

## **BIBLIOGRAPHY**

TALLAWAN, JINKY L. 2011. Consumers' Choice on Market Outlet for Grocery Items in Abatan, Buguias, Benguet. Benguet State University, La Trinidad, Benguet.

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## **ABSTRACT**

This study was conducted to determine the grocery items that consumer purchased from the nine different market outlets for grocery items in Abatan, Buguias, Benguet; to identify the reasons or factors that influences the consumers in their decision on what particular market outlet from which to purchase; moreover, the study aimed to determine the things that market outlet needs to consider in attracting more customers.

The study was conducted from November to December, 2010. A total of 100 respondents from the different barangay in Buguias and nearby places. Respondents are those that usually buy household goods for consumptions. They were taken randomly.

The study reveals that respondents were in their middle age. Most of them are farmers and housewives taking good care of the household chores. Majority of the respondents are female and are married. A great majority of them are residing in barangays close to Abatan, Buguias, Benguet.

Based on the results of the study, grocery items are the main products being purchased by the respondents. They buy these items from the different market outlets allotted for grocery items.

Among the mentioned market outlets in the study, most respondents prefer to purchase from Almond's. Followed by Jumapa's because of its availability of products, lower prices, and

short walking distance. Another is the Gavino Supermart with 2 main reasons which is the wide selection of goods and the presence of parking space.

From the given factors in the study, the quality, availability of products, having lower price, it is a short walking distance, having wide selection of goods, and have enough workers are the mainly reasons that influence consumer's decision on what particular market outlet from which to purchase.

From the respondent's suggestions, market outlets should always look into the needs and wants of their customers when it comes to the products they offer; the characteristics of the shopping area; the location; their facilities (should be upgraded) and; their promotions (what to offer in order to gain customers).

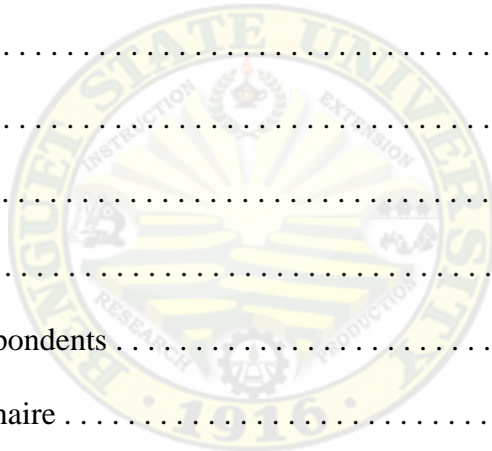
Based from the findings, Consumers have their own choices of market outlets for specific type of products to purchase. Almond's, Jumapa's, and Gavino Supermart are the three main most preferred market outlets by consumers when purchasing. Looking into the products to offer such as its prices and availability; the shopping area, its cleanliness or sanitation; the location of the outlet; the facilities, it should be upgraded; the personnel (workers) and; the promotions to offer are the things that market outlets needs to consider in attracting more customers.

Considering the reasons of consumers on their choice of market outlet is very much important to know especially for those still planning to have this kind of business since it is the only way to acquire customer. Existing market outlets should learn to value their customer. Upgrade the facilities and services as much as possible. Entrepreneurs should consider the needs and wants of a customer when having a business in order to capture a bigger market share.

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## INTRODUCTION

### Rationale

“Abatan” is a kakana-ey term which simply means “meeting place”. People called it Abatan because it is where people from different places meet and it is here where they buy goods for their daily needs. It started in 1974 where in little stores are the only available market outlets. But as the years passed by, large market outlets keep existing which are now operating successfully.

The development of business establishments in Abatan, Buguias, Benguet made it as a center of business and trade in the locality. Not only for the whole Buguias but also nearby municipalities like Mankayan, Bakun, Sayangan, and Bauko.

Nowadays, grocery stores are the main supplier or source of food and other consumable goods needed by households such as detergent soaps, personal care products and other. Grocery stores are now considered as of the most important when it comes to household needs. It was established primarily for wholesaling and retailing of goods needed by households such as food items, and non-food products being consumed.

Market outlets like sari-sari stores, supermarkets, groceries, department stores, and commercial centers are those that usually found in market places. Market outlet plays an important role in the economy. This serves as a channel and connecting link between producers and consumers as well. It occupies an important place in the world of marketing and thus, with in the economic society as a whole.

The continuing growth and development of market outlets in the locality has allowed consumers the freedom of choice where to make necessary purchases on grocery items.

Market outlets should consider their consumers as the most important asset. Thus



their right must be understood and respected. According to Paul Peter and Olson (1999), the maintenance of customer loyalty has additional benefits to the business. To develop effective strategies, market outlets need a thorough understanding of their customer's behavior and needs. Loyalty is a physical and emotional commitment given by customers in exchange for their needs being met. Market outlets should therefore view the relationship with consumers to attain the current level of loyalty.

Consumers nowadays are harder to please. They are demanding and price conscious and usually compare with other outlets. The power of "word of mouth" is often spoken of in terms of how satisfied or dissatisfied consumers communicate their experiences to others. Consumers are totally satisfied - or else are dissatisfied and then have their problems resolved by marketing managers - can become powerful advocates. Thus, they will recommend that particular market outlet to their friends (Stone *et. al.*, 2000).

#### Statement of the Problem

1. What grocery items do consumers purchased from the market outlets in Abatan, Buguias, Benguet?
2. What are the reasons or factors that influences the consumers in their decision on what particular market outlet from which to purchase?
3. What are the things that market outlets needs to consider in attracting more customers or consumers?



### Objectives of the Study

1. To determine what among the grocery items do consumer purchased from the 9 different market outlets for grocery items in Abatan, buguias, Benguet.
2. To identify the reasons or factors that influences the consumers in purchasing from a particular market.
3. To identify the things that market outlets needs to consider in attracting more consumers.

### Importance of the Study

The results of the study will provide market information to the different market outlets and other enterprises as well in the locality which may guide the managers or their employees, for them to know how to manage their businesses with regards to customer acquisition. This may also serve as a reference for entrepreneur students planning to build/put up their own businesses after graduation.

### Scope and Delimitation

The study focuses on the consumer's choice on market outlets for grocery items in Abatan, Buguias, Benguet. The market outlets referred in the study are the sari-sari stores, supermarkets, groceries, and commercial centers that are found in the coverage area. Respondents in the study are the consumers who buy goods for consumption.



## REVIEW OF LITERATURE

### The Market Outlet

According to Berman and Evans as cited by Julian (2006), market outlets serve as a channel of distribution which comprises all the businesses and people involved in the physical movement and transfer of ownership of goods and services from producers to consumers. It plays an important role as an intermediary between manufacturers, wholesalers and other suppliers and the final consumers.

Kotler stated that market outlets exhibit great variety and new forms of goods keep emerging (Julian, 2006). Customers today can shop for goods and services in a wide variety of stores. Department store is one of the best known types of market outlet while new types of store emerge to meet widely different consumer's preferences for service levels and specific purchases. Department stores offer several product lines – typically clothing, home furnishing, and household goods – with each line operated as a separate department managed by specialist buyers or merchandisers. Convenience stores are small stores located near residential areas, open long hours seven days a week, and carry a limited line or high turn-over convenience products at slightly higher prices. Supermarkets are other popular market outlets which are relatively large but have a low cost of products, self-service operation and were designed to serve total needs for food, laundry and household maintenance products. According to a November 1999 *Progressive Grocer* article, the grocery industry is now facing challenges and increased competition due to internet shopping wherein, online shoppers will be able to name the price for their favorite name-brand grocery items. Market outlets satisfy consumers to undertake one-stop shopping and customers are able to choose and buy product version and quantity that they desire.





Complete transactions with their customers which mean trying to fill orders promptly and accurately. Market outlets are anxious, they always find new marketing strategies to attract and hold customers. Nowadays, national brands are found in most department stores, in their own shops and merchandiser's outlets. Customers have become smarted shoppers. In the face of increase competition, market outlet once located in the center of cities, have open branches in suburban areas.

The selection of a specific market outlet, whether before or after brand decision involves a comparison of the alternative outlets of a consumer's evaluative criteria, a given consumer's target market's perception of all attributes associated with a market outlet is generally referred to as the outlet's image. Thus, market outlets should be concerned not only with their own image but also with the image of their shopping area.

### Consumers' Behavior and Decision Process

According to Mowen and Minor (2000), consumer behavior is defined as the study of the buying units and the exchange processes involved in acquiring, consuming, and disposing of goods, services, experiences and ideas. Consumer is inevitably at one end of an *exchange processes* in which resources are transferred between two parties. Other sources such as feelings, information, and status may also be exchanged between the parties. The definition states that it is study of buying units because purchases maybe made by groups as well as by individuals. An important study area for consumer researchers is organizational buying behavior. Particularly in business – to – business marketing, the purchase decision may be made by a group of people in a buying center rather than by an individual. Another from the definition is the exchange process which



involves a series of steps, beginning with the acquisition phase, moving on to the consumption phase, and ending with the disposition of the product or service.

In investigating the acquisition phase, researchers analyze the factors that influence consumer's product and service choices. Indeed, most of the research in consumer behavior has focused on the acquisition phase. Disposition refers to what consumers do with a product once they have finished using it. It addresses consumer satisfaction levels after purchasing a good or service.

Understanding consumers and the consumption process brings a number of benefits, among the ability to assist managers in their decision making, provide marketing researchers with a knowledge base from which to analyze consumers, help legislators and regulators create laws and regulations concerning the purchase and sale of goods and services, and assist the average consumer in making better purchase decisions.

Looking into Consumer Buying Process by Ebert and Griffin (2000), buying process begins when the consumer recognizes a problem or need. May occurs when you have a chance to change your purchasing habits. Once they have recognized a need, consumers often seek information. Before making major purchases, however, most people seek information from personal sources, marketing sources, public sources and experience. By analyzing the product attributes that to a given product, consumer consider their choices and decide which product best meets their needs. Ultimately, consumers must make purchase decision. They may decide to defer a purchase until a later time or they may decide to buy now. "Buy" decisions are based on rational motives, emotional motives or both. Rational motives involve the logical evaluation of product attributes: cost, quality, and usefulness. Emotional motives involve nonobjective factors



as inputs into their overall satisfaction or dissatisfaction perception.

### Factors Influencing Consumers on Outlet Selection

According to Kotler as cited by Julian (2006), the consumers buying behavior is influenced by cultural, social, personal and psychological factors. Cultural factors exert the broadest influence on consumer's behavior. It is the most fundamental determinants of a person wants and behavior. It includes values, perception, preferences and behavior. People with different cultural, subculture and social class characteristics have different product and brand preferences. Culture is a problematic issue for many marketers since it is inherently nebulous and often difficult to understand (Perner, 2010). Having a business in a certain place must consider studying their culture. To know if the products or the business is acceptable or appropriate to that place and to the consumer as well.

Customers are expensive to acquire and not easy to keep (Stone *et al.*, 2000). In neglecting the acquisition and retention of customers, high marketing costs relative to any competitors is likely to occur that take more trouble. The marketing information system must therefore give an accurate and up-to-date picture of acquisition and retention. If the retention strategy succeeds, the maintenance of customer loyalty has additional benefits. Loyal customers not only repurchase, they also advocate products and services to their friends, pay less attention to competitive brands and often buy product.

Customers usually seek: convenience and easy access to the right person in the company, first time; 'special', privileged status as a known customer; effective and fast solutions if and when problems arise; appropriate anticipation of their needs; and, a professional, friendly two-way dialogue.



The factors affecting information search by consumers (Paul Peter and Olson, 1999) are market characteristics such as the number of alternatives, price range, store concentration, information availability. Also product characteristics such as price, differentiation, positive products. Another is consumer characteristics such as learning and experience, shopping orientation, social status, age, gender, and household life cycle, perceived risk. And, situational characteristics like time availability purchase for self, pleasant surroundings, social surroundings, and physical or mental energy.

According to a recent survey conducted (Nielsen Co., 2008) on how important are the following factors when deciding where to do grocery shopping; Good value for money, Better selection of high quality brands and products, The one closest, The most convenient, and Uses recyclable bags and packaging. Globally, consumers have revealed that “good value for money” is now the most important factor in determining where they buy their groceries. Nielsen found an overwhelming 85% of the world’s consumers ranked “good value for money” the most important consideration when choosing a grocery store, with the most avid value seekers hailing.

“Good value for money” includes a store’s reputation for being cheaper than their competitors. In highly competitive and concentrated retailer environment, consumers don’t react most to promotions and price discounts, instead, brand reputation, quality and buying habits are more important. They are only inclined to buy promotional items when they already like and trust the brand.

Successful business people know that the customer must always win (Freemantle, 2001). The art is to stimulate that feeling of winning: of obtaining a great bargain, of completing a favorable deal, of obtaining immense value for the money, of receiving



something extra – over and above the expected. The stimulus comes from doing positive things for customers – from surprising them with unexpected delights and creating for them experiences that make them happy to be alive.

In stimulating customers, the following are also important application to develop the relationship: doing new things, giving extra taking a personal interest, learning to make improvements, reflecting daily on doing things better or differently, and reflecting strategically which may have substantial impact to customers.



## **METHODOLOGY**

### Locale and Time of the Study

The study was conducted in the municipality of Buguias, Benguet particularly in Abatan during the period of November - December 2010.

### Respondents of the Study

The respondents of the study were individual representatives that usually buy household goods for consumptions from the different barangay in Buguias and nearby places. A total of 100 respondents were taken randomly from nearby barangays of Abatan.

### Data Gathering Procedure

The gathering of data was conducted through survey with the aid of a questionnaire and personal interview. The survey questionnaire contains necessary questions related to the objective and personal interview for more information needed in the study.

### Data Gathered

The data gathered are the grocery items that consumers usually buy from the nine different market outlets for grocery items; the reasons of consumers in their choice of market outlets; the factors that influence consumers for their choices; and, the things that market outlets needs to consider in attracting more customers or consumers.



### Data Analysis

The data gathered were tabulated, analyzed, discussed and interpreted using descriptive statistics such as percentages, ranking and frequency counts.



## RESULTS AND DISCUSSION

This chapter presents the discussion, analysis and interpretations of findings from the data gathered from 100 respondents residing in Buguias, Benguet and nearby places like Mankayan with regards to the general information on the respondents, the grocery items that consumer usually purchased from the nine different market outlet for grocery items; the reasons or factors that influences the consumer in their decision on what particular market outlet from which to purchased and; the things that market outlets needs to consider in attracting more customers.

The data were presented in tabular form and analyzed. Implications were drawn from the presented.

### General Information on Respondents

Table 1 presents the general information on the respondents according to age, gender, civil status, occupation and the residence of the respondents.

Age. The ages of the respondents ranged from 18-72 years old. The largest percentage of respondents belonged to 29-39 age bracket with 35%; 31 and 23 percent Of the respondents belong to 40-50 and 18-28 age brackets respectively. Few respondents belong to 51-61 which is 7% and only 3% respondents under 62-72 age bracket. The age mean of respondents is 36.7 which mean that they are at their middle age.

Gender. As shown in the table, most respondents are females representing 82% of the overall total as compare to males which is only 18%.

Civil status. Table shows that, most of the respondents are married (89%). Only 11% are single.





Table 1. General information on respondents

PARTICULARS	FREQUENCY	PERCENTAGE
AGE		
18 - 28	23	23
29 - 39	35	35
40 - 50	31	31
51 - 61	7	7
62 - 72	3	3
TOTAL	100	100
Age mean = 36.7		
Gender		
Female	82	82
Male	18	18
TOTAL	100	100
Civil status		
Single	11	11
Married	89	89
TOTAL	100	100
Occupation		
Businessman	20	20
Government employee	31	31
Private employee	1	1
Farming	23	23



Occupation. As to the respondent's occupation, 31% are engaged in farming; 23% are housewives; 21% respondents are working as government employees in different government offices; 20% respondents claimed that they managed their own business; 4% and 1% of respondents are students and a private employee. This implies that most respondents are farmers and housewives that worked on household chores.

Barangay residence of the respondents. As shown in the table, most respondents are from the different barangay of Buguias having 70% while few members of the respondents are from the municipality of Mankayan having only 30% of the over all total. This implies that most of the respondents are mainly from Buguias wherein the barangay where they reside are the ones that close to Abatan.

Table 1. Continued . . .

PARTICULARS	FREQUENCY	PERCENTAGE
Occupation		
Businessman	20	20
Government employee	31	31
Private employee	1	1
Farming	23	23
Housewife	21	21
Student	4	4
TOTAL	100	100
Barangay		
Buguias:		
Bangao	48	48



Table 1. Continued . . .

PARTICULARS	FREQUENCY	PERCENTAGE
Baculungan Sur	3	3
Baculungan Norte	4	4
Loo	6	6
Lengaoan	3	3
Abatan	4	4
Calamagan	2	2
	70	70
Mankayan:		
Guinoaong	4	4
Bulalacao	23	23
Tabio	3	3
	30	30
TOTAL	100	100

#### Grocery Items Bought from the Different Market Outlet

Table 2 presents the percentage of market outlet choice for grocery items from the nine different market outlets in Abatan, Buguias, Benguet.

As shown in the data, as to bake food products, most of the respondents purchase it from Almond's which has 84% of the over all total. Sixteen percent of the respondents is from Jumapa's followed by Dupiano's having 14% of the respondents. Few respondents claim to purchase it from Gavino Supermart, Junarlyn's, Yap Building and Public Market Building.

For beverages, 56% of the respondents claim to purchase it from Almond's followed by Gavino Supermart having 42%. There is about 27% of the respondents



purchase it from Jumapa's while few (11%) respondents purchase from either Dupaino's or Calatan's.

As for canned goods, 71% of the respondents purchase it from Almond's. Twenty seven percent of the respondents is from Jumapa's followed by Dupiano's (22%). There are few respondents who buy it from Calatan's and Gavino Supermart.

With regards to cooking oil, 70% of the respondents purchased from Almond's. 23% is from Jumapa's, followed by Dupiano's which is 18% and few from Calatan's, Gavino Supermart, Benmas, and Public Market Building.

For dairy products, 64% of the respondents claim to purchase it from Almond's, 15% from Jumapa's, 13% from Dupiano's and 12% from Calatans but a few from Gavino Supermart, Calatan's, Benmas, and Public Market Building.

For detergent soap, 68% of the respondents prefer to buy it from Almond's. Twenty four percent is from Jumapa's, 15% of the respondents purchase it from Dupiano's and 12% of the respondents is from Calatan's. Few respondents (8%) purchase it from Gavino Supermart.

As for noodles and pasta's, 66% of the respondents purchase it from Almond's, 19% of the respondents is from Jumapa's while 16% is from Dupiano's. Few (9%) respondents purchase it from either Calatan's or Gavino Supermart and Public Market Building (1%).

There are 50% of the respondents who prefer to buy processed meats from Almond's and 17% of the respondents are from Public Market Building. Few of the respondents who buy it from Dupiano's, Jumapa's, Gavino Supermart, Yap Building and Calatan's. When it comes to Personal Care Products also, 62% of the respondents prefer



also to buy it from Almond's, 18% of the respondents purchase it from Dupiano's, 15% of the respondents is from either Jumapa's or Yap Building. There are few of the respondents who buy it from Calatan's, Gavino Supermart and Junarlyn's.

As for poultry products, 47% of the respondents purchase it from Almond's, 13% of the respondents is from Public Market and 11% from Jumapa's while few of the respondents is from Calatan's, Dupiano's, and Gavino Supermart.

For sandwich spread, 66% of the respondents who purchase it from Almond's, 24% of the respondents are from Jumapa's and 15% from Dupiano's. Few (10%) respondents are from Calatan's and Gavino Supermart (6%).

For sweetener, as usual, Almond's has the highest percentage which is (73%) of respondents, 20% of the respondents are from Jumapa's followed by Dupiano's (14%). Few (11%) respondents claim to purchase it from either Calatan's or Gavino Supermart, and Public Market (1%).

By looking into the data gathered, almost all of the products given were bought by the respondents at the Almond's that's why from the results, majority preferred it as their shopping area. As a researcher also, based from the observations and interview, it was proven that the results gathered are true.

Therefore, results indicate that most of the respondents prefer Almond's for all type of grocery items followed by Jumapa's, Dupiano's, Gavino Supermart and Calatan's for specific type of products.

Factors or Reasons that Influences Consumers  
on Market Outlet Selection



Table 3 presents the significant factors that influence the consumers on market outlet selection.

Data shows that majority of the respondents had chosen Almond's because of the quality, variety, availability and labeled with prices products. It is also preferred for their lower prices though some are not but not that high as compared to other outlet. Respondents chooses Almond's also because of its accessibility, sanitation, wide selection of goods, satisfied or enough facilities and services, for their advertisements and discounts as their promo's.

On the other hand, Jumapa's is preferred because of its short walking distance, and their home delivery service. Other sees this in Gavino Supermart as well.

Furthermore, Dupiano's is also preferred for their Buy 1 take 1 promo. As one respondents say's, "more promo, more customer".

Respondents claim their choices are not based on accessibility and promotions of a certain market outlet but rather on the quality of the product sold and availability of the products, lower price, its short walking distance, wide selection of goods and enough workers with their specific functions.

Same as to what Nielsen Co. (2008) stated that good value for money; better selection of high quality brands and products and; the closest, the most convenient are the most important factors when deciding where to do grocery shopping.

#### Choice for Market Outlet



Table 4 presents the average result on market outlet selection through the influence of the different factors that respondents consider in choosing where to purchase.

For the average, as it was rank according to how it was chosen by the respondents. Almond's rank as number one which means, it was the first choice of respondents when it comes to Market Outlet for grocery items followed by Jumapa's and Gavino Supermart as the 2<sup>nd</sup> and 3<sup>rd</sup> choice of the respondents. The 4<sup>th</sup> choice is for either Dupiano's or Public Market Building and Calatan's as the 5<sup>th</sup> choice.

This only implies that they should also be aware of the factors that a consumer is considering when choosing a certain market outlet from which to purchase.

Table 4. Choice for Market Outlet

NAME OF MARKET OUTLET	NO. OF RESPONDENTS	PERCENTAGE	RANK
Jumapa's	65	65	2
Dupiano's	49	49	4
Almond's	94	94	1
Calatan's	44	44	5
Gavino Supermart	59	59	3
Benmas	17	17	7
Junarlyn's	10	10	8
Yap Building	31	31	6
Public Market Building	49	49	4



### Things that a Market outlet needs to consider

Based from the comments and suggestions of the respondents on the different market outlets, here are some of the things that a market outlet needs to consider:

Product. Sixty seven percent of the respondents claim that consumers always look into the prices of products as one of their bases in choosing where to purchase. It should not be too high when compare to other outlet. Same as on the quality and variety of their products because not all costumers have the same tastes and wants when it comes to grocery items.

Seventy two percent of the respondents also claim that, market outlets should consider their customer's comfort. Their products should organize according to its variety or kinds and labeled with specific prices. Finding where the products are (unorganized) and asking to the counter or to the workers if how much is a wasting time.

This is true to what Ebert and Griffin (2000) stated that decisions of consumers are based on rational motives which involve the cost, quality and usefulness of the products. As Paul Peter and Olson (1999) also stated that the factors search by consumers is on the product characteristics such as the price, differentiation, and having positive products.

Shopping area. With regards to the shopping area, 47% of the respondents claim that market outlets should consider the space of their products and the space for the costumers. Presence of comfort room and sanitation are also thing to consider. As Paul Peter and Olson (1999) stated that an outlet should also consider the situational characteristics such as time availability for self and pleasant surroundings.





Location. As to the location of market outlets, 73% of the respondents claim that an outlet should consider the accessibility and the presence of parking space. Some purchasers prefer to bring their cars when a large volume of groceries is to be purchased.

Facilities. Eighty one percent of the respondents claim that market outlets should also be aware on the new technologies that they should have. Computer scanning and shopping cart are some of the facilities that an outlet needed.

Personnel. Thirty six percent of the respondents claim that market outlets should have responsive, friendly and enough workers. This is an additional plus points to gain loyal customers. The presence of security guard is also important especially on the supermarkets. They are the one that asses customers to avoid unnecessary movements and always there when a car parks on the parking space until the time they are about to moved out to avoid accident.

Customers usually seek easy to access personnel, their effective and fast solutions when problem arise, appropriate anticipation of their needs and a professional, friendly two-way dialogue (Stone *et. al.*, 2000).

Promotion. As to the promotions being offered, 22% of the respondents claim that having more promo's can gain customers.

As Freemantle (2001) stated that stimulating customers is by doing new things, giving extra taking a personal interest, learning to make improvements, reflecting daily on doing thing better or differently, and reflecting strategically may have substantial impact to customers.



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

This study was conducted to determine the grocery items that consumer purchased from the nine different market outlets for grocery items in Abatan, Buguias, Benguet; to identify the reasons or factors that influences the consumers in their decision on what particular market outlet from which to purchase; moreover, the study aimed to determine the things that market outlet needs to consider in attracting more customers.

The study was conducted from November to December, 2010. A total of 100 respondents from the different barangay in Buguias and nearby places. Respondents are those that usually buy household goods for consumptions. They were taken randomly.

The study reveals that respondents were in their middle age. Most of them are farmers and housewives taking good care of the household chores. Majority of the respondents are female and are married. A great majority of them are residing in barangays close to Abatan, Buguias, Benguet.

Based on the results of the study, grocery items are the main products being purchased by the respondents. They buy these items from the different market outlets allotted for grocery items.

Among the mentioned market outlets in the study, most respondents prefer to purchase from Almond's having the reasons that the products are available, there is a wide selection of goods, there is the presence of facilities like computer scanning-cash register and shopping cart. Followed by Jumapa's because of its availability of products,



lower prices, and short walking distance. Another is the Gavino Supermart with 2 main reasons which is the wide selection of goods and the presence of parking space.

From the given factors in the study, the quality, availability of products, having lower price, it is a short walking distance, having wide selection of goods, and have enough workers are the mainly reasons that influence consumer's decision on what particular market outlet from which to purchase.

Lastly, from the respondent's suggestions, market outlets should always look into the needs and wants of their customers when it comes to the products they offer; the characteristics of the shopping area; the location; their facilities (should be upgraded) and; their promotions (what to offer in order to gain customers).

### Conclusions

The following conclusions were drawn based from the findings:

1. Consumers have their own choices of market outlets for specific type of products to purchase.

2. Almond's, Jumapa's, and Gavino Supermart are the three main most preferred market outlet by consumers when purchasing because goods being offered are quality and have lower prices. It is also because of its product availability, short walking distance, wide selection of goods and enough workers.

3. Looking into the products to offer such as its prices and availability; the shopping area, its cleanliness or sanitation; the location of the outlet; the facilities, it should be upgraded; the personnel (workers) and; the promotions to offer are the things that market outlets needs to consider in attracting more customers.



### Recommendations

1. Considering the reasons of consumers on their choice of market outlet is very much important to know especially for those still planning to have this kind of business since it is the only way to acquire customer.
2. Existing market outlets should learn to value their customer. Upgrade the facilities and services as much as possible.
3. Entrepreneurs should consider the needs and wants of a customer when having a business in order to capture a bigger market share.



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**APPENDICES****APPENDIX A**

## Letter to the Respondents

College of Agriculture  
Department of Agricultural Economics and Agribusiness management  
Benguet State University  
Km-6 La Trinidad, Benguet

November 27, 2010

Dear Respondents:

I am a student of Benguet State University presently conducting a study entitled “CONSUMERS CHOICE ON MARKET OUTLET FOR GROCERY ITEMS IN ABATAN, BUGUIAS, BENGUET.” In this regard, may I ask your participation for the success of my study by answering honestly the attached questionnaire. Rest assured that all the information to be gathered will be kept confidential and it will be very much appreciated.

Thank you and God bless.

Very truly yours,

JINKY L. TALLAWAN  
Student Researcher

Noted by:



DAVID JOSEPH L. BOGNADON  
Adviser

B

Survey Questionnaire

I. General Information

Name: \_\_\_\_\_

Barangay: \_\_\_\_\_.

Age: \_\_\_\_\_ Gender: \_\_\_\_\_

Civil status: \_\_\_\_\_

Occupation: \_\_\_\_\_

1. What are the grocery items you usually buy/purchased? What market outlet you prefer most to buy these items?

- ❖ From the given market outlets, choose from the identified grocery items if what product you usually buy on that particular outlet by checking on the space provided.

(Just leave on the market outlet that you never enter/ not your preferable outlet)

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