

# **STUDENTS ATTITUDE AND PREFERENCES TOWARDS FOOD QUALITY BOUGHT ONLINE**

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## **ABSTRACT**

This descriptive-correlational study investigated the relationship between the attitude and preferences of students towards food quality bought online. An adapted and modified questionnaire was administered to 60 undergraduate students. Results show that there is a significant relationship between attitude and preferences towards online food quality.

Keywords: Attitude, Preferences towards Food Quality, Descriptive correlation, Kidapawan City

## **INTRODUCTION**

Evolution of e-commerce becomes wide choice for the consumers who seek product and price variety. It provides easy and comparatively inexpensive access to digital information. Many online retailers are coming up to tap the requirement of consumer and the thrust of the business to grow and expand their market (Mydheen, 2016). Based on a study of Kearney and Ehrlich (2015), Consumer attitude may be defined as a feeling of favorableness or unfavorableness that an individual has towards an object. As we, all know that an individual with a positive attitude is more likely to buy a product and this results in the possibility of liking or disliking a product. By keeping in touch with changing consumer attitudes, marketers are better able to appeal to consumers through their marketing messages and appeals.

According to the research study of Dani (2017), e-commerce has been grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. Marketers have carefully analyzed the consumers' attitude and behavior towards the online shopping and spend billions of dollars to facilitate all the demographics of online shoppers. Consumer's attitude towards online shopping refers to their psychological state in terms of making purchases over the Internet. Consumer's attitude towards online shopping will determine the attractive factors that influence consumers to shop online and those factors will help marketers to formulate their strategies towards online marketing respectively (Dani, 2017).

Food ordering on the internet is conceptually different from other sources of ordering food, as the internet promotes a one-to-one communication between the seller and the end user with round the clock customer service. Technology has played a vital role in revolutionizing the food delivery service from phone-based to online ordering to satiate consumers' ever-changing demands, making its way to the top (Rathore & Chaudhary, 2018). According to the survey by the communication and Multimedia Corporation (CMC) their study indicated only 9.3 percent of internet users had purchased products or services through the internet during the preceding three months.

This research differs from the previous study on attitude of students towards online purchasing of Mydheen (2016), which focuses on attitude of students towards online purchasing finding that comparing the product, discount, and offer and anytime purchase facility is strength of the online purchasing. Hence, this study was conducted to determine how attitude correlates with the preference of students. Thus, this can be a basis among business owners as to the importance of personal factor to the consumer behaviors particularly in the online business platform.

### **Statement of the Problem**

This study aims to determine the relationship between student's attitude and preferences towards online food Quality. Specifically, it sought answers to the following questions:

1. What is the level of the students' attitude towards online food quality?
2. What is the level of the students' preferences towards online food quality?
3. Is there a significant relationship between students' attitude and preferences of towards online food quality?

### **FRAMEWORK**

This study is anchored on the notion of Savelli et al. (2017). Their study investigates how university students perceive food quality and attempts to demonstrate how the individual lifestyle is a useful variable for segmentation purposes. The study reveals that there are two dominant factors influencing the food choice behavior of young students. Food convenience and food certifications, are two main factors affecting the food store selection. That is, food disposability and store convenience. These variables make considerable contributions in characterizing four clusters of young consumers, namely healthy and certified food consumers, comfortable consumers, saver consumers and innovative consumers. The findings provide a more comprehensive understanding of why young consumers buy foods, what they believe food quality is and how their preference of food quality affects their buying behavior. This is critical for marketing researchers and practitioners to define marketing programmers fitting the food demand of a growing fast segment of the market.

## METHOD

### Research Design

This study utilized the descriptive- correlational research design. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations (Cresswell, 2008). In this study, it was used to determine the relationship between attitude and preferences of students towards food quality bought online.

### Research Locale

The study was conducted in Central Mindanao Colleges in Kidapawan City. Kidapawan City is geographically located at the southern part of Cotabato Province. It is traversed by the Davao-Cotabato national highway, and is midway between cities of Davao and Cotabato. It spans an area of about 33, 926 hectares of flat to rugged hilly and mountainous terrain. The city's southwestern and northwester portions are generally flat.

### Research Respondents

The College students in a selected tertiary institution were the respondents of this study. A total of 60 students were selected using the purposive sampling technique. Only those full time students with experience in doing online purchasing were considered in this study.

### Instrument

An adopted questionnaire from Tribhuvan (2020) was used to measure the attitude and preferences of students towards online food quality. The tool is a 5-point Likert scale from 5- strongly agree to 1- strongly disagree.

### Statistical Tools

**Mean and Standard Deviation.** This was used to determine the levels of social media utilization and buying behavior of College students.

**Pearson r correlation.** This was employed to determine the relationship between social media utilization and online buying behavior of college students.

## **RESULTS AND DISCUSSION**

### **Attitude of Students**

The results reveal that overall mean for attitude is 3.66 described as high. This means that student's attitude towards online product is positive. In particular the highest mean is 4.09 in the aspect of comparing the price in buying online products, while the lowest mean is 2.50 in the statement that price matters in buying online products.

This is supported by the study of Lohse et al. (2000) investigated various predictors for whether an individual will purchase online. These authors concluded that demographic variables, such as income, education and age, have a modest impact on the decision of whether to buy online, whereas the most important determinant of online shopping was previous behavior, such as earlier online purchases. The attitudes of students towards online food ordering vary according to their trust in e-retailers. Hung (2006) claimed that, tend to be affected by external and interpersonal influences and social influence is an important determinant of behavior.

### **Preferences towards Food Quality Bought Online**

In terms of preferences of students, the overall mean is 3.41 described as moderate. This means that preferences of students towards food quality bought online is oftentimes manifested. More specifically, the highest mean is 4.02 in the aspect of the right food taste, while the lowest mean is 2.94 which prefers bland food taste. According to Kemp-Benedict (2013), consumer preferences and intention to shop online have a neutral influenced by exogenous factors such as consumer traits, situational circumstances, product qualities, past online buying experiences, and trust in online buying.

### **Relationship between the Variables**

The test of correlation reveals that there is no significant relationship between students' attitude and preferences of towards food quality bought online ( $r = -.161, p > .05$ ). This denotes that the two variables are independent with each other. Kotler et al. Armstrong (2000) pointed out that a person's buying choices may not be attributed always to attitude but other factors may influence it such as subjective norm and perceived behavioral control.

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