

**IMPACT OF CULTURAL VALUES AND BUYING BEHAVIOR ON LOYALTY
AMONG SELECTED RESTAURANT CUSTOMERS IN PANABO CITY**

An Undergraduate Thesis
Presented to the faculty of
UM Panabo College
Panabo City

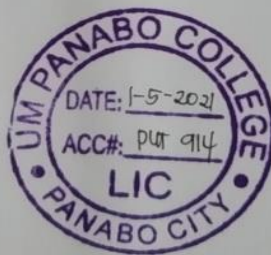
In partial fulfillment
Of the requirements for the course
Marketing Research
(Mktg.222)

UM Panabo College LIC



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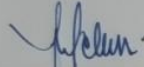
**Benjamin S. Jamin
Maryflor L. Maningo
Ronald H. Villaraza**

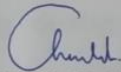


March 2020

ACCEPTANCE SHEET

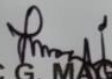
This thesis entitled "IMPACT OF CULTURAL VALUES AND BUYING BEHAVIOR ON LOYALTY AMONG SELECTED RESTAURANT CUSTOMERS IN PANABO CITY" prepared and submitted by **Ronald H. Villaraza, Benjamin S. Jamin and Maryflor L. Maningo** in compliance with the requirements in the Research Subject under the **Department of Accounting and Business Management Education**, UM Panabo College, Panabo City is hereby accepted.


AMELIE L. CHICO, DM, FRIM
Research Coordinator


LIEZEL V. CHAN, Ph.D
Dean of College
UM Panabo College

APPROVAL AND ENDORSEMENT SHEET

This thesis entitled "IMPACT OF CULTURAL VALUES AND BUYING BEHAVIOR ON LOYALTY AMONG SELECTED RESTAURANT CUSTOMERS IN PANABO CITY" prepared and submitted by **Ronald H. Villaraza, Benjamin S. Jamin and Maryflor L. Maningo** in partial fulfillment of the requirements for the course Marketing research (Mktg. 222) has been examined and accepted, and is hereby endorsed.

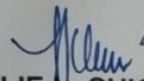

LEAVIC G. MAGHANOY, MM
Research Adviser

PANEL OF EXAMINERS

Acceptance and Approved, after examining during the final defense as per requirements of Marketing 222.

Favorably endorsed for approval to Dr. Liezel V. Chan, Dean of College of (UMPC) UM Panabo College, Panabo City.


MARIESEL A. LAUREL, Ed.D
Member


AMELIE L. CHICO, DM, FRIM
Chairperson

ABSTRACT

The study aimed to determine the impact of cultural values and buying behavior on loyalty among selected restaurant customers in Panabo City. The independent variable of the study is the impact of cultural values and buying behavior. On the other hand, the dependent variable is the loyalty. The researchers used the descriptive-correlation method and random sampling in determining the number of respondents and the statistical tools used were Mean and Pearson-r. The result of the computation using r-value between impact of cultural values and loyalty is 0.619, and between buying behavior and loyalty is 0.626, both are associated with the significant value of 0.000 of P-value, which is less than the alpha of 0.05. Moreover, there is significant correlation of the impact of cultural values and buying behavior on loyalty among selected restaurant customers in Panabo City.

Keywords: *Cultural Value, Buying Behavior, Loyalty*

ACKNOWLEDGEMENT

The researchers would like to express their sincere appreciation and deep gratitude to the people who have kindly provided support and valuable contribution for making this book possible.

Leavic G, Maghanoy, MM our adviser, who bore with our inquiries, and ceaselessly guided us from beginning to end of this endeavor,

The panel of examiners, **Dr. Mariesel Laurel** and **Dr. Amelie L. Chico** for practical recommendations and advice on enhancing and finalizing this study;

Prof. Rey T. Mangarin, our statistician, for the assistance in the computation, interpretation, and analysis of data;

Owners, staff and crew of the different Restaurant of Panabo City, who welcomed us and openly accepted us in our survey / interview;

Meriam Pacifica C. Dignos, RL, for allowing us to access all of the needed resources for this study;

To our beloved **families**, who have been our consistent source of strength and inspiration, especially at our lowest levels of morale. Their presence has been our replenishment to our emptiness, which eventually provide thrust for us to continue this milestone of our individual lives;

And most of all, to our **Lord**, our absolute source of strength, Who was there whenever everything seemed too heavy to carry; our constant source of light and hope whenever we feel the tunnel seemed to be endlessly dark; and our engineer, who provided us new paths when there seemed to be no roads.

-The Researchers

DEDICATION

This thesis is dedicated to my parents and to our Almighty Father. First and foremost, I have to thank my parents for their love and support throughout my life. Thank you both for giving me strength to reach for the stars and chase my dreams. My thesis adviser, UM professors, friends and cousins deserve my wholehearted thanks as well.

-Benjamin S. Jamin

I dedicate this studies to our Almighty father for giving this wisdom, strength, support and knowledge in exploring things for the guidance in helping to surpass all the trials that we encountered and for giving determination to pursue our study. To our panelist Dr. Mariesel Laurel, Ed.D and Dr. Amelie L. Chico, DM, FRM, thank you for the support, time, suggestions and encouragement for allowing us to get the necessary information we need to this study.

-Ronald H. Villaraza

This study is wholeheartedly dedicated to our beloved parents, who have been our source of inspiration and gave us strength when we thought of giving up, who continually provide their moral, spiritual, emotional, and financial support.

And lastly, we dedicated this study to our Almighty God, Thank you for the guidance, strength, power of mind, protection and skills and for giving us a healthy life.

-Maryflor L. Maningo

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Chapter 1

THE PROBLEM AND ITS SETTINGS

Background of the study

Consumer loyalty is what has obsessed minds of consumer behavior analysts for many years. Customer loyalty is vital for future growth. However, customer demand can change overnight and therefore organizations have to put in the effort so that customers want to remain loyal. There are currently several factors that affect consumer loyalty. In this study the cultural values relationship between purchasing behavior and consumer loyalty was explored.

In Iran, because of increased female jobs, outside the home and with substantial lifestyle improvements, there is an increasing use of restaurant food and this will provide this industry with a very strong demand. Conversely, on the other hand, competition in the restaurant industry is also growing in Iran. The introduction of new restaurants in the chain, including superstar, Avachi, Pedar-e Khub, and so on, and their own. The commitment to opening fresh branches is an indicator of this problem. With growing rivalry between restaurants will no longer draw new clients and can't preserve customers loyalty (Haghighi, Dorosti, Rahnama and Hoseinpour, 2012).

To stand the rigid competition in the settings of the Philippines, particularly in Manila. Restaurants can raise loyalty on returns by fulfilling the needs and desires of their customers. Food protection and cleanliness, taste and freshness or food quality, cost-effectiveness and clean preparation were

the top qualities consumers searched for off-premise dining services, but some restaurants did not achieve those that influence consumer loyalty (Villamayor, 2007).

In Panabo City, as interviewed by the researchers, one of the customers of a particular restaurant he said that the reason why they always come back because of it is already their practice. Preserving customers loyalty is a challenge for due to increase of rivalry in restaurant industry.

Statement of the Problem

This study is conducted to determine on impact of cultural values and buying behavior on loyalty among selected customers in restaurant in Panabo City. It seeks to answer the following questions:

1. What is the level of impact of cultural values in terms of:
 - 1.1 Oriented values;
 - 1.2 Environment Oriented; and
 - 1.3 Self oriented?
2. What is the level of buying behavior in terms of:
 - 1.1. Risk taking;
 - 1.2 Information searching;
 - 1.3 Brand loyalty;
 - 1.4 Involvement in shopping;
 - 1.5 Innovativeness;
 - 1.6 Eating out side Habits;
 - 1.7 Impulse buying?

3. What is the level of customer loyalty among selected customers in restaurant in Panabo City?
4. Is there a significant relationship between the impact of cultural values and loyalty among selected customers in restaurant in Panabo City?
5. Is there a significant relationship between buying behavior and loyalty among selected customers in restaurant in Panabo City?

Hypothesis

The null hypotheses of the study were tested at 0.05 level of significance, to wit:

1. There is no significant relationship between impact of cultural values and loyalty among selected customers in restaurants.
2. There is no significant relationship between buying behavior and loyalty among selected customers in restaurants.

Theoretical and Conceptual Framework

The numerous theories which supported the conceptual framework are presented in the theoretical and conceptual sense. It shows the relationship of cultural values and buying behavior on loyalty among selected restaurant customers in Panabo City.

This study is anchored on the theory of Kailash and Srivastava (2010). It mentioned that culture is shared by members of a given society, culture creates meaning for everyday products which gives people a sense of identity and an understanding of appropriate behavior within society which leads to consumer loyalty.

CONCEPTUAL FRAMEWORK

**INDEPENDENT VARIABLE
VARIABLE**

DEPENDENT

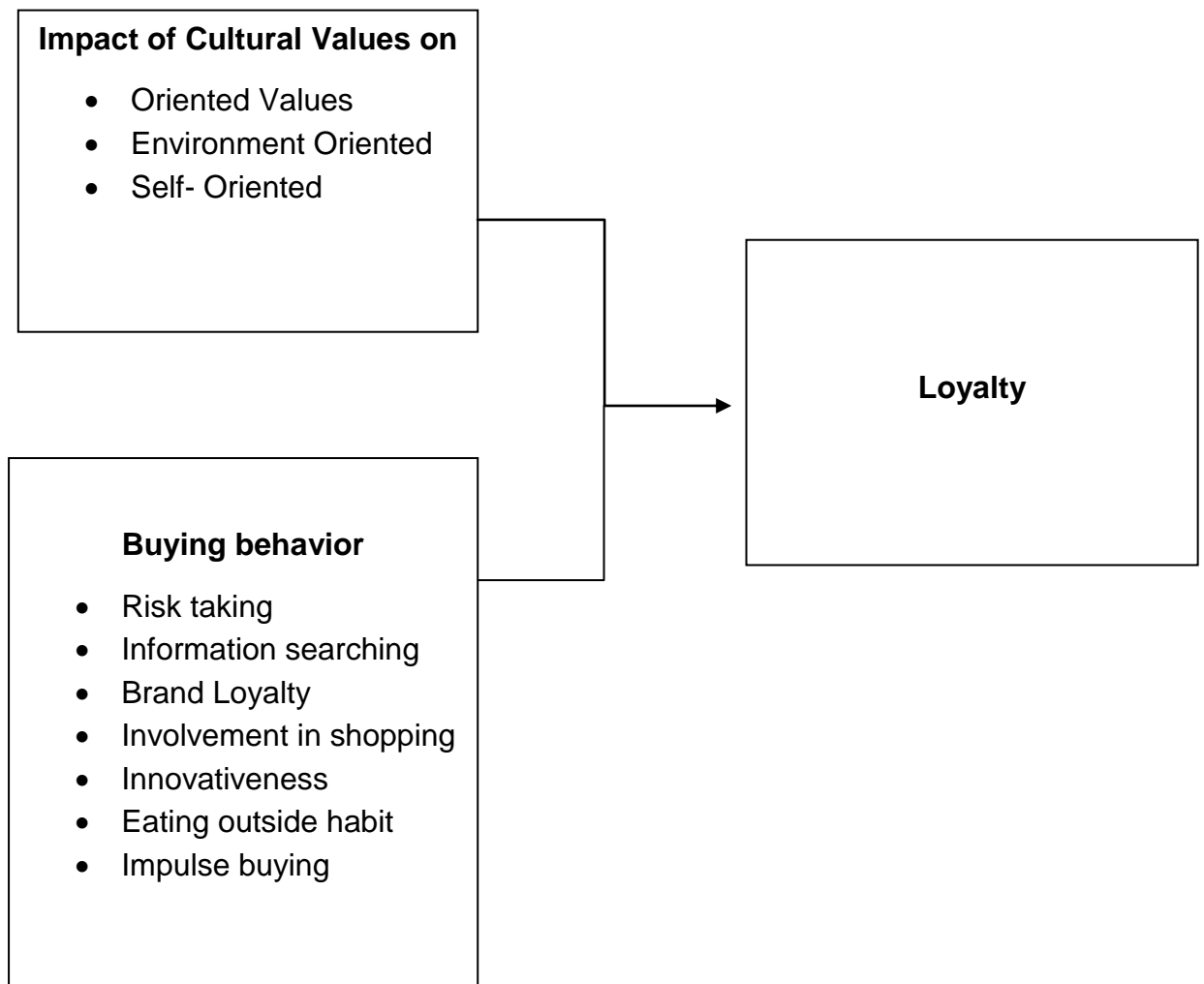


Figure 1. Conceptual Paradigm showing the variables of the study

Furthermore, Kotler (2003) Cultural beliefs of consumers are a basic determinant of a person's preferences and actions, both in consumer behavior and in marketing literature. Impact of cultural values and knowing it helps to achieve the degree of satisfaction which can contribute to a product or service's customer loyalty.

Shown in Figure 1 the independent variables are impact of cultural values and buying behavior, and the dependent variable is loyalty. The impact of cultural values has 3 indicators: *oriented values* refers to motivations, opinions, attitudes, opinions, self-concept, values as human variables, and individual variables such as environment, profession, family, and comparison groups may not be communicated; *environment oriented* refers to prescribing the relationship of a community to its economic and technological as well as its physical environment; consisting of cleanliness, performance or status, tradition or change, risk taking or safety, problem solving or fatalistic, nature; and *self-oriented* refers to active or passive, sensual pleasure or abstinence, material or nonmaterial, hard work or leisure, postponed or immediate gratification, religious or secular, represent the priorities and approaches to life that the individual member of society considers desirable.

Buying behavior has 7 indicators; *risk-taking* refers to order to accomplish an objective, starting a company often requires some risk-taking, acting or doing something that requires danger or risk; *information searching* refers to querying refers to well-defined, focused data seeking for a need for

information that is clearly expressed, that is, when you have a reasonably good understanding of the type of information you need; *brand loyalty* refers to you're the only choice, but because they trust your business, if a customer chooses to buy from your business; *involvement in shopping* refers to Self-relevance of the individual's shopping habits and it is viewed as an enduring participation instead; *innovativeness* refers to way of presenting new ideas; *eating outside habits* refers to deciding where to go and what to eat needs deliberation; and *impulse buying* refers to consequence of a spontaneous whim or impulse, the purchase of goods without intending to do so in advance. The dependent variable is loyalty which refers to measure on the basis of a duty or, in the case of customer preferences, a degree of satisfaction.

Significance of the Study

The result of this study will provide insight and valuable contributions to the following:

Restaurant Owners.The result of the study will be helpful to the restaurant owners and management teams as basis for improving operations and ultimately establishing loyal customer - based.

Customer.This study will serve as their guide on how well the restaurants are helping them towards satisfaction of their needs.

Future Researcher.The study will help improve the researchers' awareness of the Social Values on Buying Behavior and Consumer Loyalty that they can use the study's findings as a guide. This may also help them recognize this study's weaknesses and demarcations for potential research purposes.

Definition of Terms

For clarity of the key terms employed in this study, the conceptual and operational definition is hereby provided:

Impact of Cultural Values. It refers to the influence of cultural norms on individual learning from a very early stage of life to present, such as collection of beliefs, attitudes, patterns of behavior, and expectations acquired as individuals grow (Furtak, Seidel, Iverson, & Briggs, 2012). In this study, it refers to oriented values, environment oriented, & self-oriented.

Buying behavior. It refers to complete attitudes, expectations, actions and decisions of a customer about the conduct of the customer in the marketplace when buying a product or service (Grimsley, 2018). In this study, it refers to oriented values; environment oriented; self-oriented; risk taking; information searching; brand loyalty; involvement in shopping; innovativeness; eating out side habits and impulse buying.

Customer loyalty. Refers to an individual continually transacts with a brand or purchases a particular product (Carter, 2018). In this study, it refers to measure of the likeliness of a customer to do repeat business with a company or brand. It is the product of consumer loyalty, positive customer interactions, and the overall value of a company's products or services.

Chapter 2

REVIEW OF RELATED LITERATURE

Cultural values influence both consumers purchasing behavior, and customer loyalty. Consumer purchasing activity in several research studies is an antecedent of consumer loyalty. The novelty of this analysis is that the researchers would like to see the effect of cultural values directly on the two dependent variables of consumer purchasing behavior and customer loyalty as independent variables.

Impact of Cultural Values

In order to thrive in this industry, Testa and Siper (2006), noted that it is important to consider how consumers view the quality attributes of goods or services and their meaning and efficiency when compared with other competitors. Because perceived quality is a major determinant influencing customer service satisfaction, the standards by which customers assess service excellence need to be researched and identified. The service provider should therefore prioritize their efforts to achieve certain qualities the customers consider most relevant. In addition, in order to better understand the role that quality service plays in customer engagement, the

researchers investigate the relationship of employees with customers and provide what is increasingly called emotional work, Line and Runyan(2012).

Additionally, Henning-Thurau, Gwinner and Gremler (2002),stipulated that due to the intangible nature of the Services and its high degree of integration and consumer engagement, customer orientation can be required to play a significant role in the economic performance of the service companies. The definition of social skills as the capacity of the service employee to take a visual, cognitive view of the client during service interactions and emotions.The employee can use those abilities to empathize with the experiences, emotions and feelings of the customer. Customers are not always able or willing to communicate what they understand, think or feel, especially during the short duration of experiences with the service. An understanding of the viewpoint of the consumers is necessary for a good, timely understanding of consumer needs.Employees in that sense need social skills to work in a customer-oriented way.

Furthermore, Bellou (2009),says that customer attention is mainly based on understanding consumer desires and needs and providing suitable solutions to their demands. Indicate the importance provided by the clients to the team's readiness and adequate knowledge to answer questions and requests. Also in another study, it stressed that one of the basic principles of behavioral science starts with the scope of human psychology and is one of the sub-fields of anthropology, social human psychology, and is in addition closely linked to organizational behavioral considerations. Social human studies are influenced by people's learned actions and this behavior affects their society and management through community.In reality, it cannot be

honestly picked on without a clear understanding of the organizational actions and the fundamental principles of society (Ladhari, Raspor and Rahimnia (2012)).

Also, Hamidizadeh (2012) expressed that territorial geology, history and occasions, popular dialect and writing among individuals, religion, economy and culture influence how the business of individuals produces a collection of values and beliefs that affect human actions and encourage communication between individuals. Also, in another study, it pointed out that in the other region, anthropologists and others who have inspected the man connection culture. In this implies the development of feelings, propensities, daily artifacts that establish a complex compatibility between man and his common environment are pointed out. Efficient implementation of customer orientation allows salespeople to have the expertise and experience to gather customer information through successful customer listening, interpretation and understanding; and customer needs modification of their offerings. Sincerity and commitment: accountability for the strategy of the salesperson is a strategy that focuses on the main role of the expertise of the sales force as the spearhead of the success of the business, Abed and Haghighi (2009).

From the study of Dehghani (2013), He stipulated that a genuinely universal term, culture, is the quality of life of a bunch of human beings that transmitted by learning from one generation to the next. Culture, conveyed by learning, is the culture and practices that regulate actions and beliefs. And, it's still the best way to keep contact going.

However, Schein (2017), He said culture can still be swept up in as a wonder around us. He agrees that when a person introduces a culture in an organization, it is clear how the instep of seeing its development is raised and eventually brought it under its influence, supervision and alteration. Just like other research, Cultural values were learned through personal possessions and trusting relationships. The management needs to think which practices are consistent with the core values of their restaurant in order for a restaurant to improve its culture. Missing the organizational culture can trigger an ethical failure, Maduand Deakin (2015).

Lastly, On the Line Blog (2017), The restaurant ideals should be evident in both the logo and the culture of your restaurant. One reason many restaurants fail is the inability to create a brand that matches the core values. And with more competition coming into the market each year, having your core values fleshed out and incorporated into your culture is important. Culture is moving down, not up. It starts at leadership. Since core values play such an integral part in shaping culture, the core values must first pass the sniff test of leadership. As a restaurant owner or operator, you are the gatekeeper ideals-they must first align with you.

Oriented Values

In the study of Yakup (2011), consideration of motivations, beliefs, behaviors, perspectives, self-concept, principles as human factors and it's not possible to convey individual factors like, community, occupation, relatives, and comparison groups. Each person in one thing can be unhappy, withdrawn, and negative but happy, outgoing, and positive in another, there is a difference in the factors of the individual and this is

satisfaction in oriented values. Moreover, the study of cultural properties in consumer behavior research has been a significant variable in marketing, in particular in market segmentation, target market and product positioning. Individuals from different segments can respond to each of the marketing activities differently. Marketers depend primarily on data about demographic and geographic consumers, age, employment, level of education and others, Mucahit (2011).

Additionally, as expressed by Reyhan (2011) consumer purchasing behavior has become important to determine the factors that remain in order to identify their impact. Learning about the oriented value of purchasing behavior from customers is helping people understand where, when and how choices are made. We discuss how our vision is affected by factors such as color, shape and sound. Too many thoughts, constructive communication, distributed across the market, and influencing consumer buying behavior.

On the other hand, as stated by Haghghi (2009), human beliefs influence their actions in terms of choosing what they want to go and buy. This gives the part of the entrepreneur a big role in keeping their customer loyalty. What we're doing is being had. Conduct is merely a representation of human oriented values and we derive our values from our beliefs. It depends on their allegiance on what human interest and conviction the most.

Nevertheless, Rahimnia, (2012), stipulated that the influence of human-oriented values ideals is sufficiently high to add satisfaction to loyalty. They also find the part where they are happy to invest their money in

any decision that the customer wants to make. What market interest they will always try, and what they think makes them loyal.

Consequently, as expressed by Kotler (2002), as of now, consumers have developed an anticipated appreciation as a shopping guide a trade that meets customer appreciation desires is more likely to increase customer loyalty and the chances of continued use these affects oriented values. A variety of analysts have reported that clients are appreciative. Moreover, Mulhern (2007) expressed in his ponder that customer profit was evaluated from past usage information to gage lifetime customer confidence, that is, current and potential appreciation of customers to a business. Determining the current level of performance or conduct task analysis for the purpose of gathering information to proceed.

Lastly, Sohibah (2007) expressed that companies must be able to use people's inclinations, make administrations, and advertise overviews in order to back up the customer esteem for the items they deliver superior and palatable. The customer's use is important in making the company grow and healthy. Also, counting customer data, human assets, and business capabilities with the company's measures is expected to satisfy customers in order to increase customer confidence. In comparison, if the customer is not satisfied, it will affect the doubt about the products created by the company, Gangul (2007).

Environment Oriented

In the study of Castaldo (2009), community puts so much emphasis on cleanliness; there is room to sell skin creams, soaps, deodorants, insecticides, washing powder, vacuum cleaner, and so on. Much focus is

placed on this dimension in the western countries, and perfumes and deodorants are commonly used. They also taught other culture known for its cleanliness to keep its surroundings clean. These affects environment oriented values.

However, Rani (2014),stipulated that the effect of culture on consumer behavior differs from country to country so marketers must be very cautious when evaluating the culture of various communities, regions or even nations. Concurrent to the nature of business sectors parallels in different segmentsCultures, uniform marketing appropriateness will also rely on evidence. Consumer conduct which is culturally autonomous. Throughout his life, and individuals will be affected by a family, friend, cultural climate, or culture that will teach values, tastes, and cosmetics that have expanded greatly.

Also, Tarhani (2017) stated It is very important to note that happy consumers are unaware of the world they see at the particular location. The restaurant ambience matters to them. Providing a satisfying full dining experience is what makes the restaurant create the environment the customers enjoy.Moreover,stressed that one of the most important principles in the behavioral sciences is the role that culture plays in human behavior. It is what people know, and how to act decided. It has to be said, how the culture occurs, that culture is a phenomenon that pays attention to natural and social forces, Stanley (2014).

In the study of Hamidizadeh (2012),environment-oriented approach also required customers to determine where to purchase a specific product. Some of the consumers preferred to go to the places they're already familiar

with, especially when they're already happy with the experience that the customer would prefer that shop. Restaurants' negative impacts on the environment include energy consumption, solid waste generation, air and water pollution, food protection, and refrigerants. The degree at which environmental initiatives are undertaken demonstrates a high level of adoption of environmental policies.

While for Wieseke, Kraus and Geigenmuller (2012), economic environment such as bank, hotel, and restaurant or rental administration combines representative cutting-edge value and intuitive consumer. In the event that attention, reverence and compassion are delineated in this intelligentsia, then such intuitive actions would possibly lead to satisfactory benefits, and in the event that these intuitive ones are unable to shape anticipated association at that point these encounters contribute to the frustration of customers. Furthermore, Aksoy (2013), in this sense, compassion is valued as a fundamental component of effective leaders and consumer relations, which usually contribute to compassionate motivation and pro-social and charitable behavior. To manipulate them they consciously looked for subtle signs of emotion.

In addition, Markovic, Dorsic and Katusic (2015), expressed in their contemplate that for the identification and fulfillment of customer requirements, employee-customer communications worker's ability to get customer emotions, feel their needs, and react in the same way influences the advancement and coordination of intelligently appropriate behaviors to which customers appreciate these innovations and generally increase fulfillment.

Lastly, Stern (2000), firms with positive environmental principles are likely to realize the implications of an environmental issue take responsibility for environmental decisions and take part in or promote environmentally friendly activities. Environmental literacy can channel their commitment to the environment, and their optimistic environmental attitudes can be turned into increased environmental responsibility. Personality characteristics of emission-reducing behavior, and identified openness, tolerance, and extroversion as the main predictors of behavior, is influenced by environmental attitudes. Persons with strong environmental principles are likely to be aware of the implications of an environmental crisis, take responsibility for environmental steps, and engage in or endorse environmentally friendly acts.

Self – Oriented

In the study of Eskesen (2014) self-oriented decision-making occurs due to individual thinking and creative and opinion-leading people prefer to be self-oriented. Other-orientation has very different meanings. Individuals who are more inclined towards others are motivated by their community or society's identity.

Moreover, Achouri and Bouzlama (2010) stated that a literature review was conducted to investigate the effects of self-image congruity and based on their results, it indicated that higher self-image congruity would have a positive influence on customer perceptions, preference rates and potential buying intentions towards a product. Satisfaction is characterized as a 'good customer feeling that happens after consumption, by comparing product or service expectations with perceived results.

Furthermore, Townsend and Sood (2012) finding that product selection may lead to self-affirmation, in particular the choice of highly aesthetic products. In the experiment, the sense of self of the participants was either confirmed or disaffirmed, and instead they were asked to choose between items of aesthetic and practical interest varying. Also, high self-monitors will tend to depend more on ideal self-image when evaluating both private goods dimensions and ideal social self-image when evaluating both public goods dimensions. If this hypothesis is followed by research, it would mean that various aspects of the self-concept will be used depending on the type of good being consumed Souiden, M'Saad & Pons (2011).

However, Sirgy (2014), in order to ensure a positive self-image, consumers will be motivated to buy positively valued products, but will also look for products that have a similar image to their own, whether positive or negative, in order to maintain self-consistency. Some conduct marketing analysis to make sure they deliver goods that are highly regarded. Individuals use labels not only to tell others of their own product but also their own self-esteem, conveying social status and affirming their sense of self.

This may be true, Sit, Ooi, Lin and Chong (2009) stipulated that this attestation should be reintroduced by suggesting that businesses using a consumer-oriented approach will achieve customer maintenance and gain competitive advantage. Using to learn even the desires of individual customers to gain their trust between the business and the customer. Moreover, Clear supporting data suggests a coinciding self-image clarifies and forecasts shopper behavior with distinctive features. Helps to explain and anticipate what consumers want and are most important. This clarifies

their Customer satisfaction. It affects shopper actions depending on their perception of themselves, He and Mukherjee (2007).

Lastly, Gerpott (2001) stated that satisfaction is suggested, it should be focused on the anticipated participation of the user of the item to amplify which benefits the suppliers satisfy the said desires. Often customer satisfaction about the relationship between quality of service and customer loyalty, and perceived value and consumer loyalty. Maintaining dominance in those markets is accomplished by maintaining customers and hold them loyal to the company's mark within a large value-driven system marketing partnership.

Buying behavior

Kacen and Lee (2002) in a multi-country market study , it was found that buying an impulse trait was more closely correlated with individualist purchasing activity than with collectivist groups, and that cultural factors regulate many aspects of market impulsive purchasing behavior, including self-identity, normative pressures, repression of emotion and postponement of immediate gratification.

However, Sarkiet (2012) found out the purchase is more emotional than rational. Our research has also found that there are multiple purchasing effects that include culture and lifestyle as they push buyers towards the product they actually purchase. A lifestyle and culture would definitely have an effect on what they purchase, since many cultures have different values.

Also, Leng and Botelho (2010), identified the effect of purchasing behavior and buying decision and purchase behavior on customers. Purchasing behavior seemed to be developing a buying pattern in the

country according to findings. Especially when they follow their culture and lifestyle it will rely on their buying behavior or purchasing decision. Culture is fluid and is continually affected by changes in the social structures (legal, political, economic, etc.) and in the values of a person.

Furthermore, Sangroya & Nayak (2017), it reported that there is an increasing interest in the value of marketing purchasing behaviour. Marketing is an integral part of every company or corporation in today's era of continuously evolving market climate. It is conscious of the value and satisfaction of the customer towards the product. As the starting point for consumer behavior, any purchase decision starts with the potential available for any goods or services on the market to research the market as well as the customer. Many buyers prefer to first consider the product's quality before testing the product that's satisfactory, Kotler (2010).

Lastly, Khanfir (2017), some researchers have been looking for consumer buying behavior, as it needs to be reported and examined, especially in third world countries rather than developed countries. User is the priority and all of the marketing efforts revolve around him. Looking for consumer buying behavior is important for knowing the consumer's interest in actions. Consumer buying behavior includes researching the desires, motives and thought processes of individuals involved in selecting one product over another, and the habits of buying various products and services, and what people value most may influence their purchase decisions or not, Orji (2017).

Risk Taking

In the study of Lombardo (2019), stressed that companies need to be mindful of two distinct categories of individuals: risk-taker managers and risk-averse ones. All styles can influence how it measures efficiency, income and performance. Can decision of the managers would affect the organization, whether they risk it or not.

In addition, Forsythe and Shi (2003), state that buyers are highly apprehensive when they cannot be sure that the purchases will allow them to fulfill their purchasing objectives. Consequently, risk perception can be considered as a function of the unpredictability about the possible results of an action and the likely discomfort of those effects. Moreover, expressed that the degree of risk perceived by the customer depends on two key factors, namely the amount involved in the purchasing decision and the feeling of subjective confidence of the person that he / she will "win" or "lose" all or some of the amount at stake in consumer decisions, Cox and Rich (2010).

However, Sheth (2019). expressed that risk-taking principle, most customers agree to purchase a product under a certain degree of ambiguity about a given brand. Consumers, recognizing the potential danger, may take measures to minimize it, often reflecting dependence on some idea or individual. Often customers who are loyal to their brand purchase their products, rather than trying new ones.

Lastly, Martin and Camarero (2016).it claimed that the effects of target confidence and perceived risk in the transaction channel on the willingness of consumers to buy online. She sees perceived danger as a

moderating factor in the relationship between consumer behavior, customer loyalty and their ability to purchase goods they really like. Effects of consumer confidence in aim and perceived risk in transaction channel and willingness to purchase.

Information searching

In the study of Schiffman and Kanuk (2010),stipulated that, while integrating the complexities involved in consumer decision-making, the number of researchers attempted to build models to explain consumer decision-making. Such models primarily represented mechanism of customer decision taking towards the commodity.

Also, Cheema & Papatla (2010).noted that most previous research mainly studied customer purchasing behavior in conventional retail store brick and mortar formats. Despite the rapid growth in online shopping and its ability to expand more.Not much work has been conducted in online purchasing situations to understand customer information seeking behavior.

However, Demangeot & Broderick(2010),stated that the few research conducted to explain online shopping behaviors centered mainly on the use of knowledge search by customers. People do internet research to make sure their product satisfies and also the product's availability to their geographic area.Existing customer knowledge analysis work centered primarily on consumer behavior in situations of offline purchase. Search for the product is what most people do to collect knowledge about the product's quality and its acceptable against the product. Still often, people in one company are too loyal, Kim and Ratchford (2012).

Lastly, Maity, Kumar and Dass (2014), notwithstanding growing dependence on the Internet as a source of information in recent years, conventional sources of knowledge remain important to consumers. Often customers tend to purchase the product they are loyal to again, particularly when they have good product experience. Also, lack of physical contact continues to be a crucial impediment to online retail sales accompanied by the protection of customer details and the security of Internet financial transactions. That is why some are still going to shop in a certain store that they have experience with, Huseynov and Yildirim (2014).

Brand Loyalty

In the study of Aziz, Omar, CheWel and Alam (2017), stressed that brand loyalty is a crucial problem faced by organizations that revealed that the dimensions of brand equity are key priorities that can raise brand loyalty and improve Jordanian product loyalty is one of the challenges facing the industrial sector. This critical sector faces some problems in Jordan. Also, It claimed that a mark with a good brand recall may have an effect on the preference of an individual within the service and product category. Brand awareness-raising is the first step in creating a brand. Many people prefer to buy a popular product or a trendy brand mainly new generation people will buy famous brand, Tocquer (2010).

Moreover, Budeyri-Turan (2012), aimed at identifying the role perceived quality plays in building brand loyalty from a customer perspective. We found the perceived consistency had a positive impact on the loyalty to the company. Often people prefer new products to the product that they are loyal to which can influence the loyalty of brands. However,

Brand recognition is the first step in creating a brand with a clear brand recall that can affect a person's preference within the category of service and product. Customers want to find out what to trust and that is why brand recognition is the first thing consumers want to do before they purchase the product, Buil, Chernatony & Martinez (2013).

Notwithstanding, Schwager and Meyer (2007), noticed that the brand's experience would help the consumer develop loyalty to a certain cell phone company. There are times where the smartphone user buys the same item every time the consumer decides to purchase a new one. It is the beginning of increasing consumer loyalty as they see that the cell phone, they are using is long lasting and has a long-life span.

Lastly, Beerli, Martin and Quintana (2014).brand is bought out of habit simply because it takes less time and the customer will not hesitate to switch to another brand if the brand is friendly and the consumer is loyal to it. Until buying, customers tend to find goods that they're comfortable and satisfied with. Consumer loyalty allows people to exchange positive experiences and retain new customers.Trust and create relationships with customers, so it can build loyalty and gain new customers.

Involvement in shopping

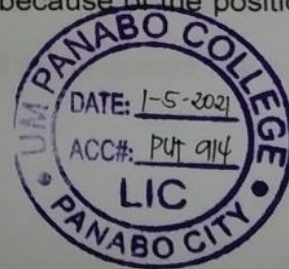
In the study of Todd (2015), stipulated that a suggested model of attitude, actions and intention to buy overall for Internet shopping. The architecture incorporates several metrics grouped into four broad categories such as product value, website quality services, shopping experience, and online shopping risk

perception. Moreover, Shopper behavior has centered on the individuals and factors impacting their decision to invest their money on consumer goods. Shopper behavior principles and theories draw on various fields such as psychology, sociology, cognitive science, cultural anthropology and economics, Ramprabha (2018).

Furthermore, Foxall (2017), stated that market purchasing behavior helps to decide what actually drives customers when making buying decisions. Numerous studies have been carried out including the above on consumer behavior. Extreme, teleological, and Pico economics behaviorism are the theories that help to recognize the consumer's purchasing decision.

Notwithstanding, Hirschman and Holbrook (2016), specified that the shopping process can offer specific experiences to customers; meanwhile, the qualities of goods or services vary due to the place of customer roles during shopping experience processes. Some people want a simple procedure but other people don't care. The shift from a consumer behavior cognition-affect-behavior perspective to an experiential viewpoint requires a variety of shifts in how consumption is perceived. Some of the most important shifts is the transition from a buying result to a consumer-value outcome.

Lastly, Holman and Wilson (2017), found that shopper time constraints are potentially affected by various personal and household characteristics, such as job status, wages, education and the number and ages of children living in the consumer's household. Any customer wants to buy because of the position they have.



Innovativeness

In the study of Shams, Alpert and Brown (2015), stipulated that perceived product innovation is the consumer's perception of a new offer, in terms of novelty relative to previous offers, and in terms of usability and ingenuity to meet the needs of customers, focus is put on the consumer's perception of the technical capabilities, functionality and product characteristics. Innovative companies will also be in a position to introduce new innovations and real innovation.

Moreover, McNally, Cavusgil and Calatone (2010), claimed that the focus is on the perception by consumers of the technical attributes, functionality and product features. This viewpoint, however, focuses solely on the product, and does not take into account the meaning and ideals associated with creativity and conveyed by the company. Argue that product innovation has a positive impact on the competitiveness of newly introduced goods, while the characteristics of an innovative product are closely and significantly linked to the sales produced by a given product and, consequently, the organizational efficiency of an enterprise

Nevertheless, Henard and Dacin (2010), claimed that innovative product characteristics and the company's picture of innovativeness are calculated from a firm perspective. Nonetheless, customers don't always know the firms well, this is particularly the case for big companies known for their brand portfolios. Furthermore, Customers face increased risk with developments as they have to determine a new core benefit and are unable to control or track when or how the benefit is generated. The need is further emphasized in the current link between service performances, Berry (2016).

Lastly, Garcia and Calantone (2016), expressed that separate product innovation from process innovation, suggesting that product innovation is related to the process whereby the technology becomes a marketable product, whereas process innovation refers to the degree to which creative, marketable goods are unique to the market. Just by understanding what is the difference between a revolutionary innovation, a genuinely modern innovation, and gradual innovation will we advance our awareness of innovations.

Eating outside habit

This may be true, Balyan (2015), stated that customers have several different reasons to want to eat away from home. We may be looking for a fun-filled environment or a family-friendly atmosphere. And maybe they are missing a favorite menu item or just a quick, budget-friendly meal. The decision to eat it out sometimes stems from more than one cause. Also, Young consumers perceived that lack of balanced menu content, no new varieties and sluggish delivery times were major challenges in fast food consumption. Taste, comfort and alternative to home food have been found to be major reasons for young consumers to eat fast food, Ramesh (2014).

Nevertheless, Sikora (2014), consumer attitudes towards food rely on many attributes which affect their preferences in different ways and lead to acceptance and selection of one product and rejection of others. Developing a suitable marketing plan requires understanding of customer tastes and expectations. However, Consumer behavior has become related, as the meanings indicate, to the methods by which individuals decide to spend their available resources, including money, effort and time on consumer related

products. The customer appreciates the services whether they can afford them or are not reliant on their decision making, Kanuk (2014).

Furthermore, Davies (2015) expressed that consumer behavior in this specific product category will be examined in light of the aims of this research to analyze the consumer's reaction to the economic recession in food buying. Because of the participation of these classes in purchasing decisions, meal preparation and food shopping can be seen as connected activities. Some meals can also be prepared when shopping, using the retailer's displays as decision signals. Hypermarkets also included fishmonger, butcher expert, and greengrocer jobs.

Impulse buying

In the study of Dittmar (2015), influenced by consumer, social, or environmental traits. Analysts have tried to determine if individuals who regularly participate in this conduct have any specific characteristics to their personality. Some researchers have suggested this, and environmental and internal comments may help to activate the buying impulse. Impulse buying is often correlated with fun and happiness, but has also been shown to be associated with negative emotions and low self-esteem. Our point is that impulsive buying can be understood especially as a form of self-regulation in terms of psychological functioning.

Moreover, Kuester and Sabine (2012), consumer behavior is the study of consumers as people, groups, or organizations and the ways they use to pick, protect, and coordinate services or goods to meet the impact and needs of these activities on society and customers, and matters the consumer's decision making. Impulsive buying is a client's propensity to buy

goods and services without having to prepare ahead. When a consumer makes these buying decisions in the spur of the moment, emotions and thoughts typically cause it.

Another theory from Kumar (2013).consumers go shopping unplanned and start wandering around in the hypermarkets, they are subjected to stimuli that cause and drive them to purchase undesirable goods, and they make the decision to buy the product without even understanding if it will fulfill a certain need for them or if it will have a positive or negative effect on them.Consumers are affected by factors such as demographic factors or factors within the hypermarket that caused their buying behavior. Most people buy just to feel happier inside the hypermarket like their mood, for example, they feel excited to spend money on items they never thought about, and externally are the reasons consumers see when shopping.

Lastly, Schiffmanand Kanuk (2007),many experiments in the consumer impulsive buying domain is based on one or more of the following two hypotheses, the impulsive buying hypotheses and the emotional / impulsive decision-making theories are logically rooted within impulsive decision-making and the emotional view of consumer preference.This view assumes that customers are likely to embrace emotions or feelings strongly associated with such transactions such as love, happiness, optimism, anxiety, optimism, fantasy and sexuality and even some little magic.

Customer Loyalty

Liang and Wang (2010), consumers and market-oriented and consumer-oriented businesses give the utmost importance to retaining customer loyalty, constantly offering customers a summary and collecting information to protect their interest and gain trust and client satisfaction. Loyalty is a deep commitment to secure repurchase and persistent a product or desired service in the future, while marketing attempts are being made by rivals to move customer use to another product or service. It's business policy whether or not they move depends on policy, Oliver (2007).

Moreover, Kelly (2018), stated that if customers have learned about your company wonderful stuff, they are more likely to stay a customer. Conversely, they may hesitate to visit you again if they have heard negative things about your restaurant. Maintaining a good reputation can be a lot of work but it is work that needs to be done to retain the respect and loyalty of customers.

Furthermore, Javanmard and Soltanzadeh (2010), expressed that the idea of loyalty has been established, in both attitude and behavioral loyalty. Behavioral loyalty means that consumers may purchase from the same brand again; attitudinal loyalty tends to be more robust than behavioral loyalty and represents the customer's commitment preferences, and when the intrinsic value of a brand can be shown. Customer loyalty is the primary aim of a business that has a specific branded product. Brand loyalty identified by the consumer as preferences of a given branded product on a shelf.

However, Ribbink, Liljander and Streukens (2004), customer trust is a way of buying a product or service, and the customer trust has a direct association with customer loyalty, Loyalty is usually related to quality of service satisfaction. Because online transactions entail a great deal of confusion for the customer, confidence is a prerequisite for trade. There are many determinants that decide consumer loyalty but that determines customer loyalty is key to the position of trust.

Agreeing to the ponder of Slope, Roche and Allen (2007), after purchasing it, customer does not feel confused. Anything else, if the business hires as their product and builds plan consumers will expect that the car is exactly the same as what they see in the pictures or in the middle of the show and consequently on the business could get complaint if anything is incorrect. Customer satisfaction may be an indicator of the end of the client behavior.

In any case, Hague & Hague (2016), expressed that the item and its highlights, capabilities, unwavering consistency, movement of deals and customer's return are the most important themes needed to achieve or exceed customer satisfaction. Completed customers typically recover and buy more. Rather than buying more, they too work as an association for exchanging experiences to attract rather potential customers.

Besides, Slope, Brierley & MacDougall (2003), state that opportunities for profit and efficiency should be practiced as activities that offer client respect. Subsequently, businesses have to know their clients even better than they have been traditionally. Be that as it may, the company should be able to build confidence with the customer so it is easy to urge the

customer's criticism. Usually how client-oriented product or benefit might be created.

Notwithstanding, Tao (2014), saying that increased customer loyalty will offer business benefits such as consumer commitment, extending the life cycle of a customer's buying stock and growing customer's positive mouth contact. If the customer is pleased with the company's item or profit, he will make the consumer buy habitually and suggest products or administrations to prospective customers. Growing up in case the corporation disregards or neglects customer's wishes is unusual for a trade association.

Lastly, Zeithal and Bitner (2003) stipulated that customer loyalty is influenced by unique products or value highlights and price recognitions. Furthermore, satisfaction is affected by the emotional responses of the client, their attributions are overshadowed equity appreciation. A comparative study of companies was performed and found that businesses would concentrate on improving the quality of their services for better and bigger customer satisfaction and customer loyalty.

That situational influences such as factors resulting from circumstances, time, location, arrangement and display of the product, the atmosphere in a restaurant, product popularity in the market, and the presence of friends while in a lookout for a place to eat less significantly affect the consumptions of the customers; such prior learning and knowledge of the customers about the products, the way they perceive things and their distinct personality have no momentous impact on the purchasing behaviors of the customers of the restaurants; positive experience of the family in dining in the store, the strength of involvement of

the customers with the group, the social class and culture to which they belong are less likely influential to the buying behaviors of the customers; and significant impact on the buying behaviors of customers because of variety of menu choices and delicious menu items; the quality of the product; reasonably priced products; convenience and accessibility; and attractive promotional tools that effectively communicate to their clients the information about the goods and services that they offer.

Chapter 3

METHOD

This chapter contains the discussion of research design, research subject, research instrument, data gathering procedures and statistical treatment of data.

Research Design

This study used descriptive-correlational method of research (Creswell, 2009). The descriptive method is intended to describe the degree of the two variables and the form used to illustrate the relation between the two. This is correlation as it allows the researchers to examine naturally occurring variables that may be unethical or inappropriate for experimental analysis, and also allows the researcher to see clearly and simply that there is a relationship between variables.

Hence, this study is descriptive because new ideas and theories are discovered and presented and at the same time correlation in the sense that it explores the impact of cultural values and buying behavior on loyalty among selected customers in restaurants in Panabo City.

Research Subject

The respondents of this study are the selected customers of restaurants in Panabo City. There are one hundred fifty (150) respondents answered the questionnaires that enable researchers to determine the impact of cultural values and buying behavior on loyalty among selected restaurant customers in Panabo City. This study used convenience sampling

in determining the number of respondents. The researchers utilized convenient sampling technique.

Table 1
Distribution of Respondents

	Respondents	
	Restaurants in Panabo City	Restaurant customers
R1		30
R2		30
R3		30
R4		30
R5		30
Total		150

Research Instrument

The instrument used in determining the respondent's responses in the independent variable were the standardized questionnaires, adopted from (Shukla and Vyas, 2014) and the dependent variable were the standardized questionnaires, adopted from (Dehghan and Shahin, 2014). The impact of cultural values has 17 items, a total of 27 items for buying behavior and 15 items for loyalty each item is rated by the respondent, 5 be the highest and 1 be the lowest.

The following scales were used to determine impact of cultural values the following parameters will be used:

Scale	Descriptive	Interpretations
4.21-5.00	Very high	This means that Impact of cultural values among selected customers in restaurantis observed at all times.
3.41-4.20	High	This means that Impact of cultural values among selected customers in restaurant isobserved in majority.
2.61-3.40	Moderate	This means that Impact of cultural values among selected customers in restaurant is observed in many but not in majority cases.
1.81-2.60	Low	This means that Impact of cultural values among selected customers in restaurant is observed in few instances.
1.00-1.80	Very Low	This means that Impact of cultural values among selected customers in restaurant is not observed.

The following scales where used to determine the buying behavior among selected customers in restaurant.

Scale	Descriptive	Interpretation
4.21-5.00	Very high	This means thatthe buying behavior among selected customers in restaurant is observed at

3.41-4.20	High	all times. This means that the buying behavior among selected customers in restaurants is observed in majority.
2.61-3.40	Moderate	This means that the buying behavior among selected customers in restaurants is observed in many but not in majority cases.
1.81-2.60	Low	This means that the buying behavior among selected customers in restaurants is observed in few instances.
1.00-1.80	Very Low	This means that the buying behavior among selected customers in restaurants is not observed.

The following scales were used to determine the customer loyalty among selected customers in restaurants.

Scale	Descriptive	Interpretation
4.21-5.00	Very high	This means that customer loyalty among selected customer in restaurant is observed at all times.
3.41-4.20	High	This means that customer loyalty among selected customers in restaurant is observed in majority.
2.61-3.40	Moderate	This means that customer loyalty among selected customer in restaurant is observed in many but not in majority cases.

1.81-2.60	Low	This means that customer loyalty among selected customers in restaurant is observed in few instances.
1.00-1.80	Very Low	This means that customer loyalty among selected customers in restaurant is not observed.

Data Gathering Procedures

The process in conducting the study involved the following steps:

Seeking Permission to Conduct the Study. The researchers sent a letter asking permission to the owner or manager of the restaurant where study conducted.

Validation of the Instrument. The questionnaire was adapted by the researchers from the research paper of Shukla, Vyas (2014), Dehghan, Shahin (2014). Approval was sought and was given.

Administration of the Instrument. Upon approval, the researchers personally administered the standardized questionnaire. The distribution was done during their free time. Personal Interviews were conducted for clarity of answers from the respondent.

Retrieval of the Questionnaire. After the researcher's administration of the questionnaire, the data were immediately collected.

Collection of Data. After collecting the questionnaire, it was immediately tallied and was subjected to statistical interpretation.

Statistical Treatment of Data

To analyze data, the following statistical tools were used in the descriptive and inferential analysis.

Weighted mean. This was used to determine the impact of cultural values and buying behavior and loyalty among selected customers in restaurant.

Pearson-r. This was used to determine the significant relationship between the Impact of cultural values and buying behavior on loyalty among selected customers in restaurant.

Chapter 4

PRESENTATION AND ANALYSIS OF FINDINGS

The chapter consists of the presentation and analysis of findings relevant to the queries raised in the previous chapter. They are presented both in tabular and textual forms with the corresponding logical and profound description of the result.

Level of Impact of Cultural Values among Selected Restaurant Customers

The level of cultural values is measured in terms of oriented values, environment oriented and self-oriented. The assessment is base five to six items questions in every indicator relating to the impact of cultural values selected customers in restaurants.

Shown in the Table 2 is the level of cultural values among selected customers in restaurants in Panabo City with the overall mean of 3.83 described as high. It means that the cultural values on buying behavior in selected restaurant are observed in many but not in majority cases.

Further, as reflected in the Table 2, the first indicator is oriented values with the mean 3.88 as high. It means that the cultural values on buying behavior are observed in many but not in majority cases. It implies that the oriented value is one of the aspects for them to decide on what they are going to choose. Rahimnia (2012).

Table 2

Level of Impact of Cultural Values among Selected Restaurant Customers

Indicators	Mean	Descriptive equivalent
A. Oriented Values		
1. Individual should sacrifice self – interested for the group	3.86	High
2. Family activities focus on needs of children or adults	3.94	High
3. Small family is a happy family	3.83	High
4. Men usually solve problems with logical analysis; woman usually solve problems with intuitions	3.87	High
5. Better work can be done by co-operating with peers	3.86	High
6. Prefer wide variations of taste and product performance	3.93	High
Mean	3.88	High
B. Environment Oriented Values		
1. Cleanliness is a major consideration	4.05	High
2. Reward system should be based on performance	3.98	High
3. Cannot stick to the same old practices entire life	3.74	High
4. Never do anything that don't know about at the risk of making a mistake	3.65	High
6. Generally accept things that happen as fate	3.85	High
Mean	3.85	High
C. Self-Oriented Values		
1. Sensitive towards nature and environment	3.79	High
2. Believe in physically active approach for life	3.77	High
3. Accept openness in sensual pleasure in the society	3.75	High
4. Material acquisition and wealth are more important	3.63	High
5. Believe in Working hard for success in the future	3.92	High
6. Postponement of desires valued more than immediate gratification	3.64	High
Mean	3.75	High
Over-all Mean	3.83	High

Legend:

Scale	Descriptive Equivalent
4.21–5.00	Very High
3.41-4.20	High

2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

As reflected in Table 2, the highest item is number 2 with the mean 3.94 described as high *family activities focus on needs of children or adults* it means that the cultural values are observed in many but not in majority cases. It implies that the customers are very specific on how they are given of focus by the staff. While, item number 3 got the lowest mean of 3.83 described as high in *small family is a happy family* it means that the cultural values are observed in many but not in majority cases. It means that the buying decision of the customer is based on how they evaluate the place through the senses.

The remaining items which are 1, 4, 5 and 6 have a mean of 3.86, 3.87, 3.86 and 3.93 respectively with the descriptive equivalent of high in *individual should sacrifice self – interested for the group, men usually solve problems with logical analysis; woman usually solve problems with intuitions, believe in better work can be done by co-operating with peers and prefer wide variations of taste and product performance*. It means that the cultural values are observed in many but not in majority cases.

The second indicator is *environment values* with the mean 3.85 described as high. It means that the cultural values on buying behavior are observed in many but not in majority cases. It implies that the environmental values are also part of their reference to become a loyal customer. Castaldo (2009) stipulated that if a culture lays too much stress on cleanliness, there is scope for the sale of beauty creams, soaps, deodorants, insecticides, washing powder, vacuum cleaner, etc. In western countries, a

lot of emphases are on this aspect thus, perfumes and deodorants are widely used.

Item number 1 got the highest mean of 4.05 in *cleanliness is a major consideration* the descriptive equivalent of high. It means that the cultural values on buying behavior are observed in many but not in majority cases. It implies that the customers really matter on the cleanliness of the restaurant. On the other hand, item number 4 got the lowest mean of 3.65, described as high in *never do anything that don't know about at the risk of making a mistake*. It means that the cultural values on buying behavior are observed in many but not in majority cases.

The remaining item number 2, 3 and 6 got the mean of 3.98, 3.74 and 3.85 respectively described as high *reward system should be based on performance, cannot stick to the same old practices entire life and generally accept things that happen as fate*. It means that the cultural values on buying behavior are observed in many but not in majority cases.

The third indicator is *self – oriented values* with the mean 3.75 described as high. It means that the cultural values on buying behavior are observed in many but not in majority cases. Also, Achouri and Bouslama (2010), higher self-image congruity would have a positive effect on the perceptions, interest rates and potential buying intentions of consumers against a product. Item number 5 got the highest mean of 3.92 in *believe in working hard for success in the future* the descriptive equivalent of high. It means that the cultural values on buying behavior are observed in many but not in majority cases. It implies that the customers really believe in their own perception. On the other hand, item number 4 got the lowest mean of 3.63,

described as high in *material acquisition and wealth are more important*. It means that the cultural values on buying behavior are observed in many but not in majority cases.

The remaining item number 1, 2, 3 and 6 got the mean of 3.79, 3.77, 3.75 and 3.64 respectively described as high *sensitive towards nature and environment, believe in physically active approach for life, accept openness in sensual pleasure in the society and postponement of desires valued more than immediate gratification*. It means that the brand image is often manifested. It means that the cultural values on buying behavior are observed in many but not in majority cases.

Level of Buying Behavior among Selected Restaurant Customers

The level of buying behavior is measured in terms of risk taking, information searching, brand loyalty, involvement in shopping, innovativeness, eating outside habit and impulse buying. The assessment is based on four to five items questions in every indicator relating to buying behavior.

Shown in Table 3 is the level of buying behavior among selected customers in restaurants with the overall mean of 3.79 described as high. It means that the buying behavior in selected restaurant is observed in many but not in majority cases.

Further, as reflected in Table 3, the first indicator is risk taking with the mean 3.78 as high. It means that the buying behavior is observed in many but not in majority cases. It implies that the customers are willing to risk just to see if the restaurant is good or not.

Table 3**Level of Buying Behavior among Selected Restaurant Customers**

Indicators	Mean	Descriptive equivalent
A. Risk Taking		
1.Very cautious in trying new/ different food products	3.85	High
2.Never buy something that doesn't know about at the risk of making a mistake.	3.70	High
3. Will only buy food products and well-established brands.	3.74	High
4.Rarely buy food brands which uncertain how well they prepared	3.83	High
Mean	3.78	High
B.Information Searching		
1.Often read the information on the package of the products like made in label,mfg. date, co. logo, etc.	3.75	High
2.Buying food products, must look at all sides of issues related to the product	3.73	High
3.Before making any buying decision, would like to walk around to search information about the same or substitute product	3.62	High
4.Enjoy sampling different brands of common place products for the sake of comparison	3.62	High
Mean	3.68	High
C. Brand Loyalty		
1.Rarely switch brand from it just to try something different	3.82	High
2.Would stick with a brand and usually buy than try something unsure.	3.78	High
3.Get bored with buying the same brands even if they are good	3.69	High
4.Enjoy in buying unfamiliar brands just to get some variety purchases	3.76	High
Mean	3.68	High

D. Involvement in shopping	Mean	Descriptive equivalent
1.Friends' suggestion and preference will influence choice	3.76	High
2.The suggestion and preference of family members can influence choice	3.87	High
3.The choice of reference group/person will influence buying decision	3.87	High
4.Choice is influenced by other consumers word of mouth or some evaluation reports from an independent testing agency	3.79	High
Mean	3.82	High
E. Innovativeness		
1.When saw a product of new flavor or test, tend to buy it	3.88	High
2.Have more interest in fads and fashion	3.79	High
3.Hearing about a new store or restaurant, would take advantage of the first opportunity to find out more about it	3.84	High
4.Enjoy exploring several different alternatives or brands while shopping	3.79	High
Mean	3.83	High
F. Eating out side Habits		
1.Eating to change mood	3.74	High
2.Eating outside during the occasion	3.86	High
3.Eat and buy products when needed	3.82	High
4.Would eat if desired	3.81	High
5.Generally avoid eating outside	3.69	High
Mean	3.78	High
G. Impulse buying		
1.If saw an interesting promotional offer (reduced price, sales promotion, and etc.) on in –store signs, tend to buy	4.03	High
2. When saw a good deal, would like to buy more than what intended to buy	3.91	High
Mean	3.97	High
Overall Mean	3.79	High

Legend:

Scale	Descriptive Equivalent
4.21–5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

As reflected in Table 3, the highest item is number 1 with the mean 3.85 described as high *very cautious in trying new/ different food products* it means that the buying behavior is observed in many but not in majority cases. While, item number 2 got the lowest mean of 3.70 described as high in never buy something that doesn't know about at the risk of making a mistake. it means that the buying behavior is observed in many but not in majority cases.

The remaining items which are 3 and 4 have a mean of 3.74 and 3.83 respectively with the descriptive equivalent of high in *will only buy food products and well-established brands and rarely buy food brands which uncertain how well they prepared* it means that the buying behavior is observed in many but not in majority cases.

The second indicator is *information searching* with the mean 3.68 is described as high. It means that the buying behavior is observed in many but not in majority cases.

Item number 1 got the highest mean of 3.75 in *often read the information on the package of the products like made in label, mfg. date, co. logo, etc.* the descriptive equivalent of high. It means that buying behavior is observed in many but not in majority cases. On the other hand, item number 3 and 4 got the lowest mean of 3.62, described as high in *before making any buying decision, like to walk around to search information about the same or substitute product and enjoy sampling different brands of common place products for the sake of comparison* .It means that the buying behavior is observed in many but not in majority cases.

The remaining item number 2 got the mean of 3.73 respectively described as high *when I buy any food product, look at all sides of issues related to the product*. It means that the cultural values on buying behavior are observed in many but not in majority cases.

The third indicator is *brand loyalty* with the mean 3.76 described as high. It means that buying behavior is observed in many but not in majority cases. Item number 1 got the highest mean of 3.82 in *rarely switch brand from it just to try something different* the descriptive equivalent of high. It means that buying behavior is observed in many but not in majority cases. On the other hand, item number 3 got the lowest mean of 3.69, described as high in *get bored with buying the same brands even if they are good*. It means that buying behavior is observed in many but not in majority cases.

The remaining item number 2 and 4 got the mean of 3.78 and 3.76 and 3.64 respectively described as high *would stick with a brand and usually buy than try something unsure and enjoy in buying unfamiliar brands just to get some variety purchases*. It means that buying behavior is observed in many but not in majority cases.

The Fourth indicator is *involvement in shopping* with the mean 3.82 described as high. It means that buying behavior is observed in many but not in majority cases. Item number 2 and 3 got the highest mean of 3.87 in *the suggestion and preference of family members can influence choice and the choice of reference group/person will influence buying decision* the descriptive equivalent of high. It means that buying behavior is observed in many but not in majority cases. On the other hand, item number 1 got the lowest mean of 3.76, described as high in *friend's suggestion and*

preference will influence choice. It means that buying behavior is observed in many but not in majority cases.

The remaining item number 4 got the mean of 3.79 respectively described as high *choice is influenced by other consumer's word of mouth or some evaluation reports from an independent testing agency.* It means that buying behavior is observed in many but not in majority cases.

The Fifth indicator is *innovativeness* with the mean 3.83 described as high. It means that buying behavior is observed in many but not in majority cases. Item number 1 got the highest mean of 3.88 in *when saw product of new flavor or test, tend to buy it* the descriptive equivalent of high. It means that buying behavior is observed in many but not in majority cases. On the other hand, item number 2 and 4 got the lowest mean of 3.79, described as high in *have more interest in fads and fashion and enjoy exploring several different alternatives or brands while shopping.* It means that buying behavior is observed in many but not in majority cases.

The remaining item number 3 got the mean of 3.84 respectively described as high *when hear about a new store or restaurant, take advantage of the first opportunity to find out more about it.* It means that buying behavior is observed in many but not in majority cases.

The Sixth indicator is *eating outside habit* with the mean 3.78 described as high. It means that buying behavior is observed in many but not in majority cases. Item number 2 got the highest mean of 3.86 in *eating outside during the occasion* the descriptive equivalent of high. It means that buying behavior is observed in many but not in majority cases. On the other hand, item number 5 got the lowest mean of 3.69, described as high in

generally avoid eating outside. It means that buying behavior is observed in many but not in majority cases.

The remaining item number 1, 3 and 4 got the mean of 3.74, 3.82 and 3.81 respectively described as high *eating to change mood, eat and buy products when needed and would eat if desired* means that buying behavior is observed in many but not in majority cases.

The Seventh indicator is *impulse buying* with the mean 3.97 described as high. It means that buying behavior is observed in many but not in majority cases. Item number 1 got the highest mean of 4.03 in *If saw an interesting promotional offer (reduced price, sales promotion, and etc.) on in-store signs, tend to buy* the descriptive equivalent of high. It means that buying behavior is observed in many but not in majority cases. On the other hand, item number 2 got the lowest mean of 3.91, described as high in *when saw a good deal, would like to buy more than what intended to buy.* It means that buying behavior is observed in many but not in majority cases.

Level of Loyalty among Selected Restaurant Customers

The evaluation in the level of customer loyalty is based on 15 items questionnaire relating to the impact of cultural values on buying behavior and loyalty among selected restaurant customers.

Shown in table 4 is the level loyalty among selected customers in restaurant with the overall mean 3.81 describe as high. It means that loyalty in selected restaurant is observed in majority. It indicates that the loyalty of the customer plays the big role. Tocquer (2010), A company with a good brand recall can influence a person's choice in the category of service and product.

Table 4

Level of Loyalty among Selected Restaurant Customers

Customer Loyalty	Mean	Description equivalent
1. Use products /services from the company because it is the best choice for me.	4.01	High
2. If had to do all over again, will buy products / services from this company	3.99	High
3. Intend to keep buying the products/services from the company.	4.03	High
4. Would continue to do business with the company if its price increased somewhat.	3.79	High
5. When saw new product/services, somewhat different from those of the company, will not try it.	3.59	High
6. Would not switch to a competitor, even had a problem with the product/services of the company.	3.54	High
7. If the company is not available, it makes a great difference to me and will not try an alternative.	3.57	High
8. In the comparison to other brands, the company is growing in popularity.	3.67	High
9. The company is different from competing brands.	3.81	High
10. Say positive things about the company to other people.	3.79	High
11. Recommend the company to someone who seeks advice.	3.86	High
12. Have a positive emotional relation to the company had chosen and feel attached to it.	3.75	High
13. Committed to the company.	3.84	High
14. Deal with the company because wanted to, not because have to.	3.93	High
15. Consider to be a loyal patron of the company.	3.93	High
Over-all Mean	3.81	High

Legend:

Scale	Descriptive Equivalent
4.21–5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

Furthermore, as reflected in Table 4, item number 3 got the highest mean of 4.03 described as high in *intend to keep buying the products/services from the company*. It means that loyalty in selected restaurant is observed in majority. It implies that the customer is very preferred to go on the restaurant that they think as a best.

Item number 7 got the lowest mean of 3.54 described as high in *to the would not switch to a competitor, even if had a problem with the product/services of the company*. It means that loyalty in selected restaurant is observed in majority.

The remaining items are number 1, 2, 4, 5, 6, 8, and 9 with the mean of 4.01, 3.99, 3.79, 3.59 and 3.54, 3.67 3.81 described as high in *use products /services from the company because it is the best choice for me, If had to do all over again, buy products / services from this company, would continue to do business with the company if its price increased somewhat, when saw a new product/services, somewhat different from those of the company, will not try it and would not switch to a competitor, even if had a problem with the product/services of the company, In the comparison to other brands, the company is growing in popularity*.

It means that loyalty in selected restaurant is observed in majority. Followed by item number 10, 11, 12, 13, 14 and 15 with the mean of 3.79, 3.86, 3.75, 3.84 and 3.93 described as high in *say positive things about the company to other people, recommend the company to someone who seeks advice, have a positive emotional relation to the company have chosen and feel attached to it and committed to the company, deal with the company because wanted to, not because have to*.

Significant Relationship between Impact of Cultural Values and Loyalty among selected Restaurant Customers

The significant relationship between impact of cultural values and loyalty is presented in table 5 with the r-value is 0.619 and the P- value of 0.000 which is less than 0.05 level of significance. Thus, the null hypothesis is rejected. Therefore, there is a significant relationship between impact of cultural values and loyalty.

This study is supported by Fatemi and Rahimnia (2012) loyalty is impacted to cultural values and their history. Dealing with culture as demonstrated by loyalty in the restaurant industry will give their rivals their competitive edge. In reality, it can make a company more successful and guarantee success with a deep understanding of the cultural values and loyalty of society.

Table 5

**Significant Relationship between Impact of Cultural Values and Loyalty
among selected Restaurant Customers**

Coefficient Correlation	
	Loyalty
Impact of Cultural Values	0.619

P-value (0.000) < 0.05 Significant

Chapter 5

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter presents the summary of findings, conclusions and recommendations of the study.

Summary of findings

1. The grand mean of cultural values is 3.83, which means often observed.

2. The overall mean rating obtained by buying behavior is 3.75, which means often observed.

3. The overall mean of loyalty is 3.81, which means often observed.

4. The computed r-value of impact of cultural values and loyalty is 0.619 which is associated with 0.000 as the P-value. Thus, null hypothesis is rejected since P-value is less than 0.05.

5. The computed r-value of buying behavior and loyalty is 0.626 in buying behavior which is associated with 0.000 as the P-value. Thus, null hypothesis is rejected since P-value is less than 0.05.

Conclusions

Based on the findings of the study, the following were the conclusion drawn.

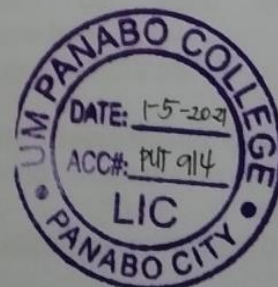
1. The level of cultural values is high.
2. The level of buying behavior is high.
3. The level of loyalty is high.
4. There is significant relationship between impact of cultural values and loyalty among selected restaurant customers in Panabo City

5. There is significant relationship between buying behavior and loyalty among selected restaurant customers in Panabo City.

Recommendations

Based on the findings and conclusions of the study, the following are the recommendations were drawn.

1. The researchers would like to recommend to the owners of restaurants to acquire relevant material to project good impression of quality service to the customers.
2. The restaurant owners must make sure that their offerings are superior over other competitors so that customers will not look for other substitutes.
3. The restaurant owners must ensure to give quality service and products to customers for them to gain loyalty and avoid losing them to their competitors.
4. The researchers proposed that future researchers may conduct a similar study to other restaurant owners within the city in order to produce helpful data for future purposes and narrow down the gaps of this study.



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APPENDICES

APPENDIX A-1

Letter of permission to Conduct Study

Letter of Permission to Conduct a Study

January 24, 2020

Alma Fuentes
Owner
Alma's Pick and Grill
Zamoras Bldg.,
Prk. Pag-Asa Gredu, Panabo City

Ma'am,

The undersigned are Bachelor of Science in Business Administration major in Marketing Management students of UM Panabo College who are currently conducting a research study entitled "**Impact of Cultural Values and Buying Behavior on Loyalty among selected customers in Restaurant in Panabo City**" as one of the requirements of the course.

Ament to this, we would like to ask for your approval to allow us to administer survey questionnaire on the above mentioned study in your firm. The data is used for the validation of our study.

Your favorable response on this matter is highly appreciated and value. Thank you very much and God bless.

Respectfully yours,


MARY FLOR L. MANINGO


RONALD H. VILLARAZA


BENJAMIN S. JAMIN

Researchers

Noted by: 
LEAVIC G. MAGHANOY, MM
Thesis Adviser



APPENDIX A-2

Letter of permission to Conduct Study

Letter of Permission to Conduct a Study

January 24, 2020

Regine Roble
Manager
Tuna Republik, Inc.
Chiu Bldg.,
Prk. Pag-Asa Gredu, Panabo City

Ma'am,


The undersigned are Bachelor of Science in Business Administration major in Marketing Management students of UM Panabo College who are currently conducting a research study entitled "**Impact of Cultural Values and Buying Behavior on Loyalty among selected customers in Restaurant in Panabo City**" as one of the requirements of the course.


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Your favorable response on this matter is highly appreciated and value. Thank you very much and God bless.

Respectfully yours,


MARY FLOR L. MANINGO


RONALD H. VILLARAZA


BENJAMIN S. JAMIN

Researchers

Noted by: 
LEAVIC G. MAGHANOY, MM
Thesis Adviser



APPENDIX A-3

Letter of permission to Conduct Study

Letter of Permission to Conduct a Study

January 24, 2020

Daisy Ann Alboroto
Manager
Maria Clara Restaurant & Resort
Prk. Dugso San Pedro, Panabo City


Ma'am,


The undersigned are Bachelor of Science in Business Administration major in Marketing Management students of UM Panabo College who are currently conducting a research study entitled "Impact of Cultural Values and Buying Behavior On Loyalty among selected customers in Restaurant in Panabo City" as one of the requirements of the course.

Ament to this, we would like to ask for your approval to allow us to administer survey questionnaire on the above mentioned study in your firm. The data is used for the validation of our study.

Your favorable response on this matter is highly appreciated and value. Thank you very much and God bless.

Respectfully yours,



MARY FLOR D. MANINGO


RONALD H. VILLARAZA


BENJAMIN S. JAMIN

Researchers

Noted by: 
LEAVIC G. MAGHANOY, MM
Thesis Adviser

received by:

Daisy Ann Alboroto

APPENDIX A-4

Letter of permission to Conduct Study

Letter of Permission to Conduct a Study

January 24, 2020

Imelda Lacia
Manager
Monica's Kitchen Diner
Prk. Pag-Asa, Gredu, Panabo City


Ma'am,


The undersigned are Bachelor of Science in Business Administration major in Marketing Management students of UM Panabo College who are currently conducting a research study entitled "**Impact of Cultural Values and Buying Behavior on Loyalty among selected customers in Restaurant in Panabo City**" as one of the requirements of the course.

Ament to this, we would like to ask for your approval to allow us to administer survey questionnaire on the above mentioned study in your firm. The data is used for the validation of our study.

Your favorable response on this matter is highly appreciated and value. Thank you very much and God bless.

Respectfully yours,

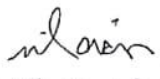

MARY FLOR L. MANINGO


RONALD H. VILLARAZA


BENJAMIN S. JAMIN

Researchers

Noted by: 
LEAVIC G. MAGHANOY, MM
Thesis Adviser

 01-31-2020
IMELDA U. LACIA

APPENDIX A-5

Letter of permission to Conduct Study

Letter of Permission to Conduct a Study

January 24, 2020

Flor Barcena
Manager
RJ3 Traveller's Dine
C. Zafra Real Estate Lessor
Prk. Sibuyas Gredu, Panabo City

Ma'am,


The undersigned are Bachelor of Science in Business Administration major in Marketing Management students of UM Panabo College who are currently conducting a research study entitled "**Impact of Cultural Values and Buying Behavior on Loyalty among selected customers in Restaurant in Panabo City**" as one of the requirements of the course.

Ament to this, we would like to ask for your approval to allow us to administer survey questionnaire on the above mentioned study in your firm. The data is used for the validation of our study.

Your favorable response on this matter is highly appreciated and value. Thank you very much and God bless.


Respectfully yours,


MARY FLOR L. MANINGO


RONALD H. VILLARAZA


BENJAMIN S. JAMIN

Researchers

Received by
 01/24/2020

Noted by 
LEAVIC G. MAGHANOY, MM
Thesis Adviser

APPENDIX B-1
Letter of Request for Validation

October 9, 2019

DR. MARIESEL LAUREL

Professor

UM Panabo College

Panabo City

Dear Maam;


You are one of the chosen expert evaluators of our questionnaire on **"IMPACT OF CULTURAL VALUES AND BUYING BEHAVIOR ON LOYALTY AMONG SELECTED CUSTOMERS IN RESTAURANT IN PANABO CITY"**.


In view of this, it would be very much appreciated if you can share your expertise by rating its contents. It would be a great help also for the undersigned, if you can write any comments, suggestion and recommendations that will improve the above mentioned questionnaire.

Thank you very much for your support and valuable contribution to this letter request.

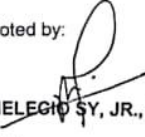
Respectfully yours,


BENJAMIN S. JAMIN


MARYFLOR L. MANINGO


RONALD H. VILLARAZA

Noted by:


MELEGIO SY, JR., MBA

Adviser

APPENDIX B-2
Letter of Request for Validation

November 29 , 2019

AMELIE L. CHICO, DM, FRIM
UM Panabo College
Panabo City


Dear Maam:


You are one of the chosen expert evaluators of our questionnaire on "IMPACT OF CULTURAL VALUES AND BUYING BEHAVIOR ON LOYALTY AMONG SELECTED CUSTOMERS IN RESTAURANT IN PANABO CITY".

In view of this, we appreciate if you can share your expertise by rating its contents. It would be a great help also for the undersigned, if you can write any comments, suggestion and recommendations that will improve the above mentioned questionnaire.

Thank you very much for your support and valuable contribution to this letter request.


Respectfully yours,


BENJAMIN S. JAMIN


MARYFLOR L. MANINGO


RONALD H. VILLARAZA

Noted by:


Prof. LEAVIC G. MAGHANOY, MM
Adviser

APPENDIX C-1

Validation Sheet

UM <small>The University of Mindanao</small>	RESEARCH AND PUBLICATION CENTER [] Main [] Branch QUESTIONNAIRE VALIDATION SHEET
--------------------------------------------------------	--------------------------------------------------------------------------------------------------------

Title of Research: Impact of Cultural Values and Buying Behavior (On) loyalty among selected customers in Restaurant in Rinobe City

Propponents : Ronald Villaraza, Benjamin Jamin, Maryfer Maringo

To the Evaluator: Please check the appropriate box for your ratings.


Point Equivalent.	5 – Excellent	2 – Fair
	4 – Very Good	1 – Poor
	3 – Good	

	5	4	3	2	1
1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.	✓				
2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner.		✓			
3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.	✓				
4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.	✓				
5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed.	✓				
6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.	✓				
7. SCALE AND EVALUATION RATINGS SYSTEM The scale adapted is appropriate for the items.	✓				

Maricel A. Landa, Ed.D
Signature Above Printed Name

APPENDIX C-2

Validation Sheet

 The University of Mindanao	RESEARCH AND PUBLICATION CENTER [] Main [] Branch _____ QUESTIONNAIRE VALIDATION SHEET																																																
Title of Research: <u>Impact of Cultural values and Buying Behavior ^{on} and loyalty among selected customers in Restaurant in Panabo City.</u>																																																	
Proponents: <u>Ronald Villaraza, Benjamin Jamin, Maryflor Maningo</u>																																																	
To the Evaluator: Please check the appropriate box for your ratings.																																																	
Point Equivalent:	5 – Excellent 2 – Fair 4 – Very Good 1 – Poor 3 – Good																																																
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_____ Dr. Amelie L. Clun Signature Above Printed Name																																																	

APPENDIX D-1

Survey Questionnaire on Impact of Cultural Values and Buying Behavior on Loyalty among selected Restaurant Customers in Panabo City.

Impact of Cultural Values and Buying Behavior on Loyalty among selected customers in Restaurant in Panabo City
 Dr. Rajeev Shukla, Ashutosh Vyas (2014)

Part 1. Profile of the Respondents
 Name(Optional): _____ Gender: _____
 Company: _____ Position: _____

Instruction: This questionnaire contains a statement about **Impact of Cultural Values and Buying Behavior**. Next to each statement, mark ticks (/) the number that describes how strongly you feel about the statement by using the following scoring system.
 5-Strongly Agree 3-Neutral
 4-Agree 2-Disagree 1-Strongly disagree

Part 2. Cultural Values

A. Other Oriented Values	5	4	3	2	1
1. Individual should sacrifice self – interest for the group					
2. Family activities focus on needs of children or adults					
3. I think small family is a happy family					
4. Men usually solve problems with logical analysis; woman usually solve problems with intuitions					
5. I believe better work can be done by co-operating with peers					
6. I prefer wide variations of taste and product performance					
B. Environment Oriented Values					
7. Cleanliness is highly regarded in the practice					
8. Reward system should be based on performance					
9. I cannot stick to the same old practices all my life					
10. I never do anything that I don't know about at the risk of making a mistake					
11. I generally accept things that happen as fate					
C. Self-Oriented Values					
12. I am sensitive towards nature and environment					
13. I believe in physically active approach for life					
14. I accept openness in sensual pleasure in the society					
15. Material acquisition and wealth are more important					
16. I believe in Working hard for success in the future					
17. Postponement of desires valued more than immediate gratification					

Part 3. Buying Behavior

A. Risk taking	5	4	3	2
1. I am very cautious in trying new/ different food products				
2. I never buy something I don't know about at the risk of making a mistakes				
3. If I buy food product, I will buy only well-established brands				
4. I rarely buy food brands about which I am uncertain how well they prepared				
B. Information searching				
5. I often read the information on the package of the products like made in label, mfg. date, co. logo, etc.				
6. When I buy any food product I look at all sides of issues related to the product				
7. Before making any buying decision, I like to walk around to search information about the same or substitute product				
8. I enjoy sampling different brands of common place products for the sake of comparison				

Part 4. Loyalty (AliDehghan, ArashShahin 2014)

C. Brand Loyalty	5	4	3	2	1
9. If I like a brand, I rarely switch from it just to try something different					
10. I would stick with a brand I usually buy than try something I am not very sure					
11. I get bored with buying the same brands even if they are good					
12. I enjoy in buying unfamiliar brands just to get some variety in my purchases					
D. Involvement in shopping					
13. My friends suggestion and preference will influence my choice					
14. The suggestion and preference of family members can influence my choice					
15. The choice of my reference group/person will influence my buying decision					
16. My choice is influenced by other consumers word of mouth or some evaluation reports from an independent testing agency					
E. Innovativeness					
17. When I see product of new flavor or test, I tend to buy it					
18. I have more interest in fads and fashion					
19. When I hear about a new store or restaurant, I take advantage of the first opportunity to find out more about it					
20. I enjoy exploring several different alternatives or brands while shopping					
F. Eating outside Habits					
21. I go to Eating to change my mood					
22. I go to Eating outside during the occasion					
23. I go to Eat and buy products when I need them					
24. I go to Eating because I like it					
25. I Generally avoid eating outside					
G. Impulse buying					
26. If I see an interesting promotional offer (reduced price, sales promotion, and etc.) on in-store signs, I tend to buy					
27. When I see a good deal, I tend to buy more than that I intended to buy					

APPENDIX E-1

Certificate of Grammarly

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95

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LEAVIC G. MAGHANOJ-TAJON, MM
Research Adviser

APPENDIX F-1

Certificate of Plagiarism

feedback studio Impact of Cultural Values on Buying Behavior and Loyalty among Selected Customers in the World of Fast Food City 13

13%

Chapter 1

THE PROBLEM AND ITS SETTINGS

Cultural values can influence consumer attitude which affects customer loyalty although numerous studies have been carried out on the impact of purchasing behavior. There are currently several factors that affect consumer loyalty. In this study the cultural values relationship between purchasing behavior and consumer loyalty was explored.

In India, the effect of culture is often described as an amalgamation of a number of different cultures, spanning the Indian subcontinent, and having been influenced and shaped by a thousand-year past. Indian culture has been strongly

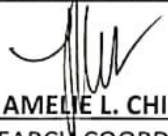
Page: 1 of 52 Word Count: 1176

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VILLARAZA MANINGO JAMIN

CONGRATULATIONS SEPTEMBER 9, 2020 (WEDNESDAY)

PLAGIARISM RESULT PASSED FIRST RUN 13%


DR. AMELIE L. CHICO
 RESEARCH COORDINATOR

APPENDIX G-1

Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

RSD Travelers Dine and conducted SURVEY
(Name of Office/Agency) (State activity)

in relation to their thesis/FS entitled "Impact of Cultural Values and Buying Behavior on Loyalty among Selected Customers in Restaurant in Panabo City"

during the period March 21, 2018
(State inclusive dates)

Name and Signature of Authorized Personnel



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

Almas Pick and Grill and conducted SURVEY
(Name of Office/Agency) (State activity)

in relation to their thesis/FS entitled "Impact of Cultural Values and Buying Behavior on Loyalty among Selected Customers in Restaurant in Panabo City"

during the period March 20, 2018
(State inclusive dates)

Name and Signature of Authorized Personnel

APPENDIX G-2

Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the Maria Clara Restaurant and conducted Survey
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Impact of Cultural Values and Buying Behavior on Loyalty among selected customers in Restaurants in Panabo City"
during the period March 21, 2020.
(State inclusive dates)

Marc Ambriel Dulla
Name and Signature of Authorized Personnel



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the Tuna Republik Inc. and conducted Survey
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Impact of Cultural Values and Buying Behavior on Loyalty among selected customers in Restaurants in Panabo City"
during the period March, 27, 2020.
(State inclusive dates)

KARLA MARIE STEVENSON
Name and Signature of Authorized Personnel

APPENDIX G-3

Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City


Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

Monica's Kitchen Diner and conducted SURVEY
(Name of Office/Agency) (State activity)

in relation to their thesis/FS entitled "Impact of Cultural Values and Buying Behavior and on Loyalty among selected customers in Restaurant in Panabo City."

during the period March 18, 2020.
(State inclusive dates)


Michael John D. Gallardo

Name and Signature of Authorized Personnel



CURRICULUM VITAE

**RONALD H. VILLARAZA**

Prk. Durian Cagangohan, 8105 Panabo City
Contact number: 09976039265
E-mail address: villarazaronald2@gmail.com

PERSONAL DATA

Age: 25
Date of Birth: June, 11, 1995
Place of Birth: Brgy. Cagangohan, Panabo City
Sex: Male
Civil Status: Single
Height: 5'8
Weight: 72kgs.
Citizenship: Filipino
Religion: Roman Catholic

EDUCATIONAL BACKGROUND

College : UM Panabo College
(2020-2021)
Course : Bachelor of Science Business Administration
(Major in Marketing Management)
Secondary : Panabo National High School
(2011-2012)
Elementary : G.L Dondoy Central Elementary School
(2007-2008)

SCHOLARSHIP AND ORGANIZATIONAL AFFILIATION

- Active YMS member (2018-2019)
- DABME active member (2018-2019)

SEMINARS AND TRAINING ATTENDED

- **Solid Waste Management Seminar**
UM Panabo College
September 16, 2017

- **Seminar on Anti-Drug Abuse Awareness Symposium**
UM Panabo College
January 2018
- **HIV/AIDS Awareness Seminar**
UM Panabo College
February 17, 2018
- **Cyber Bullying and Social Media Education Seminar**
UM Panabo College
March 3, 2018

**BENJAMIN S. JAMIN**

Phase 7, Gamao Subd. Brgy, San Francisco. Panabo City

Contact number: 09393592913

E-mail address: jaminbenj29@yahoo.com

=

PERSONAL DATA

Age: 22

Date of Birth: October 29, 1997

Place of Birth: Panabo City

Sex: Male

Civil Status: Single

Height: 5'8

Weight: 79kgs.

Citizenship: Filipino

Religion: Roman Catholic

EDUCATIONAL BACKGROUND

College : UM Panabo College
(2020-2021)

Course : Bachelor of Science Business Administration
(Major in Marketing Management)

Secondary : Maryknoll College of Panabo
(2012-2013)

Elementary : Maryknoll College of Panabo
(2008-2009)

SCHOLARSHIP AND ORGANIZATIONAL AFFILIATION

- YMS Business Manager Officer (2018-2019)
- DABME active member (2018-2019)
- RCY active member (2017-2020)

SEMINARS AND TRAINING ATTENDED

- **Solid Waste Management Seminar**
UM Panabo College
September 16, 2017
- **Seminar on Anti-Drug Abuse Awareness Symposium**
UM Panabo College
January 2018
- **HIV/AIDS Awareness Seminar**
UM Panabo College
February 17, 2018
- **Cyber Bullying and Social Media Education Seminar**
UM Panabo College
March 3, 2018



MARYFLOR L. MANINGO

Blk.1 Lot 16, St.John Bucana Lasang , Davao City

Contact number: 09121374709

E-mail address: **Flor_Maningo@gmail.com**

=

PERSONAL DATA

Age: 25
 Date of Birth: October 15, 1994
 Place of Birth: Bincungan, Tagum City
 Sex: Female
 Civil Status: Single
 Height: 5'1
 Weight: 48kgs.
 Citizenship: Filipino
 Religion: Roman Catholic

EDUCATIONAL BACKGROUND

College : UM Panabo College
 (2020-2021)
 Course : Bachelor of Science Business Administration
 (Major in Marketing Management)
 Secondary : Davao Central College
 Toril, Davao City
 (2011-2012)
 Elementary : Bincungan Elementary School
 (2007-2008)

SCHOLARSHIP AND ORGANIZATIONAL AFFILIATION

- Active YMS member (2018-2019)
- DABME active member (2018-2019)
- SPES Grantees Awardees (2013-2014)

SEMINARS AND TRAINING ATTENDED

- **Solid Waste Management Seminar**
UM Panabo College
September 16, 2017

- **Seminar on Anti-Drug Abuse Awareness Symposium**
UM Panabo College
January 2018

- **Cyber Bullying and Social Media Education Seminar**
UM Panabo College
March 3, 2018

- **Food Safety and Hygienic Handling of Fish**
ABC Hall, Panabo City
October 6-7, 2015