



## **CONSUMER BUYING BEHAVIOR FOR CANNED TUNA PRODUCTS IN GENERAL SANTOS CITY**

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### **ABSTRACT:**

This study focused on consumer preferences regarding the purchase of canned tuna products in General Santos City. The researcher used descriptive quantitative research design by distributing questionnaires using quota sampling to 100 respondents who bought in supermarkets or malls, convenience stores, and public markets employing relative frequency distribution, weighted mean, and Analysis of Variance (ANOVA). Results of the study showed that there is a high degree of influence on product characteristics (4.03), psychological factors (3.76), promotional activities (3.64), and social factors (3.43) on the consumer buying decisions for canned tuna products. Moreover, profile based on age, sex, educational attainment, average monthly income, and source of income had no significant differences on consumer decisions on buying canned tuna products. The findings of the study confirmed that product characteristics perceived to be of higher influence on the purchased of canned tuna products.

**KEYWORDS:** Consumer Buying Behavior, Consumer Decisions, Consumer Preferences

### **INTRODUCTION:**

Fish is nutritious, but it is also highly susceptible to spoilage. Proper processing and packaging may help to maintain and extend the eating quality of fish. The processing method, such as canning, converts raw food into an edible, palatable, and usable form. It also develops ready-to-eat convenience products that save time for cooking (Mohan *et al.*, 2018). In developing countries, consumption of convenience products has increased (Castro *et al.*, 2016) due to population growth and employment (Supartini, 2018). Since time is a scarce resource, convenience has been a significant driver of food consumption in cities. People's food choices are increasingly influenced by what is quick, available, and ready-to-eat as they become more urbanized (Cairns *et al.*, 2018). A fundamental marketing concept states that businesses exist to meet the needs of their customers.

Understanding consumer buying behavior and the factors that affect consumer decisions is a good

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business (Radu, 2019). Many factors affect consumer preferences on buying canned tuna products that include family, friends, education level, social media, and income (Radu, 2019). Having children in the household or family size also affects purchasing canned products (Rahkovsky *et al.*, 2018). Consumer interest in eco-labels of canned tuna products is also increasing, and this is also an indicator of change in consumer buying decisions and preferences (Castro *et al.*, 2016). Digital platforms also influence consumer behavior by providing consumers with more consistent and high-quality consumption food data (Cairns *et al.*, 2018). Canned tuna variants are also factors in purchasing canned products. According to Durmaz (2014), it also claims that the main factor influencing consumer buying behavior is psychological factors connected with motivation, learning, beliefs, and attitude.

Currently, the Philippines is ranked as the second-largest manufacturer of canned tuna in Asia (SEAFDEC, 2020), and in terms of canning, the tuna industry is highly concentrated in General Santos City (Buencamino, 2015). Canned tuna is also available in local market and is a popular protein source for both poor and non-poor households (Llanto *et al.*, 2016). Recently, canned products are the second item purchased in bulk by Filipino consumers (Sanchez, 2020). It was also predicted that the rapid rise in packaged food consumption would create lucrative opportunities (Fortune Business Insights, 2020).

In general view, consumer buying behaviour is a diverse study that affects not only consumers but also marketers in the development of effective marketing strategies (Castro *et al.*, 2016). The product characteristics, promotional activities, pricing strategies, and psychological positioning are just some of the considerations set on identifying the factors that affects consumer buying behavior process (Zaeman & Hassan, 2016).

With the growing demand for canned tuna products and diverse consumer preferences, it's critical to identify the main characteristics of canned tuna products that influence consumer purchases. This can provide a deeper understanding of the consumer choices when purchasing canned tuna products, which also increases customer satisfaction. Hence, the goal of this study was to figure out what factors influence consumer buying decisions for canned tuna products.

### **OBJECTIVES OF THE STUDY**

This study centered on consumer preferences regarding the purchase of canned tuna products in General Santos City.

Specifically, this study aimed:

- To determine the respondent's demographic profile in terms of age, educational attainment, sex, average monthly income, and source of income.
- To determine the degree of influence of the factors on consumer buying behavior; social factors, product characteristics, promotional activities, and psychological factors
- To determine the difference in the level of consumer behavior on buying the product when grouped according to their profile.

### **MATERIALS AND METHODS**

The study focused on consumers of canned tuna products in General Santos City. Specifically, respondents were consumers buying at supermarkets or malls, convenience stores, and public markets (SMSE's). In this study, descriptive survey research was used to assess the demographic profile of respondents, such as age, sex, educational attainment, average monthly income, and source of income. Quota sampling was utilized and distributed questionnaires to 100 respondents identifying the factors that affect consumers on buying canned tuna products in General Santos City. On the gathering procedure, due to health

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guidelines and restrictions the researcher strictly complied on protocols such as wearing of face mask, face shield, physical distancing and provided sanitary materials.

## **RESULTS AND DISCUSSIONS**

This section provided the gathered data and the researcher's interpretation and analysis of the results of the distributed surveys. This shows the result of the survey conducted in the study on the factors affecting the consumer buying behavior on canned tuna products in General Santos City. To show the results of the study, the collected data in the study are presented in tabular form, where the data gathered is systematically arranged in rows and columns.

### **Demographic Profile of the Respondents**

The demographic profile of the respondents was limited only to their age, educational attainment, sex, source of income and average monthly income. There were 100 consumers who answered and responded the survey questionnaires.

Table 1 shows the age profile of respondents who buy canned tuna products in General Santos City. As presented in the table, most of the respondents was in the age range of 9 – 26 years old that comprised of 45.0% of the total respondents. It was followed by respondents ages between 27 – 41 years old (38%), the remaining respondents was in the age of 42 -56 years old (12%) and 57 – 75 years old (5%).

General Santos City was placed on a community quarantine the time the data were gathered. Minor age and senior citizens were instructed to stay at home and there are three (3) local ordinances implemented effective on May 1, 2021 to June 30, 2021 to restrict outside activities including public market, grocery establishments and malls (Local Government Unit of General Santos City, 2021). Thus, this had affected the data gathered under age profile. The prevailing age was on the range of 9 - 26 years old and none of the respondents were below 18 years old. On the other hand, there are 5% on total number of respondents on the age of 57-75 years old and all of the respondents are between the ages of 57 - 59 years old.

Based on the age profile results, most consumers of canned tuna were in the age range of 18 – 41 years old. On the statistics presented by Wunsch (2020), the age group from 18 to 44 years old shows almost the same percentage on the frequency of eating and not eating for convenient products. Customers today follow a different set of norms and have different expectations. The study's findings revealed that millennials and generation Z were the most frequent purchasers of canned tuna goods. These generations have grown up with media and services that are accessible at the touch of a button, at any time and in any location (Fromm, 2019).

According to Rivera III *et al.* (2015), these generations are motivated and shaped by a need for knowledge or curiosity as a result of their involvement in advertising. Hence, an informative marketing strategies would capture the interest of these market. Strategical labelling by incorporating all informative data is essential to capture the market. It is also true that the rise of technology brings marketers closer to its potential market by using social media advertisements (Cairns *et al.*, 2018).

**Table 1. Age Profile of the Respondents who buy Canned Tuna Products in General Santos City, May 2021.**

<b>Age</b>	<b>f</b>	<b>Rf (%)</b>
9 – 26	45	45.0
27 – 41	38	38.0
42 – 56	12	12.0
57 – 75	5	5.0
<b>TOTAL</b>	<b>100</b>	<b>100.0</b>

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Table 2 shows the educational attainment profile of respondents who buy canned tuna products in General Santos City. As presented in the table, majority of the respondents were tertiary level that comprised of 54.0% of the total respondents. It was followed by secondary level (24.0%), primary level (9.0%), graduate studies (9.0%), and the remaining respondent was on technical-vocational level (4.0%).

The result validates the extent of understanding of the respondents regarding the study. Most of the respondents attended tertiary level and thus their literacy level is more advanced. The second prevailing result was on a secondary level and this add up on the average monthly income where in this group has lesser opportunity to seek a good paying job unless if they are self-employed. In general, all the respondents attended schooling and able to understand the concept of the study as it was also explained on vernacular language.

The result of the study shows that majority of consumers were educated. On to the study conducted by Rahkovsky *et al.* (2018), consumer with higher level of education tend to purchase healthier food and this indicates the very high response rate to nutrition content on purchasing canned tuna, since most of the respondents are on tertiary level. Hence, concentrating on the nutritional content is a wise strategy to capture this market.

**Table 2. Educational Attainment Profile of Respondents who buy Canned Tuna Products in General Santos City, May 2021.**

<b>Educational Attainment</b>	<b>f</b>	<b>Rf (%)</b>
Primary Level	9	9.0
Secondary Level	24	24.0
Tech-Voc Level	4	4.0
Tertiary Level	54	54.0
Graduate Studies	9	9.0
<b>TOTAL</b>	<b>100</b>	<b>100.0</b>

Table 3 shows the sex profile of the respondents who buy canned tuna products in General Santos City. As presented in the table, majority of the respondents were female that comprised of 75.0% of the total respondents. The remaining percentages of respondents were male.

On the process of data gathering, the respondents was conveniently chosen. On a survey conducted by Nielsen's Philippines (2011) females still do the grocery shopping most of the time. It was also explained that in every family, women does more grocery shopping than men. According to Lesonsky (2016), women loved to compare prices, the availability of product, and the store location are just some of the deciding factors.

Hence, using psychological pricing or a fair market price is a sound strategy to capture these markets. For suppliers or producers, it should be known that a more variety of product offering does a store have, it is most likely a deciding factor for women to enter a store and buy for consumption. Thus, dealing with possible channels should have more product variation to offer.

**Table 3. Sex Profile of Respondents who buy Canned Tuna Products in General Santos City, May 2021.**

<b>Sex</b>	<b>f</b>	<b>Rf (%)</b>
Male	25	25.0
Female	75	75.0
<b>TOTAL</b>	<b>100</b>	<b>100.0</b>

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Table 4 shows the average monthly income profile of the respondents who purchase canned tuna products in General Santos City. As presented in the table, most of the respondents' average monthly income was 5,001 - 10,000 pesos that comprised of 40.0% of the total respondents.

According to the Department of Labor and Employment (2019), General Santos City daily minimum wage effective on May 2020 is 315 pesos on agriculture, retail and service establishment while 336 pesos on non-agriculture sector, exemption on this order was establishments that belongs to retail and service sectors that employs not more than 10 employees.

This clarifies the prevailing percentage which is 5,001 to 10,000 pesos average monthly income. An employee on non-agriculture sector who works six times a week shall have an average monthly gross income of 8,064 pesos. The prevailing income is 10, 000 pesos below, this group are from the workers who are earning on minimum and below minimum wage rate.

Thus, the product should give a favorable offering, for example cost cutting on the side of the manufacturer to the retailers, cutting down the channels between the producer and end consumer may lessen the cost for logistics. Continuous innovation on the product that may come up with innovating a more budget product variation.

**Table 4. Average Monthly Income Profile of Respondents who buy Canned Tuna Products in General Santos City, May 2021.**

<b>Average Monthly Income</b>	<b>f</b>	<b>Rf (%)</b>
P 5,000 below	36	36.0
P 5,001-10,000	40	40.0
P 10,001-15,000	16	16.0
P 15,001-20,000	6	6.0
P 20,001-25,000	1	1.0
P 25,001 above	1	1.0
<b>TOTAL</b>	<b>100</b>	<b>100.0</b>

Table 5 shows the sources of income profile of respondents who purchase canned tuna products in General Santos City. As presented in the table, majority of the respondents' sources of income was private employment that comprised of 79.0% of the total respondents.

Based on the researcher's observation all of the respondents was already on the working age employed on a part-time, full-time or self-employment basis, since nature of employment was not included on the scope, thus, it cannot give an accurate detail on the nature of employment. To analyze the result of average monthly income and source of income, most of the respondents are low income earners and employed on private industries. It clarifies that large portion of was on this sector.

**Table 5. Sources of Income Profile of Respondents who Purchase Canned Tuna Products in General Santos City, May 2021.**

<b>Source of Income</b>	<b>f</b>	<b>Rf (%)</b>
Public Employment	13	13.0
Private Employment	68	68.0
Self-Employment	18	18.0
Investment	1	1.0
<b>TOTAL</b>	<b>100</b>	<b>100.0</b>

## **FACTORS ON CONSUMER DECISIONS**

The following tables was presented to determine the degree of influence of the factors on consumer buying behavior on canned tuna products, this include the social factors, product characteristics, promotional activities, and psychological factors.

Table 6 shows the degree of influence of the factors on consumer decisions in terms of social factors. As presented in the table, it obtained an overall mean rating of 3.43 which described as high degree of influence. This indicates that social factors affect consumer decisions in buying canned tuna.

This study conforms to the study of Zaeema and Hassan (2016), social factors such as primary reference group that includes family, relatives and close friends had a high influence on consumer buying decisions for canned tuna. Similar discussion had presented by Ong *et al.* (2019) on the influence of family members and friends on consumer buying decisions for coffee products.

The presence of children in the family which affects the family size had also high influence on buying convenient products, this explains the high result of family size as an indicator for purchased decisions. Information from secondary reference groups had influence on purchasing behaviour of consumers and tend to trust these opinions with the reason that it came from the people they know (Rahkovsky *et al.*, 2018). Social role and status, and habitual buying had a moderate influence on the buying decisions of consumers, this means that it can sometimes influence. According to Iftikhar (2013), social status is not just a myth when it comes to purchasing decisions. The status and role of an individual in society have an impact on their purchasing habits (Business Jargons, 2016)

Consumer decisions are highly influenced by social factors. Social factor indicators involved actions connected on other people or based on the opinion of others. People must talk about and debate diverse issues in order to arrive at sound solutions and ideas (Juneja, 2021).

**Table 6. Degree of Influence of the Factors on Consumer Decisions in terms of Social Factors, May 2021.**

<b>Indicators</b>	<b>Mean</b>	<b>Description</b>
Social status and social role.	3.18	Moderate
Habitual Buying	3.42	High
Family size	3.53	High
Primary reference group (e.g. family, relatives, and close friends).	3.68	High
Secondary reference group (e.g. workmate, religious groups, or schoolmates.)	3.34	Moderate
<b>OVERALL</b>	<b>3.43</b>	<b>High</b>

Table 7 shows the degree of influence of factors on consumer decisions in terms of product characteristics. As presented in the table, it obtained an overall mean rating of 4.03 which described as high degree of influence. This indicates that product characteristics affects consumer decision in purchasing canned tuna products.

According to Zaeema and Hassan (2016), canned tuna product attributes are the most critical aspects that have a significant impact on consumer purchasing decisions. It was explained that packaging, pricing and nutrition content intensifies consumer's intention to purchase, similar result had presented by Castro *et al.* (2016) on the influence of easy-open can packaging for canned tuna products.

This implies that the study conducted agreed that easy-open can, affordable pricing and nutrition content are indicators of consumer decisions in buying canned tuna. Forms, flavors and eco-labeling had also

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high influence to consumer decisions. This also relates to the result of the study that there is a growing consciousness on eco-labeling.

It is also clear that variations affects the purchased, yet, original forms and taste still had high influence on consumer purchased decisions. It is concluded on these studies that on maintaining good quality product is still one key factors on attracting purchasing actions. Also, product innovation and variations is a good strategy to suffice the consumers' diverse likings.

**Table 7. Degree of Influence of the Factors on Consumer Decisions in terms of Product Characteristics, May 2021.**

<b>Indicators</b>	<b>Mean</b>	<b>Description</b>
Affordable Price	4.27	Very High
Eco-labelling	3.87	High
Canned tuna with no flavor	4.02	High
Canned tuna in oil	4.01	High
Canned tuna with flavor	4.02	High
Canned tuna in solid form	3.95	High
Canned tuna in flakes form	4.06	High
Canned tuna in chunks form	3.82	High
Canned tuna in corned form	3.80	High
Easy open can packaging	4.36	Very High
Nutrition content	4.13	High
<b>OVERALL</b>	<b>4.03</b>	<b>High</b>

Table 8 shows the degree of influence of the factors on consumer decision in terms of promotional activities. As presented in the table, it obtained an overall mean rating of 3.64 which described as high degree of influence. This indicates that promotional activities affects consumer decisions on buying canned tuna products. It is a common knowledge that promotional activities was created to increase awareness and market shares, a tool to attract potential market (Ghose, 2015). Among the indicators sales promotions and discount had the highest degree of influence on buying canned tuna products. Other promotional activities like local and media advertisement, direct marketing, personal selling, social marketing, word of mouth and endorsements had a high influence on purchase decisions of canned tuna products.

Aside from sales promotion, General Santos City being the Tuna Capital gets higher degree of influence than other promotional tools. Consumers benefit from items that are based in their neighbourhood and well known for their product offering (Department of Trade and Industry , 2019).

**Table 8. Degree of Influence of the Factors on Consumer Decisions in terms of Promotional Activities, May 2021.**

<b>Indicators</b>	<b>Mean</b>	<b>Description</b>
Discounts and sales promotions.	4.28	Very High
Advertisements	3.45	High
Word of Mouth	3.42	High
In-support as the Tuna Capital of the Philippines	4.19	High
Personally offered.	3.40	High
Available on social media shops and sites	3.41	High
Endorsed by known personality	3.33	High
<b>OVERALL</b>	<b>3.64</b>	<b>High</b>

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Table 9 shows the degree of influence of the factors on consumer decision in terms of psychological factors. As presented in the table, it obtained an overall mean rating of 3.76 which described as high degree of influence.

This indicates that psychological factors affects consumer decision on the purchased of canned tuna products. Buying canned tuna had a great influence especially in times of emergency and the respondents considered it as a basic need. It is not a question because according to the Maslow Theory of Needs foods are considered as a basic need. Also, recent survey conducted by Sanchez (2020) during a state of calamity and global pandemic, it indicates that canned products is the second item purchased in bulk by Filipino consumers.

Past experience of satisfaction also affects purchasing behavior. According to Patel (2019), satisfaction will determine customer's loyalty and it will result for repurchasing of a certain product or service. Curiosity, mood, personality, and being the top-of-mind product had a moderate result. This means that these indicators somewhat observed when buying canned tuna products. Being the top-of-mind or first choice when it comes to canned products, canned tuna had a moderate result or sometimes they prioritized buying canned tuna over other canned products. Consumers pay attention to communications that are compatible with their attitudes, beliefs, and needs (Cross 2019).

It was also considered that the study was conducted during a global pandemic where convenient products are needed, and this may explain the very high and high degree of influence on canned tuna product and being considered as a basic need and a commodity in times of emergency by most of the respondents.

**Table 9. Degree of Influence of the Factors on Consumer Decisions in terms of Psychological Factors, May 2021.**

<b>Indicators</b>	<b>Mean</b>	<b>Description</b>
Basic need.	4.24	Very High
Emergency purposes	4.19	High
Experienced of satisfaction	4.03	High
Mood	3.49	Moderate
Curiosity	3.42	Moderate
Personality	3.34	Moderate
Top of the mind	3.55	Moderate
<b>OVERALL</b>	<b>3.76</b>	<b>High</b>

#### **Summary on the Degree of Influence of the Factors on Consumer Decision**

Figure 1 shows the summary on the degree of influence of the factors on consumer decision. Averaging all the numerical figures as presented in the table, a high degree of influence of the factors on the consumer decision was obtained.

This indicates that product characteristics is the main factor that consumers perceived to be of high influence when buying canned tuna products this includes the pricing, eco-labeling, nutritional labeling, flavors, and forms. Based on the study affordable pricing and easy-open can packaging is the main indicator that consumer perceived of very high importance to be added on the product characteristics. Other indicators had similar result of high importance.

Psychological factors was the second factor that consumers perceived to be of high influence when buying canned tuna products. The result indicates that canned tuna being considered as a basic need had a

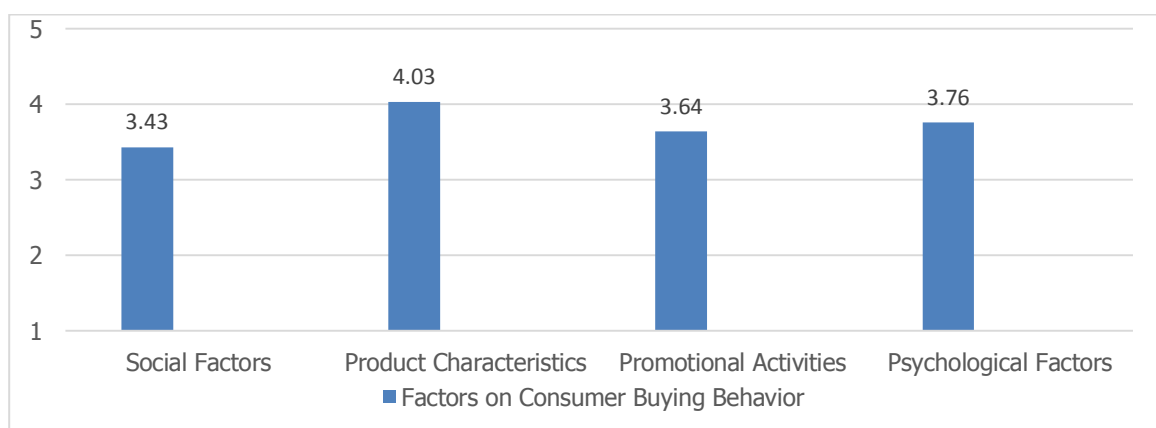


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very high degree of influence. A commodity in times of emergency and past experienced of satisfaction had a high influence, while mood curiosity, personality and being the first choice had a moderate influence to consumers.

Promotional activities such as sales promotion and discount, advertisements, word of mouth, General Santos City being the tuna capital, personally offered, availability on social media shops and sites, and endorsements. Among the indicators sales promotion and discount had a very high degree influence, other promotional activities had a high degree of influence on consumer buying behavior.

Lastly, social factors had the least degree of influence but still able to have a high degree of influence on consumer buying behaviour. Primary reference groups, size of the family, and habitual buying had a high influence while other indicators such as secondary reference groups, social role and status had a moderate influence on consumer buying behavior for canned tuna products.



**Figure 1. Summary on the Degree of Influence of Factors on Consumer Decision**

#### **Difference of Consumer Buying Decision grouped according to Respondents' Profile**

Table 10 shows the difference in the level of consumer decision to buy the product when grouped according to their profile. As presented in the table, when the level of consumer decision to purchase the product when group according to age had obtained F-value of 0.870 with p-value of 0.460 which is higher than 0.05 level of significance, thus, failed to reject the null hypothesis (Ho). This indicates that there is no significant difference in the level of consumer decision to purchase product when compared based on the age profile of the respondents.

The study of Rahman *et al.* (2020) had an opposing result when age profile was group on consumer behaviour on fish consumption and other wherein there was a significant differences in the result.

Based on the study, age includes respondents from young age and middle age, due to current situation and restrictions, older age had not able to go out from home and get responses. The result shows that these age generations had no significant differences in the level of consumer buying behavior on canned tuna products. According to Nielsen (2015), generations are likely different in attitude but all show consumption potential. On the statistics presented by Wunsch (2020) these age group from 18 to 44 years old shows almost the same percentage on the frequency of eating and not eating for convenient products.

Also these generations are most likely living together and influence by the same factors socially and psychologically (Ali & Kerpcarova, 2019) these explains the result of the study being the family having the

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highest indicator response under social factors and also explains that this age group all born on the emergence of computer and internet (Nielsen 2015).

Similarly, when the level of consumer decision to purchase the product when group according to educational attainment; it obtained F-value of 0.077 with p-value of 0.831 which is higher than 0.05 level of significance, thus, failed reject the null hypothesis (Ho). This indicates that there is no significant difference in the level of consumer decision to purchase product when compared based on the educational attainment of the respondents.

The study of Castro *et al.* (2016) had an opposing result when educational attainment was group according to the consumer buying behavior on canned tuna products. According to the study conducted by Rahkovsky *et al.* (2018), consumer with higher level of education tend to purchase healthier food.

Based on the study level of educational attainment had no significant difference when grouped according to the factors of consumer buying behavior.

Moreover, when the level of consumer decision to purchase the product when group according sex profile; it obtained F-value of 0.281 with p-value of 0.598 which is higher than 0.05 level of significance, thus, t-test for independent samples with equal variances was used to test for difference. Based on the result, it obtained t-value of -0.160 with p-value of 0.873 which is higher than 0.05 level of significance, thus, failed to reject the null hypothesis (Ho). This means that there is no significant difference in the level of consumer decision to purchase product when compared based on the sex profile of the respondents.

According to Terry *et al.* (2016), which relates to canned tuna products as it is also a by-product of seafood's, the result shows that sex had no significant differences on the consumption of seafood's. Opposing study was conducted by Zaeeman and Hassan (2016) that sex had significant differences on buying canned tuna products in Maldives.

Based on the study both sexes view the factors with high degree of influence on consumer decision on buying canned tuna in General Santos City.

Furthermore, when the level of consumer decision to purchase the product when group according average income; it obtained F-value of 1.412 with p-value of 0.228 which is higher than 0.05 level of significance, thus, failed to reject the null hypothesis (Ho). This indicates that there is no significant difference in the level of consumer decision to purchase product when compared based on the average income of the respondents.

The study shows that income had no significant difference on the factors of consumer buying behavior. A study of Can (2015) showed that there is no significant differences on consumer fish consumption when grouped according to income groups. A similar study conducted by Zaeeman and Hassan (2016) concluded that income had no significant differences on the factors on consumer buying behavior for canned tuna products in Maldives.

On the other hand, when the level of consumer decision to purchase the product when group according sources of income; it obtained F-value of 0.009 with p-value of 0.999 which is higher than 0.05 level of significance, thus, failed to reject the null hypothesis (Ho). This indicates that there is no significant difference in the level of consumer decision to purchase product when compared based on the sources of income of the respondents.

Source of income had no significant difference when grouped according to the factors of consumer buying behavior on canned tuna products. A study of Can (2015), shows that there is no significant differences on fish consumption when grouped based on their profession. According to a study conducted by Zaeeman and Hassan (2016), there are considerable disparities in consumer preferences for canned tuna

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consumption based on socioeconomic level. Based on the result, respondents with different source of income had the same criteria on buying canned tuna products as to factors that affects their decisions.

**Table 10. Difference in the Level of Consumer Decision to Buy the Product when grouped according to their Profile, May 2021.**

<b>Profile</b>	<b>F-value</b>	<b>P-value</b>	<b>Decision</b>
Age Range	0.870	0.460	Failed to reject Ho
Educational Attainment	0.077	0.831	Failed to reject Ho
Sex	0.281 (t=-0.160)	0.598 (p-value0.873)	Failed to reject Ho
Average Income	1.412	0.228	Failed to reject Ho
Source of Income	0.009	0.999	Failed to reject Ho

## **CONCLUSION AND RECOMMENDATION**

### **Conclusion**

In the light of the findings of the study, the following conclusions are drawn:

1. Therefore concluded that most of the consumers are belong to age range of 9 – 26 years old; female; tertiary level in terms of educational attainment; employed in private sectors; and belong to minimum wage income earners.
2. Social factor indicator that affects most consumer decisions are influences from primary reference group that includes family, relatives, and close friends While, consumer decisions on product characteristics had a very high influence on the purchase of canned tuna when it comes to easy-open-cans, and high influence in affordable pricing, and nutrition content. However, respondents on promotional activities most likely attracted to sales promotion and discounts. Moreover, respondents on psychological factors already considered canned tuna products as a basic need and a commodity in times of emergency.
3. Overall, it had been concluded that the factors on consumer buying behavior had shown no significant differences when grouped according on the profile of the respondents. The findings of the study confirms that product characteristics perceived to be of higher influence on the purchased of canned tuna products. Moreover, product characteristics is the most important factor that have a strong influence on purchasing canned tuna products.

### **Recommendation**

The researcher made the following recommendations based on the study's findings:

- Market segments on canned tuna products in General Santos City had known on the result of the relative frequency distribution used on the demographic profile of the respondents. Hence, targeting female, ages 18- 41 years old, employed, and with a minimum wage would help marketers to properly target potential markets.
- Targeting the age group should focused on labelling and channel distribution. Using a concise but direct to the point positioning statement would helped the product to gain awareness and retention. A more eco-friendly informative data printed on labels with also attract buyers such as incorporating “dolphin logo”. For local producers, a color that would represent General Santos City; which is color blue would also be a good strategy in positioning its original variation as it gets a high influence under

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psychological factors. To identify product flavours, different colours is recommended. For bulk buying and export, it is also recommended to be knowledgeable on using social media as it makes the potential market easier to be penetrated.

- Results showed that female do the buying. Female are very price sensitive, the high influence of affordable pricing indicator had shown great effect on consumer decision. Thus, it is necessary to be very critical on pricing strategy. It should also be considered that the area was exposed to cheaper product pricing, cost-cutting may be done to maintain its price by not affecting its quality. Entering in the market with fair market pricing or psychological pricing is recommended. Most of the respondents are employed and belong on low income earners, hence, convenience, quick and availability are the attributes that should be observed. Convenience by maintaining the easy-open can packaging and ready to eat variations would add value to the product.
- Consumers most likely attended college, hence, consumers are educated. Putting importance on labelling such as eco-labelling and nutrition content labelling is important. Thus, it is recommended to put importance on how detailed the product should be labelled and to always add the place where the product was made. Promotional strategies that involves sales promotion, tools that would allow customer to get something as a return to their purchase not just the product alone. It is recommended to have added value and informative promotional tools.
- Future researchers who would like to conduct the same study may include additional factors such as brand, company reputation, and distribution. Future researchers may also make a more in-depth study on product characteristics indicators.

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