Food Selection and Patronage of Customers in Sorsogon City

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Abstract
This study determined the factors influencing food selection and patronage of customers in food service providers in Sorsogon City for Fiscal Year 2024. It used an adapted survey questionnaire, and 160 respondents were selected through convenience sampling. This study sought answers to the following: the profile of customers in terms of age, sex, educational attainment, employment status, and religion, the level of influence in selection of food by the respondents in various factors such as flavor, health and nutrition, social, culture and cost and convenience, the level of consideration of the respondents on the reasons relative to food patronage along physiological, economic, social, psychological and convenience, and the significant relationship between the profile of the customers and latter variables. The data revealed that most customers were female, aged 21 to 30, college graduates, with permanent jobs, and Roman Catholics. The results showed that flavor was the most influential factor for food selection, followed by social and health & nutritional factors. While for food patronage, economic reasons ranked first, followed by social and physiological reasons. Lesson exemplars were designed based on the findings.

Keywords: Food Selection, Patronage, Level of Influence, Level of Consideration, Customers

1. Introduction

Food is a crucial human necessity for survival, providing energy and nutrients for essential work. McLeod (2024), in his discussion about Maslow's Hierarchy of Needs, tackled that food is included in the lower-level basic needs of man along with air, drink, shelter, clothing, warmth, sex, and sleep. They are considered the biological requirements for human survival known as physiological needs. However, food insecurity remains a global issue. According to the World Health Organization, approximately 29.6% of the global population, equivalent to 2.4 billion people, experience moderate or severe food insecurity, with around 900 million individuals facing severe food insecurity.The United Nations implemented programs for food support and accessibility, as outlined in the "Universal Declaration of Human Rights (1948)," which guarantees everyone the right to adequate living standards, including food, clothing, housing, medical care, and social services.The United Nations' Sustainable Development Goals (SDGs) aim to eradicate hunger and malnutrition by 2030. "Zero Hunger" is part of this goal, ensuring all people, especially children, have sufficient and nutritious food year-round, aiming to end poverty and protect the planet.

People are resilient in a fast-paced, busy world, leading to a rise in demand for food service providers. USDA (2023) defines food service outlets as establishments that provide meals and snacks for on-site, immediate consumption (food away from home). Most money spent on eating out came from commercial food service establishments. Full-service restaurants, limited-service establishments, cafeterias, caterers, and other businesses that prepare, serve, and sell food to the public for a profit fall under this category.In the Philippines, the government continues to support the locals in fighting hunger and achieving food security. Republic Act No. 10611, also known as Food Safety Act 2013, aims to strengthen the food safety regulatory system in the country to protect consumer health and facilitate market access of local foods and food products, and for other purposes. With this, some of the Philippine locals have evolved in accessing their food to consume. This is particularly noticeable for people in the working world who have been seen toeat in restaurants rather than cooking at home. According to Marasigan (2019), the Philippines' food service sector is expanding at an incredible rate, and everyone wants a piece of it. He added that our massive population of 106.5 million, whose median age of 24.3 years old is the ideal age for eating out.

Balita (2023) also observed that the Philippines has a vibrant food service sector, with establishments ranging from street stalls and small roadside eateries or carinderia to fine dining restaurants.The National Economic Development Authority Region V (2024) sees the need for interventions, particularly in provinces that continue to struggle with high poverty incidence where Sorsogon province records the highest poverty incidence among the population at 37.9%. NEDA Region 5 added that the rising costs for necessities like food, housing, and healthcare straining budgets, complicate efforts to meet daily needs.To address this, Sorsogon's Governor Jose Edwin B. Hamor's 7K Program prioritizes Kabuhayan, an innovative agriculture program aimed at economic development.Several organizations in Sorsogon have implemented initiatives to support locals. Recebido (2024) tackled the rolling out of mobile kitchens providing hot meals to undernourished pupils in Bulan and Donsol. Calipay (2024), highlighted in his discussion that residents of Castilla, Sorsogon will benefit from a project by the Department of Social Welfare and Development – Bicol (DSWD-5) providing a steady vegetable supply.Meanwhile, as stated in Sorsogon Campus Public Information, Sorsogon State University is committed to promoting Zero Hunger through research, advocacy, and community activities. In line with UN Sustainable Development Goal 2, the university

launched the "Free Breakfast" program on September 11, 2024, providing students with nutritious rice porridge which was made possible through the generous support of the Alumni Association.

Further, Claveria & Mendoza (2021) revealed in their study that 294 or 96% of the micro food enterprises are solely owned, 1 or 1% are owned by partners, and 10 or 3% of the food enterprises are owned by corporations, which means that most enterprises are managed by a single owner. This indicates that the food service industry is thriving in Sorsogon.The researcher conducted this study to analyze customer demographics patronizing food service, the level of influence of the factors in their food selection and the level of considerations on the reasons for their food patronage. Moreover, this study also sought the significant relationship between the profile of customers and the latter variables.

1.2 Objectives:
General: This study aimed to determine the level of influence of the factors in the food selection and the reasons related to food patronage of customers in various food service providers in Sorsogon City for Fiscal Year 2024.
Specific:

1. Determine the profile of the customers in terms of:
   a. Age;
   b. Sex;
   c. Educational Attainment;
   d. Employment Status; and
   e. Religion
2. Determine the level of influence of the following factors in the food selection by the respondents:
   a. Flavor;
   b. Health and Nutrition;
   c. Social;
   d. Culture; and
   e. Cost and Convenience
3. Determine the significant relationship between the profile of the respondents and the level of influence in the food selection by the respondents along with identified factors.
4. Determine the level of consideration of the respondents on the following reasons relative to food patronage:
   a. Psychological;
   b. Economic;
   c. Social;
   d. Psychological; and
   e. Convenience
5. Determine the significant relationship between the profile of the customers and the level of consideration of the respondents on the identified reasons relative to food patronage.
6. Determine the lesson exemplar that can be designed based on the result of the study.

2. Methodology

2.1 Research Design

This study determined the level of influence of the factors in the food selection and the reasons relative to food patronage of customers in various food service providers in Sorsogon City. This study employeddescriptive-correlational research design. The descriptive method of research determined the demographic profile of the customers, the level of influence of the factors in the selection of food by the respondents along flavor, health & nutrition, social, culture, and cost & convenience, and the level of consideration of the respondents on the reasons relative to food patronage which includes physiological, economic, social, psychological and convenience. This approach is correlational as it determined the significant relationship between the demographic profile of the customers towards the level of influence of the factors in the selection of food by the respondents and the level of consideration of the respondents on the reasons relative to food patronage.

The study used convenience sampling to survey 160 customers who have experienced food service, using a survey questionnaire and unstructured interviews. Data was analyzed using frequency count, percentage, weighted mean, Chi-square test, and ranking.

2.2 Participants of the Study

The researcher used convenience sampling to gather 160 respondents, who were individuals who patronized food service but were not dining in during the survey.

2.3 Research Instruments

The instrument used by the researcher in data gathering was a survey questionnaire adapted from Karen Eich Drummond and Lisa M. Brefere, “Factors Influencing Food Selection”, in Nutrition for Foodservice and Culinary Professionals (John Wiley & Sons, Inc. and Florenitte De Guzman and Lawrence Li Tan, “Meal Experience”, in Principles in Food and Beverage (Anvil Publishing, 2013).

The questionnaire underwent revisions, with panel members' approval. It was finalized and distributed for the survey. It consists of three parts: demographic profile, factors determining the level of influence of the food selection by the respondents, and the level of consideration on the reasons for their food patronage.

2.4 Data Gathering Procedure

The final instrument was prepared for the survey, containing a letter outlining the study's purpose, a request for respondents, and the researcher's assurance of confidentiality.

The study utilized convenience sampling for data collection, involving individuals in public places and the community to answer survey questionnaires. Respondents included students, workers, and community members.

The data-gathering process, which lasted from May to June 2024, involved 160 respondents, with a 100% retrieval rate. The data was then analyzed and interpreted.

2.5 Data Analysis Procedure

The survey questionnaires' results were analyzed using frequency count and percentage to determine the demographic profile of customers, including age, sex, education, employment status, and religion.

The weighted mean is used to identify the level of influence of the factors in the selection of food by the respondents along with flavor, health and nutrition, social, culture, and cost and convenience. A modified 5-point Likert scale is utilized to provide adjectival interpretation of the result, as shown below.

Description	Scale
Extreme Influence	4.50 – 5.00
High Influence	3.50 – 4.49
Moderate Influence	2.50 – 3.49
Less Influence	1.50 – 2.49
Least Influence	1.00 – 1.49

The Chi-square (χ^2) test of independence was used to determine whether the relationship between the profile of the customers and the factors that influence the selection of food is significant or not.

Meanwhile, the weighted mean is used to determine the level of consideration of the respondents on the reasons related to food patronage along with physiological, economic, social, psychological, and convenience. A modified 5–point Likert scale is utilized to provide adjectival interpretation of the result, as shown below.

Description	Scale
Extremely Considered	4.50 – 5.00
Highly Considered	3.50 – 4.49
Moderately Considered	2.50 – 3.49
Less Considered	1.50 – 2.49
Least Considered	1.00 – 1.49

The Chi-square (χ^2) test of independence was used to determine whether the relationship between the profile of the customers and the reasons related to food patronage by the respondent is significant or not.

3. Results and Discussion

3.1 Profile of the Customers

Table 1 presents the profile of the customers in terms of age, sex, educational attainment, employment status, and religion.

Table 1
Profile of the Customers

Variables	f (n=160)	%
Age (in years)		
20 and below	38	24
21 to 30	48	30
31 to 40	28	18
41 to 50	24	15
51 and above	22	13
Sex		
Male	42	26
Female	118	74
Educational Attainment		

Elementary graduate	21	13
High school graduate	43	27
College Graduate	79	49
Advanced education	17	11
Employment Status		
Permanent	69	43
Non-permanent	16	10
Self-employed	16	10
Not employed	59	37
Religion		
Roman Catholic	140	88
Non-Roman Catholic	20	12

The data revealed that the respondents have varied age groups, which are 38 (24%) who are 20 years old and below, 48 (30%) are 21 to 30 years old, and 28 (18%) belong to 31 to 40 years old age group. Also, 24 (15%) respondents are 41 to 50 years old and 22 (13%) are 55 years old, and above. In terms of sex, 42 (26%) respondents are male and 118 (74%) are female. Likewise, 21 (13%) respondents finished elementary education, 43 (27%) completed their high school education, 79 (49%) finished college, and 17 (11%) obtained advanced education.

Relative to employment status, 69 (43%) respondents have permanent jobs, 16 (10%) are non-permanent, 16 (10%) are self-employed, and 59 (37%) are not employed. In addition, 140 (88%) respondents are Roman Catholic and 20 (12%) are non-Roman Catholic which includes members of other sects such as *Iglesiani Cristo*, Born Again Christians, and Fundamental Baptists.

3.2 Level of influence of the factors in the selection of food by the respondents

This section discusses the factors that influence the food selection of respondents such as flavor, health and nutrition, social, culture, and cost and convenience. The weighted mean was used in analyzing the data.

Table 2A
Flavor as a factor that influences the respondent's food selection

Indicators	Weighted Mean	Interpretation
1. The taste of the food considering its saltiness, sweetness, and the like.	4.51	Extreme influence
2. The appetizing smell of the food is considered.	4.39	High influence
3. The presentation of the plated food is considered as it may look appetizing in the eye.	4.27	High influence
4. The texture of food considering its crunch, crispiness, tenderness, and the like.	4.44	High influence
Overall Weighted Mean	**4.40**	**High influence**

It can be gleaned that the respondents are highly influenced by flavor factors in their food selection with an overall weighted mean of 4.40. Specifically, they are extremely influenced by the taste of the food considering its saltiness, sweetness, and the like with the highest

weighted mean of 4.51. However, the presentation of the plated food is considered as it may look appetizing to the eye has a high influence on the respondents with the lowest weighted mean of 4.27.

Table 2B
Health and nutrition as a factor that influences the respondent's food selection

Indicators	Weighted Mean	Interpretation
1. There are some restrictions I considered in food like allergens or any health-related reasons.	4.07	High influence
2. Eating less than usual to maintain or lessen weight.	3.36	Moderate influence
3. Eating what I want and what is available regardless of its nutritional composition.	3.46	Moderate influence
4. I am typically health conscious wherein I eat every food in moderation.	3.51	High influence
Overall Weighted Mean	**3.60**	**High influence**

The data showed that in terms of health and nutrition factors, the respondents are highly influenced in their food selection with an overall weighted mean of 3.60. They are highly influenced by some restrictions on food like allergens or any health-related reasons with the highest weighted mean of 4.07.

Table 2C
Social factors that influence the respondent's food selection

Indicators	Weighted Mean	Interpretation
1. The people I am with during dining influence me in the food I choose to eat.	3.55	High influence
2. I choose healthier foods when I am with the elderly.	3.78	High influence
3. I choose the food I prefer regardless of its nutritional composition when I am with my friends.	3.49	Moderate influence
4. My food preference depends on the socializing event I find myself in. For instance, I choose easy-to-manage foods when I am in a social gathering.	3.60	High influence
Overall Weighted Mean	**3.61**	**High influence**

From the table, it can be asserted that social factors generally have a high influence on the respondents' food selection with an overall weighted mean of 3.61. Specifically, the choice of healthier foods when dining with the elderly highly influenced the respondents with the highest weighted mean of 3.78. On the other hand, they are moderately influenced by food choice regardless of its nutritional composition when with friends with the lowest weighted mean of 3.49.

Table 2D
Culture as a factor that influences the respondent's food selection

Indicators	Weighted Mean	Interpretation
1. I only eat foods that are acceptable to the norms of our religion. (e.g. dietary laws of Muslims known as Halal, Kashrut for the Jews, and Passover for the Catholics, etc.)	3.03	Moderate influence
2. I eat foods based on the trend introduced by social media.	2.49	Less influence
3. I eat to experience diversity in culinary of various cultural influences like the Kebab from Middle East, Samgyeopsal from Korea and the like.	3.20	Moderate influence
4. I only eat typical Filipino food like rice for dinner paired with a choice of Filipino viand.	3.29	Moderate influence
Overall Weighted Mean	**3.00**	**Moderate influence**

The data revealed that relative to culture, the respondents are moderately influenced in their food selection with an overall weighted mean of 3.00. They only eat typical Filipino food like rice for dinner paired with a choice of Filipino viand with the highest weighted mean of 3.29, which is interpreted as having moderate influence. On the other hand, eating food based on the trend introduced by social media has lesser influence on the respondents' food selection with the lowest weighted mean of 2.49.

Table 2E
Cost and Convenience as factors that influence the respondent's food selection

Indicators	Weighted Mean	Interpretation
1. My choice of food depends on its affordability.	3.88	High influence
2. I eat foods that are available without looking for any other choices.	3.23	Moderate influence
3. When choosing what food to eat, I always ensure it is worth the price.	4.12	High influence
4. I usually eat food without considering the price.	2.74	Moderate influence
Overall Weighted Mean	**3.49**	**Moderate influence**

It can be deduced from the table that the respondents are moderately influenced by cost and convenience in their food selection with an overall weighted mean of 3.49. Specifically, they are highly influenced by choosing what food to eat while ensuring it is worth the price with the highest weighted mean of 4.12. However, they are moderately influenced in their food selection by eating food without considering the price with the lowest weighted mean of 2.74.

3.3 Relationship between the profile of the customers and the level of influence of the factors in the food selection by the respondents

This segment tackles the relationship between the profile of customers and the factors that influence their food selection in terms of flavor, health and nutrition, social, culture, and cost and convenience.The Chi-square (χ^2) test of independence was employed to determine whether the relationship is significant or not.

Table 3A
Relationship between the profile of customers and flavor as a factor that influences the respondent's food selection

Statistical Bases	Statistical Analyses				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	6.438	15.690	9.248	9.605	7.417
Decision on H_0	DNR	Reject	DNR	DNR	Reject
Conclusion	NS	Sig.	NS	NS	Sig.

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

The data showed that in terms of flavor, the computed values for sex and religion were 15.690 and 7.417, correspondingly, which exceeds the critical value of 5.991 (df=2, α=0.05). Hence, the hypothesis which is stated in null form is rejected. This indicates that the flavor factor in food selection is dependent on the sex and religion of the respondents.

Table3B
Relationship between profile of customers and health and nutrition as factors that influence the respondent's food selection

Statistical Bases	Statistical Analyses				
	Age	Sex	EA	ES	Religion
Degrees of freedom	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	5.156	6.128	9.248	17.396	7.417
Decision on H_0	DNR	Reject	DNR	Reject	Reject
Conclusion	NS	Sig.	NS	Sig.	Sig.

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

It can be gleaned from the table that relative to health and nutrition factors, the computed values for sex and religion were 6.128 and 7.417, respectively, exceeding the critical value of 5.991 (df=2, α=0.05). Also, the computed value for employment status of 17.396 is greater than the critical value of 12.592 (df=6, α=0.05). Thus, the rejection of the null hypothesis means that the said profiles of the respondents are significantly related to their health and nutrition factors in food selection.

Table 3C
Relationship between the profile of customers and social factors that influence the respondent's food selection

Statistical Bases	Statistical Analyses				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	7.517	6.493	8.904	16.350	7.514
Decision on H_0	DNR	Reject	DNR	Reject	Reject
Conclusion	NS	Sig.	NS	Sig.	Sig.

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

From the table above, it can be inferred that in social factors, the computed values for sex and religion were 6.493 and 7.514, respectively, exceeding the critical value of 5.991 (df=2, α=0.05). Also, the computed value for employment status of 16.350 is greater than the critical value of 12.592 (df=6, α=0.05). Therefore, the null hypothesis is rejected. This means that the profiles of the respondents are significantly related to their social factors in food selection.

Table 3D
Relationship between the profile of customers and culture as a factor that influences the respondent's food selection

Statistical Bases	Statistical Analyses				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	9.698	2.013	11.401	14.239	0.363
Decision on H_0	DNR	DNR	DNR	Reject	DNR
Conclusion	NS	NS	NS	Sig.	NS

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

The data showed that the computed value for employment status is 14.239 which is greater than the critical value of 12.592 at a level of significance of 0.05 with degrees of freedom of 6. Therefore, the rejection of the null hypothesis means that the said variable is significantly related to culture as a factor in their food selection. Consequently, the other profile variables ended up not being associated with the said factor.

Table 3E
Relationship between the profile of customers and cost and convenience as factors that influence the respondent's food selection

Statistical Bases	Statistical Analyses				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom					

	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	14.716	2.684	13.774	13.539	6.608
Decision on H_0	DNR	DNR	Reject	Reject	Reject
Conclusion	NS	NS	Sig.	Sig.	Sig.

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

The table above asserts that in terms of cost and convenience, the computed values for educational attainment and employment status were 13.774 and 13.539, respectively, which exceeds the critical value of 12.592 (df=6, α=0.05). Also, the computed value for religion was 6.608 which was greater than the critical value of 5.991 (df=2, α=0.05). Hence, the null hypothesis is rejected which means that the variables are significantly related. However, the other profile variables are independent with cost and convenience.

3.4 Level of consideration of the respondents on the reasons relative to food patronage

This portion encompasses the common reasons considered relevant to food patronage of the respondents in terms of physiological, economic, social, psychological, and convenience. The weighted mean was utilized in data analysis.

Table 4A
Physiological considerations of the respondent's food patronage

Indicators	Weighted Mean	Interpretation
1. I typically dine in a food service establishment to satisfy my cravings.	3.41	Moderately considered
2. I usually dinein to quench my thirst.	2.83	Moderately considered
3. I commonly eat in foodservice establishments which cater nutritious foods to sustain my physical needs.	3.28	Moderately considered
4. I dine into food service establishments and try different dishes that are unfamiliar to my taste.	3.22	Moderately considered
Overall Weighted Mean	**3.19**	**Moderately considered**

From the table above, it can be inferred that the respondents moderately considered physiological reasons for their food patronage with an overall weighted mean of 3.19. Specifically, dining in a food service establishment to satisfy cravings is moderately considered by the respondents with the highest weighted mean of 3.41. On the other hand, the respondents moderately considered the usual dining in to quench their thirst with the lowest weighted mean of 2.83.

Table 4B
Economic considerations of the respondent's food patronage

Indicators	Weighted Mean	Interpretation
1. I typically choose foodservice establishments that caterto affordable food choices.	3.86	Highly considered

2. I choose foodservice establishments that offer good service even when the price is relatively high.	3.29	Moderately considered
3. I prefer a foodservice establishment according to my capacity to pay at the moment I dine in.	3.97	Highly considered
4. I dine in at foodservice establishments regardless of how affordable or expensive the foods they offer.	3.07	Moderately considered
Overall Weighted Mean	**3.55**	**Highly considered**

The data showed that the respondents highly considered the economic reasons for their food patronage with an overall weighted mean of 3.55. They highly considered food service establishments as their preference according to their capacity to pay at the moment they dine in with the highest weighted mean of 3.97. Also, choosing food service establishments that cater to affordable food choices is highly considered by the respondents with a weighted mean of 3.86. However, the respondents moderately considered dining in at food service establishments regardless of how affordable or expensive the foods they offer with the lowest weighted mean of 3.07.

Table 4C
Social considerations of the respondent's food patronage

Indicators	Weighted Mean	Interpretation
1. I usually dine in a food service establishment to catch up on things with my friends.	3.24	Moderately considered
2. I typically dine in a food service establishment to spend quality time with my family.	3.91	Highly considered
3. I commonly dine in a food service establishment when there is an invitation in celebration of a special occasion.	3.56	Highly considered
4. I visit foodservice establishments when I have to meet people for business purposes.	2.83	Moderately considered
Overall Weighted Mean	**3.39**	**Moderately considered**

From the table, it can be deduced that the respondents moderately considered social reasons for their food patronage with an overall weighted mean of 3.39. They highly considered dining in a food service establishment to spend quality time with family with the highest weighted mean of 3.91. Consequently, the respondents moderately considered visiting the food service establishment when they have to meet people for business purposes with the lowest weighted mean of 2.83.

Table 4D
Psychological considerations of the respondent's food patronage

Indicators	Weighted Mean	Interpretation
1. I commonly dine in a food service establishment to enjoy personal space.	3.38	Moderately considered

2. I dine in a food service establishment to eat food that sustains my goal of maintaining or reducing weight.	2.81	Moderately considered
3. I typically dine in a food service establishment that I usually see promoted in advertisements.	2.73	Moderately considered
4. I usually eat in food service establishments despite feeling guilty about consuming typically unhealthy foods.	2.82	Moderately considered
Overall Weighted Mean	**2.94**	**Moderately considered**

The data discovered that the respondents moderately considered psychological reasons for food patronage with an overall weighted mean of 2.94. Specifically, they moderately considered dining in a food service establishment to enjoy personal space with the highest weighted mean of 3.38. On the other hand, the respondents moderately considered dining in a food service establishment they usually see promoted in advertisements with the lowest weighted mean of 2.73.

Table 4E
Convenience as a consideration of the respondent's food patronage

Indicators	Weighted Mean	Interpretation
1. I eat at the nearest food service establishment to my school, office, or home.	3.70	Highly considered
2. I typically dine in or take out food because of a lack of time to prepare meals.	3.21	Moderately considered
3. I usually eat outside the comfort of my dwelling due to a lack of skills to prepare satisfying meals.	2.59	Moderately considered
4. I commonly eat at food service establishments due to the unavailability of cooking resources in the place where I am currently residing.	2.58	Moderately considered
Overall Weighted Mean	**3.02**	**Moderately considered**

It can be gleaned from the table above that the customers moderately considered convenience as their reason for food patronage with an overall weighted mean of 3.02. Specifically, they highly considered eating at the nearest food service establishment to their school, office, or home with the highest weighted mean of 3.70. However, they moderately considered eating commonly at food service establishments due to the unavailability of cooking resources in the place where they currently reside with the lowest weighted mean of 2.58.

3.5 Relationship between the profile of the customers and the level of consideration of the respondents relative to food patronage

This portion encompasses the relationship between the profile of the customers and their reasons for food patronage along with physiological, economic, social, psychological, and convenience. The Chi-square (χ^2) test for independence was applied to determine whether the relationship is significant or not.

Table 5A
Relationship between the profile of the customers and physiological considerations of the respondent's food patronage

Statistical Bases	Statistical Analyses				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	4.939	2.684	7.407	9.185	6.603
Decision on H_0	DNR	DNR	DNR	DNR	Reject
Conclusion	NS	NS	NS	NS	Sig.

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR- Do Not Reject; Sig.-Significant; NS-Not Significant

The data showed that in relation to physiological considerations, the computed value of 6.603 for religion is greater than the critical value of 5.991 (df=2, α=0.05). Therefore, the null hypothesis is rejected which means that the said variables are significantly related. Meanwhile, the other variables showed non-rejection of the null hypothesis.

Table 5B
Relationship between the profile of the customers and economic considerations of the respondent's food patronage

Statistical Bases	Statistical Analyses				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	12.774	3.779	13.344	18.031	4.265
Decision on H_0	DNR	DNR	Reject	Reject	DNR
Conclusion	NS	NS	Sig.	Sig.	NS

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

It can be gleaned from the table above that the computed values for educational attainment and employment status are 13.344 and 18.031, respectively, which exceeds the critical value of 12.592 at a level of significance of 0.05 with degrees of freedom of 6. Hence, there is a significant relationship between variables because the null hypothesis is rejected. However, the other profile variables ended up not significantly related. It means that the educational attainment and employment status of the customers are associated with the economic reasons for their food patronage.

Table 5C
Relationship between the profile of the customers and social considerations of the respondent's food patronage

Statistical Bases	Statistical Analyses				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom					

	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	5.086	6.876	7.040	8.741	8.795
Decision on H_0	DNR	Reject	DNR	DNR	Reject
Conclusion	NS	Sig.	NS	NS	Sig.

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

The data revealed that about social considerations, the computed values for sex and religion are 6.876 and 8.795, respectively, which are higher than the critical value of 5.991 (df=2, α=0.05). Thus, the rejection of the null hypothesis. This indicates that the sex and religion of the customers are significantly related to the social reasons for their food patronage.

Table 5D
Relationship between the profile of the customers and psychological considerations of the respondent's food patronage

Statistical Bases	**Statistical Analyses**				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	26.960	3.716	9.310	2.864	0.181
Decision on H_0	Reject	DNR	DNR	DNR	DNR
Conclusion	Sig.	NS	NS	NS	NS

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

From the table above, it can be inferred that in terms of psychological considerations, the computed value for age is 26.960 which exceeds the critical value of 15.507 at 0.05 level of significance with degrees of freedom of8. Therefore, the null hypothesis is rejected which says that the two variables are not significantly related. On the other hand, the other profile of customers does not matter in the said variable.

Table 5E
Relationship between the profile of the customers and convenience as consideration of the respondent's food patronage

Statistical Bases	**Statistical Analyses**				
	Age	**Sex**	**EA**	**ES**	**Religion**
Degrees of freedom	8	2	6	6	2
Critical value	15.507	5.991	12.592	12.592	5.991
Computed value	18.403	2.070	6.458	1.647	0.050
Decision on H_0	Reject	DNR	DNR	DNR	DNR
Conclusion	Sig.	NS	NS	NS	NS

Legend: α=0.05; EA-Educational Attainment; ES-Employment Status; DNR-Do Not Reject; Sig.-Significant; NS-Not Significant

From the table, it can be asserted that relative to convenience, the computed value for age is 18.403 which is greater than the critical value of 15.507 at 0.05 level of significance of 0.05 with degrees of freedom of 8. Hence, the null hypothesis is rejected indicating a significant relationship between the variables. However, the other profile of the respondents is independent of convenience.

3.6 Lesson Exemplars for Junior High School Grade 9 in Technology and Livelihood under Family and Consumer Science – Food Service

Based on the results, lesson exemplars were designed as an output of the study. These lesson exemplars are aligned in the MATATAG Curriculum of the Department of Education – a roadmap that may be used by teachers teaching Food Service in Grade 9. Hence, this output is focused on providing relevant activities for Grade 9 Food Service classes.

4. Conclusions and Recommendations

Conclusions:

Based on the findings of the study, the following conclusions were drawn:

1. Majority of the customers were female, aged 21 to 30, college graduates, with permanent jobs, and Roman Catholic.
2. In terms of the level of influence of the factors in the customers' food selection, flavor ranked first as the highly influential factor, followed by the social factor. Meanwhile, health and nutritional factors ranked third.
3. The relationship between the profile of customers and the level of influence of the factors in food selection indicates that flavor is dependent on the sex and religion of customers. Meanwhile, both health & nutrition and social factors are dependent on sex, religion, and employment status. Culture is only dependent on employment status. Lastly, cost and convenience are significantly related to educational attainment, employment status, and religion.
4. Concerning the common reasons related to customers' food patronage, economic reason ranked first as the highly considered reason. Social and physiological reasons followed respectively as the moderately considered factors.
5. The relationship between the customers' profile and the reasons for food patronage shows that physiological reasons depend on religion. Economic reasons depend on the educational attainment and employment status of the customers. Social reasons are significantly related to sex and religion, and psychological and convenience reasons are dependent on age.
6. Lesson exemplars for Junior High School – Grade 9 Technology and Livelihood Education specializing in Food Service were designed as an output of this study.

Recommendations:

In the light of the foregoing conclusions, the following recommendations were hereby offered:

1. Food service providers may offer wider food choices to cater to the customer's preferences based on their needs and profiles.
2. Food service providers may be informed of the factors that are highly influential in the food selection of customers that can guide them to offer a food menu based on the customers' preferences.

3. Food service providers may be educated on reasons why customers patronize food service that align with the kind of service they offer.
4. Food service workers may be well-oriented in various food preferences that are appropriate to the needs and demands of the customers.
5. Heads of schools offering Food Service as a specialization in Technology and Livelihood Education may validate the lesson exemplars prior to its adaptation and utilization as a helpful tool in teaching inside the classroom.
6. Students may strengthen their potential relative to handling customers through simulation activities included in the lesson exemplar.
7. Similar research may be conducted that includes customer satisfaction and food service quality to verify the results of the study.

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