<i>Average Quantity Bought per purchase</i>		<i>(a) Average Frequency of purchase</i>		VA	SA	NA
			<i>(b)*pls. indicate if it is:</i> <b>d- per day</b> <b>m- per month</b> <b>s- per semester</b> <b>y- per year</b>				
COOKIES			(a)	(b)			
Coconut Tokens							
Coconut Bars							
Oatmeal Bars							
Peanut Bars							
Chayote Cookies							
Chayote Bars							
Carrot Cookies							
TARTS and JARS							
Caramel Tarts							
Carrot Tarts							
Ube Tarts							
Chayote Tarts							
Crinkles							
Crinkles							
Lengua de Gato							
Oatmeal Cookies							
Pinipig Cookies							
CAKES							
Butter Cake							
Cheese Cup Cake							
Blackforest Cake							
Birthday Cake							
Chocofudge Cake							





2a. *Why do you patronize BSU Baked products over other brands?*

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2b. What are the reasons **why you don't patronize BSU Bakery products?**

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IV. PRODUCT-MARKET FACTORS: Factors that you consider in purchasing BSU- Bakery products.

**Legend:** 1-Not considered as a factor 2-Less important Factor 3-undecided 4-More important Factor 5-Very important Factor

BSU-BAKERY		1	2	3	4	5
	PRODUCT					
	1. Taste					
	2. Texture					
	3. Size					
	4. Appearance					
	5. Color					
	6. Expiration Date/Shelf Life					
	7. Functional use of the Product					
	PRICE					
	1. Price reflecting quality of the product					
	2. Affordable price					
	3. Lower price than competing brands					
	Place/OUTLET Image					
	1. Cleanliness of the outlet (i.e. Mktg. center)					
	2. Accessibility					
	3. Convenience					
	4. Layout					



**Legend:** 1-Not considered as a factor 2-Less important Factor  
3-undecided 4-More important Factor 5-Very important Factor

BSU-BAKERY	1	2	3	4	5
PROMOTION					
1. Packaging Material used					
2. Creative display of products					
3. Word-of-Mouth or influenced by friends/Co-employees					
4. Referral by a family member					
5. Popularity of the products					
6. Product label/nutrition label					
7. Recognized brand name					
SALES PERSONNEL					
1. Attitudes of the seller (in the mktg. center)					
2. Efficiency/Quickness					
3. Qualifications of personnel (i.e. degree, personal background, etc.)					
OTHERS					
1. Extension of Credit					
2. Loyalty to brand					
3. Parking Space					
4. Proximity to Conveyance					
5. Others, please specify					



## V. PERCEIVED BENEFITS

**Direction:** Please identify your level of agreement with the following statement in relation to your perceived benefits derived from BSU Bakery

**Legend:** 1-Disagree 2-Moderately Disagree  
3-Agree 4-Moderately Agree 5-Strongly Agree

BSU Bakery PRODUCTS:	1	2	3	4	5
1. Products are wholesome, nutritious and safe for consumption					
2. Products are more healthier than other brands					
3. Products are always available					
4. Products are of good quality					
5. Generally, prices of bakery products are reasonable					
6. Products are convenient to buy					
7. Accessibility is good					
8. Marketing center is a good location for Bakery products					
9. The value provided by Bakery is similar to local bakeshops.					
10. Working area is clean					
11. The management acts immediately on customer complaints					
12. Sellers are quick and efficient					
13. Personnel assigned to jobs are readily accessible					

