Food Stall Preference of the IHM Students in Batangas State University

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Abstract:

The study was conducted at the College of Accountancy, Business Economics and International Hospitality Management in 2nd semester of the academic year of 2016-2017 to identify the preferred food stall of the students inside the University canteen and the satisfaction of the student-customers on the services provided by food stall staffs or employees. Two hundred seventeen (217) students were chosen randomly based on the list provided by the College. The study described the preferred food stall by means of 7'Ps Model which was specifically used considering its seven (7) major variables/determinants such as price, promotion, people, place, process, product and physical evidence. To accomplish the purpose/objectives of the study, statistical tools such as frequency, percentage, mean and ANOVA were properly utilized. The study revealed that one hundred percent (100%) of the respondents do have their preferred food stalls and are satisfied with the different techniques rendered to student customers on how to promote their products inside the university canteen. Also, it was clearly reflected on the findings of the study that there is no significance difference in the preferred food stalls of the students in the University canteen when they are grouped according to age, sex, daily allowance, geographic location. However, the study found out that there is significant difference on the response aforementioned respondents when they are grouped according to their year level and preferred food stall.

Keywords **—** Product, price, promotion, place, physical evidence, people, process

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I.   INTRODUCTION

Brightly colored walls, warm hues of chairs and well-lit space greeted Batangas State University's officials, employees, students and guests during the grand opening of the University Canteen on September 23, 2016 at the CABEIHM Bldg. BSU Main I. With a total floor area of 715 sq. m., the University Canteen can accommodate more than 300 customers. The fully air conditioned University Canteen features major facilities such as a dining area, 21 food stalls, Executive Lounge and service areas such as dish-washing room, restroom and wash area. The Executive Lounge which showcases a hotel-like interior, has a 32 seating capacity and includes lounge area, buffet table area, coffee table area and restrooms.

Batangas State University improved the canteen facilities in terms of ventilation, cleanliness and area expansion to ensure that convenience and better services will be provided among its students. The University canteen will add to the quality experience of the students during their stay in the University.

Now, as a student of Batangas State University, we are conscious to the food stalls inside the University Canteen which gives the most

innovative and satisfaction of services to the student-customers. That's why we conducted a topic regarding the food stalls inside the University canteen.

The focus of the study will be dealing specifically on the services offered and provided by the food stalls inside the University canteen and the customer student's satisfaction on their chosen food stalls. This will measure the responses of the student-customers in their experiences in the said food stalls.

II.   OBJECTIVES OF THE STUDY

The aim of the study is to determine the preferred food stall at Batangas State University canteen of IHM students. It seeks to answer the following questions:

1. What is the profile of the respondents in terms of:
   1.1 Age;
   1.2 Sex;
   1.3 Year level;
   1.4 Daily allowance;
   1.5 Geographic location?
   1.6 Preferred Food Stall?

2. What is the respondent's assessment in 7P's of Food Stall at Batangas State University Canteen?
   2.1 Price;
   2.2 Promotion;
   2.3 People;
   2.4 Place;
   2.5 Process;
   2.6 Product;
   2.7 Physical Evidence?
3. Is there a significant difference on the assessment of the respondents on the 7P's of food stall at Batangas State University when they are grouped according to profile?

4. Based on the findings, what recommendations can be proposed?

III.   THEORETICAL FRAMEWORK

The 7P's are a set of recognized marketing tactics, which you can use in any combination to satisfy customers in your target market. The 7P's are controllable, but subject to your internal and external marketing environments. Combining these different marketing tactics to meet your customers need and wants is known as using a 'tactical marketing mix'

- **Product** – refers to what you are selling, including all your features, advantages and benefits that your customers can enjoy from buying your goods and services.
- **Price** – refers to your pricing strategy for your products and services and how it will affect your customers. You should identify how much your customers are prepared to pay, how much mark up you need to cater for overheads, your profit margins and payment methods and other costs.
- **Promotion** – these are promotional activities you use to make your customers aware of your products and services, including advertising, sales tactics, promotions and direct marketing.
- **Place** – it is where your products and services are seen, made, sold or distributed. Access for customers to your products is key and it is important to ensure that customers can find you.
- **People** – refer to the staff and salespeople who work for your business, including yourself.
- **Process** – processes involved in delivering your products and

services to the customer. It is also about being 'easy to do business with':
Having good process in place ensures that you:
- o Repeatedly deliver the same standardof service to your customers
- o Save time and money by increasing efficiency.
- **Physical evidence** – refers to everything your customers see when interacting with your business. This includes:
  - o The physical environment where you provide the product or service.
  - o The layout or interior design
  - o Your packaging
  - o Your branding

Physical evidence can also refer to the performance of your staffs and how they dress and act.

IV. RESEARCH METHODOLOGY

The researcher used descriptive research design because of its scientific method in conducting research study. This involves observing the behaviour of a subject without influencing it in any way. The researcher used random sampling technique in identifying the 217 required respondents that would measure the purpose of the study. Substitute on the identified respondent who did not participate was also done to assure 100% compliance or the required number of respondents.

The researchers mainly used questionnaire considering the 7P's of marketing. This is an effective instrument that could gather primary data. The prepared questionnaire was conceptualized and the indications included were obtained through collection of data from books, unpublished thesis, internet and refereed data.

The aforementioned questionnaires had been checked and perused by expert in the field of research and marketing. After thorough checking and evaluation, the questionnaire was properly distributed to the identified respondent. Data cleaning was happened after the finished of the survey being conducted to have an assurance of reliable first-hand data. With the accomplished questionnaire, the researcher tallied and tabulated the data and consulted statistician for the proper and accurate statistical treatment.

V. DISCUSSIONS
RESULTS AND DISCUSSIONS

I. Profile of the Respondents
Table 1.1AGE

Age	Frequency
16-17	17
18-19	151
20-21	41
22 years old and above	8
Total	**217**

It can be gleaned from the table above that most of the respondents belong to 18-19 years old and followed by respondents the age bracket of 20-21 years old and the least number of respondent belong to age 22 years old and above. This clearly elucidate that most of respondents were on the age of 18-19 years old of which selected randomly by the researcher through simple lottery/fishbowl technique.

Table 1.2 SEX

Sex	Frequency
Male	92
Female	125
TOTAL	**217**

The table above shows the number of respondents being surveyed in terms of sex. Most of the respondents were female with 125 in frequency and 92 are male.

Table 1.3 YEAR LEVEL

Year level	Frequency
1st year	30
2nd year	112
3rd year	75
TOTAL	**217**

Table 1.3 revealed that most of the respondents were on 2nd year which was followed by 3rd year followed by 1st year and the least is 4th year.

Table 1.4 **DAILY ALLOWANCE**

Daily Allowance	Frequency
P100.00 – P149.00	81
P150.00 – P199.00	75
P200.00 – P249.00	39
P250.00 above	22
TOTAL	217

The table above presents the profile of the respondent in terms of their daily allowance. It clearly shows that most of the respondents have the daily allowance of P100.00-P149.00 and followed by the respondents having the daily allowance of P150.00-P199.00.

Table 1.5 **GEOGRAPHIC LOCATION**

Location	Frequency
Urban	110
Rural	107
Total	**217**

It can be gleaned in the table cited above that most of the respondents were living at urban areas while only 107 respondents are situating at rural areas.

Table 1.6 **PREFERRED FOOD STALL**

Food Stall	Frequency
Mura Keni Food Corner	102
E.R.K. BinalotsaDahon at Iba pa.	64
Golden Beehive Pasta and Noodle Hub	14
Nilda Chua Catering and Services	7
GFK	19
Danggs Kitchen	11
TOTAL	217

It can be gleaned from the table above that most of our respondents prefer the Mura Keni Food Corner with 102 respondents followed by E.R.K BinalotsaDahon at Iba pa with 64 respondents followed by GFK with 19 respondents followed by Golden Beehive Pasta and Noodle Hub with 14 respondents followed by Danggs Kitchen with 11 respondents and with the least number of respondents is the Nilda Chua and Catering services with 7 respondents.

2. 7P'S OF FOOD STALL AT BATANGAS STATE UNIVERSITY CANTEEN
Table 2.1. Price

Price is the amount of money expected, required, or given in payment for something. (Business dictionary)

Price	Mean	Verbal Interpretation
1. The price of the food is affordable	3.25	Satisfied
2. The price is commensurate with the taste	3.15	Satisfied
3. The price is worthy to its content.	3.11	Satisfied
4. The price is associated with product quality	3.15	Satisfied
5. The price is included in the pricelist.	3.13	Satisfied
Composite Mean	**3.16**	Satisfied

Table 2.1 revealed that the respondents were all satisfied on the price composition of Batangas State University Canteen which is supported by the composite mean of 3.16 . The most positively responded price statement with mean of 3.25 is that the price of the food is affordable. This is being followed by the price is commensurate with the taste with mean of 3.15 and the price is associated with product quality with mean of 3.15 and the price is included in the pricelist with the mean of 3.13. On the other hand, the price is worthy to its content got the lowest response rate with 3.11 mean respectively. This could mean that students were very observant on every single action specifically if it pertain to quality of food and also to the price of each food. It also depicts that student were looking for the affordable price and the quality of each foods.

Table 2.2 Promotion
It is defined as the advancement of a product, idea or point of view through publicity and/or advertising. (Merriam Webster Dictionary)

Promotion	Mean	Verbal Interpretation
1. They offer more variety of food. (main dish to dessert)	2.96	Satisfied
2. There are available poster and flyers in the food stall	2.89	Satisfied
3. They always initiate to do favor to customers	3.08	Satisfied
4. They offer food discounts to students.	2.89	Satisfied
5. They create advertisement such as in tarpaulins, standees, etc.	3.10	Satisfied
Composite Mean	**2.98**	**Satisfied**

The table above shows the result of the survey conducted pertaining to the promotion of food stall provided by the Batangas State University Canteen. It revealed that 100% of the respondent agreed that Batangas State University Canteen provides promotion to students as it was reflected by composite mean of 2.98. The statement the store personnel speaks well about the product or service the store offers got the highest response rate with computed mean of 3.10. This was being followed by the statement that they always initiate to do favor to customers with computed mean of 3.08. On the other hand, the statement that there are available

poster and flyers in food stalls and they offer food discounts to students have the same computed mean of 2.89 and got the lowest response rate. The University canteen need to give consideration on promoting their products and be responsive to students concerns about their food stalls.

Table 2.3 People

A group of people who work for an organization or business and provides service quality to the student customers. (Merriam Webster Dictionary)

People	Mean	Verbal Interpretation
1. The employees provides good relationship to students.	3.29	Satisfied
2. The employees in the food stall are willing to help the student.	3.19	Satisfied
3. Employees are approachable.	3.14	Satisfied
4. The crews are well disciplined.	3.12	Satisfied
5. They entertain more queries and complains.	3.01	Satisfied
Composite Mean	**3.15**	Satisfied

It can be gleaned in the table above that respondents are satisfied with the staffs in University Canteen on how they provide services to the customers with the composite mean of 3.15. The highest response being generated goes to the statement that the employees provides good relationship to students with computed mean of 3.29. This was followed by the statement that the employees in the food stall are willing to help the students with a computed mean of 3.19 and the employees are approachable with a computed mean of 3.14. On the other hand, the statement that they entertain more queries and complains with a computed mean of 3.01. The

staffs need to exert effort to provide service quality to the students customers in the University canteen.

Table 2.4 Place

Place is a location of the market and means of distribution used in reaching it. (Business Dictionary)

Place	Mean	Verbal Interpretation
1. The flooring of the store is not slippery.	3.08	Satisfied
2. There are available trash can/bag within the outlet.	3.06	Satisfied
3. It has convenient location.	3.18	Satisfied
4. The location is more accessible.	3.13	Satisfied
5. Personal appearance of stall is catchy.	3.12	Satisfied
Composite Mean	**3.11**	**Satisfied**

The table above shows that respondents satisfied on the ventilation of the University canteen which is supported by 3.11 composite mean. This made into realization that student customers are satisfied to the University canteen ventilation. The statement that generated highest mean is that university canteen has a convenient location with computed mean of 3.18. It was followed by the statement the location is more accessible with the computed mean of 3.13 and followed by the statement of personal appearance of the food stall is catchy with a mean of 3.12. On the other hand, the statement that there are available trash can/bag within the outlet got the lowest computed mean of 3.06. It was merely illustrated that respondents experience or scenarios inside the university canteen gives them a well

ventilation, safeness and a good quality provided by the university canteen.

Table 2.5 Process
A series of actions that produce something or that lead to a particular result and it defined as a series of change that happen naturally. (Merriam Webster Dictionary)

Process	Mean	Verbal Interpretation
1. They perform services with care based from customers choice.	3.15	Satisfied
2. They give the exact amount of change.	3.23	Satisfied
3. They serve food quickly.	3.15	Satisfied
4. They are more alert to some situations (food spills)	3.08	Satisfied
5. Utensils are sterilized properly.	3.14	Satisfied
Composite Mean	**3.15**	**Satisfied**

It can be gleaned in table 2.5 that respondents are satisfied on University canteen showing the right and clean processes to serve the foods to the student customers well and to reach their main goal on providing the service quality that students needs with the composite mean of 3.15. The statement with the highest response rate of 3.23 that they give the exact amount of change, followed by the statement they perform services with care based from customers choice and they serve food quickly with the same computed mean of 3.15.

Table 2.6 Product
Product is a good or service that most closely meets the requirements of a particular market and yields enough profit to justify its continued existence. It

has a combination of tangible and intangible attributes (benefits, features, functions, uses) that a seller offers a buyer for purchase. (Merriam Webster Dictionary)

Product	Mean	Verbal Interpretation
1. Drinks are served in appropriate temperature.	3.11	Satisfied
2. They served fresh and newly cooked foods.	3.17	Satisfied
3. The taste of the food becomes better.	3.16	Satisfied
4. Indicate foods that are low in cholesterol for their health conscious customers.	3.03	Satisfied
5. Food is serve in more creative way. (presentable)	2.96	Satisfied
Composite Mean	**3.08**	**Satisfied**

Table 2.6 revealed that the respondents were all satisfied on the products that University canteen produce which is supported by 3.08 computed mean. The most positively responded product statement with mean of 3.17 that they served fresh and newly cooked foods. This is being followed by the taste of the food becomes better with a computed mean 3.16 and the statement that they're drinks are served in appropriate temperature with a mean of 3.11. On the other hand, the statement food is serve in more creative way got the lowest computed mean of 2.96.

Table 2.7 Physical Evidence

Physical Evidence is a tangible item of value that derives it worth from its ability to be sold, used or bartered. Within a business context, a physical asset might include a company's production equipment, its liquid funds, its product stock and any property it owns. (Business Dictionary)

Physical Evidence	Mean	Verbal Interpretation
1. Eye catching wall display	3.12	Satisfied
2. They have more appealing room lightning.	3.12	Satisfied
3. Spaces are enough for processing of orders.	3.05	Satisfied
4. The place is attractive and well sanitize.	3.12	Satisfied
5. The food stall have good sanitation	3.12	Satisfied
Composite Mean	**3.11**	**Satisfied**

The table above shows the result of the survey conducted pertaining to the physical evidence of University canteen. It revealed that 100% of the respondent are satisfied that University canteen has attractive appearance as it was reflected by a composite mean of 3.11. The statement eye catching wall display, they have more appealing room lightning, the place is attractive and well sanitize, and the food stall have a good sanitation are all got the highest computed mean of 3.12. On the other hand, the statement that spaces are enough for processing of orders got the lowest computed mean of 3.05.

3. SIGNIFICANT DIFFERENCE ON THE PREFERRED FOOD STALL WHEN RESPONDENTS ARE GROUPED ACCORDING TO PROFILE.

Table 3.1 Significant difference on the preferred food stall when respondents are grouped according to AGE.

Service Quality	F-value	P-Value	Decision	Verbal Interpretation
Price	.904	.440	Failed to Reject	NOT SIGNIFICANT
Promotion	.752	.552	Failed to Reject	NOT SIGNIFICANT
People	.439	.726	Failed to Reject	NOT SIGNIFICANT
Place	1.049	.372	Failed to Reject	NOT SIGNIFICANT
Process	.068	.977	Failed to Reject	NOT SIGNIFICANT
Product	.410	.746	Failed to Reject	NOT SIGNIFICANT
Physical Evidence	.277	.824	Failed to Reject	NOT SIGNIFICANT

It has been common practice to interpret a P value by examining whether it is smaller than particular threshold values. In particular, P value less than 0.05 are often reported as "statistically significant", and interpreted as being small enough to justify rejection of the null hypothesis. It can be noted that the F value of price composition of University Canteen is .904 with P value of .440 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (price) provided by University Canteen when respondents are grouped according to their profile. Then, the promotion of the preferred food stall of

the University Canteen has the F value of .753 with .552 P value which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (promotion) provided by University Canteen when respondents are grouped according to their profile. Moreover, looking in the table, F value of people provided by University Canteen is .439 with P value of .726 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall, (people) provided by University Canteen when respondents are grouped according to their profile. Followed by the F value of place as one of the determinants of preferred food stall is 1.049 with P value of .372 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (place) provided by University Canteen when respondents are grouped according to their profile. In addition, the process of the preferred food stall provided by University Canteen has the F value of .068 with .977 P value which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (process) provided by University Canteen when respondents are grouped according to their profile. Second to the last, the F value of product as one of the determinants of preferred food stall is .410 with P value of .746 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (product) provided by University Canteen when respondents are grouped according to their profile. Lastly, physical evidence has the F value of .277 with P value of .824 which is greater than the significant

level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (physical evidence) provided by University Canteen when respondents are grouped according to their profile. The implications here is that, there is no differences between the price, promotion, people, place, process, product, and physical evidence when they are grouped according to their ages.

Table 3.2 Significant difference on the preferred food stall when respondents are grouped according to SEX.

7p's	T value	P value	Decision	Verbal Interpretation
Price	1.009	.314	Failed to Reject	NOT SIGNIFICANT
Promotion	.554	.580	Failed to Reject	NOT SIGNIFICANT
People	1.008	.314	Failed to Reject	NOT SIGNIFICANT
Place	1.598	.111	Failed to Reject	NOT SIGNIFICANT
Process	.452	.652	Failed to Reject	NOT SIGNIFICANT
Product	.360	.719	Failed to Reject	NOT SIGNIFICANT
Physical Evidence	-.255	.799	Failed to Reject	NOT SIGNIFICANT

Looking at the table above, the T value of price is 1.009 with P value of .314 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. The implications here is, there will be no difference when it comes to the Price when they are grouped according to sex. In addition, the T value of promotion is .554 with P value of .580 which is greater than to .05 level of significance. This means that researcher failed to reject the null hypothesis. The implications here is there will be no difference in promotion when they are grouped according to their sex. Then, the same case is also being depicted by the t value of people of 1.008 when respondent are grouped according to

sex variable of which the P level is greater than the .05 level of significance that the researcher failed to reject the null hypothesis. Moreover, t value of place of .598 under the same groupings of variable with P value of .111 which is greater than the significant level of .05. This means that the researcher failed to reject the null hypothesis. Followed by the F value of process is .452 with P value of .652 which is greater than the significant level of .05. With this, the researcher failed to reject the null hypothesis. Furthermore, the F value of product is .360 with P value of .719 which is greater than the significant level of 5% or .05 the researcher failed to reject the null hypothesis. Lastly, in reference with the table cited above, F value of -.255 with P value of .799 which is greater than the significant level of .05 with this, the researcher failed to reject the null hypothesis.

This elucidates that there is no significant difference of the assessment of the respondent on the preferred food stall of University Canteen when they are grouped according to sex variable.

Table 3.3 Significant difference on the preferred food stall when respondents are grouped according to YEAR.

	F value	P value	Decision	Verbal Interpretation
Price	6.28	.000	Reject	SIGNIFICANT
Promotion	2.25	.083	Failed to Reject	NOT SIGNIFICANT
People	3.51	.016	Reject	SIGNIFICANT
Place	5.92	.001	Reject	SIGNIFICANT
Process	5.22	.002	Reject	SIGNIFICANT
Product	3.20	.024	Reject	SIGNIFICANT
Physical Evidence	2.95	.034	Reject	SIGNIFICANT

There is a significant difference in the price of the foods in food stall considering different groupings in terms of year level. This means that respondents in different year level perceived different reaction upon the price specifically pertaining to affective stage of consumer buying behaviour. It can be seen in the table above that the F value of price composition of University Canteen when grouped according to year level is 6.280 with P value of .000 which is lower than the significant level of 5% or .05. This means that there is significant difference on the assessment of the respondents on the preferred food stall (price) provided by University Canteen when respondents are grouped according to their year level. In addition, promotion of the preferred food stall provided by University Canteen has the F value of 2.258 with .083 P value which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (promotion) provided by University Canteen when respondents are grouped according to their profile. Now, looking in the table. F value of people provided by University Canteen is 3.512 with P value of .016 which is lower than the significant level of 5% or .05, this means the rejection of null hypothesis. There is a significant difference with the people in the food stall considering different groupings in terms of year level. This means that respondents in different year level perceived different reaction upon the people specifically pertaining to affective stage of consumer buying behaviour. This means that there is a significant difference to the assessment of the respondents on the preferred food stall (people) provided by University Canteen when respondents are grouped according to their profile. Moreover, the F value of place as one of the determinant of the preferred food stall is 5.920 with P value of .001 which is lower than the significant level of 5% or .05, the researcher reject the null hypothesis. There is a significant difference in the place of the food stall considering different groupings in terms of year level. This means that respondents in different year level perceived different reaction upon the place specifically pertaining to affective stage of consumer buying behaviour This means that there is a significant difference to the assessment of the respondents on the preferred food

stall (place) provided by University Canteen when respondents are grouped according to their profile. Followed by the F value of process is 5.226 with P value of .002 which is lower than the significant level of 5% or .05, the researcher reject the null hypothesis. There is a significant difference in the process of the foods in food stall considering different groupings in terms of year level. This means that respondents in different year level perceived different reaction upon the process specifically pertaining to affective stage of consumer buying behaviour This means that there is a significant difference to the assessment of the respondents on the preferred food stall (process) provided by University Canteen when respondents are grouped according to their profile. Furthermore, the F value of product as one of the determinants of the preferred food stall is 3.205 with P value of .024 which is lower than the significant level of 5% or .05, the researcher reject the null hypothesis. There is a significant difference in the products of the foods in the food stall considering different groupings in terms of year level. This means that respondents in different year level perceived different reaction upon the product specifically pertaining to affective stage of consumer buying behaviour This means that there is a significant difference to the assessment of the respondents on the preferred food stall (product) provided by University Canteen when respondents are grouped according to their profile. Lastly, physical evidence has the F value of 2.950 with P value of .034 which is lower than the significant level of 5% or .05, the researcher reject the null hypothesis. There is a significant difference with the physical evidence of the foods in the food stall considering different groupings in terms of year level. This means that respondents in different year level perceived different reaction upon the physical evidence specifically pertaining to affective stage of consumer buying behaviour This means that there is a significant difference to the assessment of the respondents on the preferred food stall (physical evidence) provided by University Canteen when respondents are grouped according to their profile.

*Table 3.4 Significant difference on the preferred food stall when respondents are grouped according to **ALLOWANCE***

	T value	P value	Decision	Verbal Interpretation
Price	.196	.899	Failed to Reject	NOT SIGNIFICANT
Promotion	1.895	.131	Failed to Reject	NOT SIGNIFICANT
People	.772	.511	Failed to Reject	NOT SIGNIFICANT
Place	1.171	.322	Failed to Reject	NOT SIGNIFICANT
Process	.652	.582	Failed to Reject	NOT SIGNIFICANT
Product	.364	.779	Failed to Reject	NOT SIGNIFICANT
Physical Evidence	.157	.925	Failed to Reject	NOT SIGNIFICANT

Looking at the table above, the t value of price when respondents are grouped according to their daily allowance is .196 with p value of .899 which is greater than the significant level of 5% or .05 the researcher failed to reject the null hypothesis. In addition t value of promotion is 1.895 with p value of .131 of which is greater than 5% or 05 level of significance. This means that the researcher failed to reject the null hypothesis. Furthermore, t value of people .772 under the same groupings of variable with p value of .322 which is greater than the significant level of .05. This means that the researcher failed to reject the null hypothesis. Moreover, in reference with table cited above, t value of place is 1.171 with p value of .322. With this, the researcher failed to reject the null hypothesis because there is no significant differences. Then, the t value of process when

respondents are grouped according to their daily allowance is .652 with p value of .322 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. Furthermore, the t value of product id .364 with a p value of .779 which is greater than .05 or 5% level of significance, and the researcher failed to reject the null hypothesis, this means that there is no significant differences. Lastly, the t value of the physical evidence when they are grouped according to their daily allowance is .157 with p value of .925 which is greater than the significant level of 5% or .05, this means that there is no significant difference to the assessment of the respondents on the 7p's (physical evidence) provided by University canteen when respondents are grouped according to their profile.

*Table 3.5. Significant difference on the preferred food stall when respondents are grouped according to **LOCATION**.*

	F value	P value	Decision	Verbal Interpretation
Price	1.130	.260	Failed to Reject	NOT SIGNIFICANT
Promotion	1.911	.057	Failed to Reject	NOT SIGNIFICANT
People	.866	.388	Failed to Reject	NOT SIGNIFICANT
Place	1.791	.075	Failed to Reject	NOT SIGNIFICANT
Process	1.081	.281	Failed to Reject	NOT SIGNIFICANT
Product	.245	.806	Failed to Reject	NOT SIGNIFICANT
Physical Evidence	-.611	.542	Failed to Reject	NOT SIGNIFICANT

It can be gleaned in the table above that the t value of price composition of food stall when grouped according to location is 1.130 with p value of .260 which is greater than the significant level of 5% or .05. This means that there is no significant difference on the assessments of the respondents to the preferred food stall (price) provided by university canteen when respondents are grouped according to their profile. In addition, the promotion of the services provided by University canteen has the t value of 1.911 with p value .057 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (promotion) provided by University canteen when respondents are grouped into profile. Moreover, looking in the table t value of place is 1.791 with p value of .075 which is greater than 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessments on the preferred food stall (price) provided by University canteen when respondents are grouped according to their profile. Furthermore, the t value of process as one of the determinants of preferred food stall is 1.081 with p value of .281 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (process) provided by university canteen when respondents are grouped according to their profile. In addition, the product of the food stalls provided by university canteen has the p value of .245with a t value of .806 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessments of the respondents on the preferred food stall (product) provided by university canteen when respondents are grouped according to their profile. Lastly, physical evidence has the t value of -.611 with p value .542 which is greater than the significant level 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall (physical evidence) provided by University canteen when respondents are grouped according to their profile.

Table 3.6. Significant difference on the preferred food stall when respondents are grouped according to their PREFERRED FOOD STALL

	T Value	P value	Decision	Verbal Interpretation
Price	2.553	.029	Reject	SIGNIFICANT
Promotion	1.570	.170	Failed to Reject	NOT SIGNIFICANT
People	3.168	.009	Reject	SIGNIFICANT
Place	.835	.526	Failed to Reject	NOT SIGNIFICANT
Process	1.888	.098	Failed to Reject	NOT SIGNIFICANT
Product	1.518	.185	Failed to Reject	NOT SIGNIFICANT
Physical Evidence	1.255	.285	Failed to Reject	NOT SIGNIFICANT

It can be seen in the table above that the t value of price composition of food stalls in Batangas State University Canteen when grouped according to preferred food stall is 2.553 with p value of .029 which is lower than the significant level of 5% or .05. this means that there is significant difference on the assessment of the respondents on the preferred food stall provided by University canteen when respondents are grouped according to their profile. There is a significant difference in the price of the foods in food stall considering different groupings in terms of year the preferred food stall. This means that respondents in different year level perceived different reaction upon the price specifically pertaining to affective stage of consumer buying behaviour In addition, the promotion of the food stalls provided by University canteen has the t value of 1.570 with .170 p value which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis this means that there is no significant difference to the assessment of the respondents on the preferred food stall provided by University canteen when respondents are grouped according to their profile. Moreover looking in the table, t value of people is 3.168 with p value of .009 which is

lower than the significant level of 5% or .05, the researcher reject the null hypothesis. This means that there is a significant difference to the assessment of the respondents on the preferred food stall provided by University canteen when respondents are grouped according to their profile. Furthermore, the t value of place is .835 with p value of .526 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis this means that there is no significant difference to the assessment of the respondents on the preferred food stall provided by university canteen when respondents are grouped according to their profile. In addition the process of the food stall provided by University Canteen has the t value of 1.888 with p value of .098 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis this means that there is no significant difference to the assessment of the respondents on the food stalls provided by University canteen when respondents are grouped according to their profile. Moreover, looking in the table t value of product is 1.518 with p value of .185 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis this means that there is no significant difference to the assessment of the respondents of the preferred food stall provided by University Canteen when the respondents are grouped according to their profile. Lastly, physical evidence has the t value of 1.255 and p value of .258 which is greater than the significant level of 5% or .05, the researcher failed to reject the null hypothesis. This means that there is no significant difference to the assessment of the respondents on the preferred food stall provided by University canteen when respondents are grouped according to their profile.

VI. CONCLUSIONS AND RECOMMENDATIONS

Conclusions

- Most of the respondents were 18 years of age. Based on the results using

fishbowl technique most of the respondents that we picked are female on the second year level with daily allowance of P 100.00- P 149.00 and living at urban area. Also 100% of the respondents are have their preferred foods stalls inside the Batangas State University Canteen.

🔸 Most of the respondents choose the food stall Mura Keni Food Corner to take some lunch inside the University Canteen based also to the result in our data.

Significant differences were established on the following determinants of preferred food stall:

- Price composition when the respondents are grouped according to YEAR, as well as the people, place, process, product and physical evidence compositions when they are grouped according to their YEAR LEVEL.
- Price and people composition has a significant differences when they are grouped according to their PREFERRED FOOD STALL.

SOP 4 RECOMMENDATION

A positive attitude towards a school canteen that supports healthy eating should be promoted and endorsed. This would be facilitated through a whole-school approach to nutrition-providing information on food, nutrition and healthy eating habits that take into account values, attitudes and beliefs about food and eating. Because we don't want just to recognized that our University Canteen is a newly renovated and an air-conditioned canteen but also we want to recognized as a Canteen with a nutritious foods offer. There would need to be a clear understanding of the sociocultural and socioeconomically diverse backgrounds of the students to cater their needs. Getting customers to buy is much easier when you have them inside your food stall. If there are many people in your sales area, it will attract other customers. People are naturally curious. If they see a cluster of people gathering at a particular spot they will want to know what is creating the interest. Make sure that you are inviting people into the stall. Do not block customers from entering. Provide enough space for people to enter and access your products.

Other Recommendation

- It is important that the nutritious food items are attractive to students and are offered at an affordable price that will contribute to profit. It will be attractive because students nowadays are very conscious with regards to their meals especially to females, they want to stay fit always and to those boys and girls who are attending gym's.
- Food safety and food handling requirements cover personal hygiene practices, food preparation practices, food storage and cleaning procedures, such as hair nets when they are preparing food, wearing gloves to avoid food poisonings.
- The consumption of food also provides opportunities for social connection and enjoyment, which are highly valued in school communities. Good relationships often starts at chatting and talking with other people and its best that they have food to enjoy with.
- Clearly label all products with a name and a price. Make the prices easy to see. Most customers want to know what you have for sale and how much it costs without having to ask. Some people won't even stop at your stall if they don't see prices listed.
- Attractive labels will add to your overall display. Make sure your labels are neat and readable from at least 3 feet away. Attach the labels well do they don't fall off or blow away. Try to use consistent colors and fonts. Check your spelling and grammar.

- Neatness is a huge factor in a customer's perception of your stall and your business. If your stall is neat it sends customers a positive message about the quality, cleanliness and safety of your products.

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