

## **Abstract**

Banastao, Sherry May J., Diaz, Rieth M., Florece, Charmaine R., Ondivilla, Jane J., Soliman, Kokie C., and Umali, Maritoni M. 2014. "Level of Acceptability of Online Buying for Cakes and Pastry". Mariners' Polytechnic College, Panganiban Drive, Naga City.

Keyword: Level of Acceptability, Online and Buying

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This study was conducted to determine the level of acceptability of online buying for cakes and pastry in Naga City.

The study employed descriptive method of research. This method was used in the procedural stage of construction, validation and interpretation of collected data. The main tools used in gathering data were documentary analysis, informal or structural interview and survey questionnaire. The frequency count and percentage technique and weighted mean were the main statistical tools applied in the study. The study had 40 respondents.

Findings revealed that majority of respondents taking orders online were female, majority of respondents were OFWs and government employees and majority of respondents were gainfully employed within a salary ranging P 25-001-30,000 and P 30,001-above. As to level of acceptability of online buying of cakes and pastry along services, findings revealed that cake and pastry is delivered as ordered with a mean 3.9 and qualitative description rating of highly accepted, along quality online buying have lessen time and effort with a mean of 3.9 and qualitative descriptive rating of highly accepted. Along price, online buying is affordable with a mean of 3.9 and qualitative descriptive rating of highly accepted. However, respondents responded that the number one problem of online buying is technical problems in the internet.

The results indicated that the online buying is highly accepted by the respondents in terms of quick services, quality and price.

The researchers recommend that the e-commerce business must be accessible by people globally in order that the customers will no longer be limited within the vicinity of the store. Anyone can visit the store. Anyone can visit the store anywhere, anytime without hassle. Just by navigating the store, the customer can choose the products and purchase it without going to the store directly. E-commerce must prove to enhance the way usual business transactions occur and help lessen the time and effort consumed by the company and customers as well.