

## ABSTRACT

**Magadia, John Paul M., Dimapili Kim V. Revilla, Reynaldo Jr D., Bulauan, Bryan C. 2014. Mariners' Polytechnic Colleges, Naga City "Consumers Preference on Carenderias in Tinambac Camarines Sur".**

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This study attempted to determine the consumers Preferences of Carenderias in Tinambac, Camarines Sur, Specifically, the study aimed to answer the following problems: 1) What is the profile of the consumers in the municipality in the Tinambac along the following areas; a) age, b) sex c) civil status, d) educational attainment, e) occupation, and f) income, 2) What are the consumers preferences in terms of; a) price, b) quality of foods, c) services, d) sanitation and facilities, e) location/accessibility and 3) Is there a significant relationship between profile and consumer's preferences on Carenderias in Tinambac, Camarines Sur.

The descriptive-evaluative and correlation method was used with 5% or 0.5 significant level to determine if there is significant relationship between consumer's profile and consumers preferences on Carenderias in Tinambac, Camarines Sur. The respondents of this study were 30 consumers of Carenderias in the municipality. The researchers gathered the data from the respondents through documentary analysis and unstructured interview. The researchers used three statistical tools in interpreting the process of data gathered. 1) Percentage counts to treat the profile of the consumers. 2) Weighted mean- to determine the consumers' references, and 3) one way ANOVA- to treat the significant relationship between consumers' profile and consumers' preferences.

The study found out that: 1) Along Profile mostly of respondents was aged 50-60 (47%), majorities were female 17 or (57%), 15 or (50%) are married in terms of educational attainment 25 or (83%) belongs to others meant undergraduate and elementary graduate. Mostly were farmers 11 or (37%), twelve or 40% earning an average monthly income of 1000-2500. 2) Consumers Preferences, fairly preferred with obtained Grand Weighted mean of 2.03, for price 3.16, quality of foods 2.19, sanitation and facilities 2.37, location and accessibility 3.04 and for service rated 2.54 3) Significant relationship between profile and

preferences, computed F-Value of 0.059729 was found less than or smaller than the tabular value of 4.218 at 0.01 and 2.78 at .05 level of significance.

Major conclusions were: 1) Majority of the consumers of Carenderias aged 50-60 years old, majority are female, married and in terms of educational attainment consumers respondents were limited to elementary graduate and undergraduate only minimal percentage were able to finished their high school, Vocational and College education. On the other hand mostly of the consumers are farmers and peddlers but small number of respondents engaged in other job like employee and drivers. 2) Consumers highly preferred price which influenced their decision to dine. Variety of menus normally attracted consumers however in terms of sanitation and facilities consumers fairly preferred Carenderias which no foreign objects, hair strands or insects are found on foods. Moderately preferred location and accessibility but moderately preferred provision that food serving is quick. 3)The test of significant relationship between variables found out that there is no significant relationships between variables. There is no significant relationship between profile and consumers and therefore null hypothesis was accepted.