

# Market Analysis and Consumer Selection of Porridge Stalls in Bayambang, Pangasinan

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**Abstract** – Pursuing a college degree is both time consuming and expensive but long – term benefits far exceed the initial investment cost. The purpose of this study was to analyze the market and the consumer selection of porridge stalls in Bayambang, Pangasinan. The specific objective is to analyze the market and consumer selection of porridge stalls in terms of preferred types of porridge, toppings, add-ons, and variants or flavors. The respondents of the study are the consist of 399 consumers and 6 business owners, which will be 405 respondents in total. The research instrument used by the proponents is the survey-questionnaire and the statistical treatment of data used in this study are percentage, frequency, average weighted mean and Likert scale. Results show that the most of consumer respondents were 19 to 35 years old, female, and college is their highest educational attainment; they are highly motivated in price factors; however, they are moderately motivated in product factors, place factors, and product factors. In response to the result of the study, action plan has been formulated that aims to attract and satisfy the customers based on those factors to build a good rapport and continuous operation in the food industry, maintain high-quality products, attract customers, and maintain a competitive edge in the market.

**Keywords** – Consumers, Maintain, Market Analysis, Porridge stalls

## INTRODUCTION

Analyzing the market provides comprehensive information about the business, consumer purchasing patterns, and competition. This method aids in assessing product viability and appropriateness in each market. Businesses today focus on fundamental elements that influence customer choice—unique product features and intellectual property—to secure success and longevity. These elements are essential in attracting consumers, regardless of the commonality of the business concept.

The food service business industry is expanding at an incredible rate, which leads to higher competition. According to Maximize Market Research (2023), the 2022 Food Service Market grew by 2.85% to reach \$2.83 trillion, driven by evolving consumer tastes and a surge in food stalls, including porridge stands.

People throughout Asia widely consume rice porridge, a stable cuisine, and regard it as nutritious comfort food. Since many people

enjoy eating porridge, entrepreneurs have launched porridge food businesses. These offer porridge options that have become integral to the food service industry. Numerous start-up porridge stalls have emerged, intensifying the competition. Since every porridge stall sells the same product, it is necessary to have factors that will entice and satisfy every consumer and ensure market share.

During the pandemic in Singapore, culinary graduate Tien Jia Chen opened a porridge stall offering triple egg and abalone porridge priced between \$3.50 and \$9.00. Employing sophisticated restaurant techniques, he presents 22 topping options to appeal to customers (Mediacorp, 2023). Similarly, in China, Mr. Choon Tong runs a successful stall known for its unique porridge varieties, including pig's organs and fish porridge, all prepared to exacting standards (Mediacorp, 2023). These advantages led them to business success and continuous business operation.



Regarding the Philippines, Mr. Benjo Cruz started the *Lugaw Republic*, a porridge stall business that expanded to 200 stalls (Business & Leisure, 2023). It is renowned for being ‘*Masarap, Mura, Malinis*, ‘ which ensures quality at low-prices, fostering customer loyalty and positive word-of-mouth. Despite offering a simple porridge menu and toppings, it is a successful food venture in the Philippines.

In Bayambang, there is a total of 4 registered porridge stalls and a total of 7 ambulant porridge stalls. In Bayambang Public Market, closely situated porridge stalls face stiff competition, necessitating high-quality offerings to secure profits and foster repeat business from loyal customers.

The marketing research study aims to analyze reliable data on porridge stalls and consumer preferences. Furthermore, this study aims to contribute to future research studies regarding market analysis, fundamental factors influencing consumer choices at porridge stalls, and customer loyalty and satisfaction.

#### OBJECTIVES OF THE STUDY

The study aims to analyze the porridge market and consumer selection of porridge stalls in Bayambang, Pangasinan. Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of?

Customers:

- A. Age
- B. Sex
- C. Highest educational attainment
- D. Employment status
- E. Income

Business Owners:

- a. Business name
- b. Age
- c. Sex

Porridge Stalls:

- a. Total years of business operation
- b. Operating hours and days
- c. Best-selling product and

d. Profit status

2. What are the preferences of the respondents (customers) in terms of?

- A. Porridge stall/s
- B. Type of porridge on the menu
- C. Variety of flavors
- D. Add-ons and Toppings
- E. Purchase frequency

3. What factors drive consumers' choices among porridge stalls, and how do vendors strategically cater to these preferences?

#### MATERIALS AND METHODS

The study employed a descriptive survey research design in quantitative research. The researchers sought to understand the market position of these stalls, focusing on their offerings and customer preferences for types of porridge, toppings, add-ons, flavor variants, and more. In gathering information for this study and to ascertain the market analysis regarding the fundamental factors that affect the consumer selection of porridge stalls in Bayambang, Pangasinan, the researchers have created a survey questionnaire for distribution among a group of respondents, which includes 399 consumers and six business owners (note: supposedly, there are 11 business owners to participate since the total of porridge stalls in Bayambang, Pangasinan is 11, but only 6 of them participated in the study due to some circumstances), which will be 405 respondents in total.

The respondents will be the customers and business owners of porridge stalls within Bayambang, Pangasinan. These individuals will be responding to questionnaires developed by the researchers. The total number of respondents will be 405, including 399 customers and six business owners, the sampling strategy implemented in this study incorporates a sampling strategy that entails gathering empirical data from a meticulously chosen subset, which is the representative subset of the entire population under study, survey questionnaire serves as a tool for collecting,

measuring, and analyzing data pertinent to the study.

The researchers administer this questionnaire to customers and business owners. The aim is to understand customer preferences and identify the fundamental factors influencing consumer selection of each porridge stall. To scrutinize the data collected in analyzing and evaluating the porridge market by determining its fundamental business factors that affect the consumer selection of porridge stalls in Bayambang, Pangasinan, and to ensure accurate interpretation of the data, the researchers engaged the services of a statistician. This proactive measure underscores the commitment to the validity and reliability of the research findings.

Table 1. Profile of the Customers in Terms of Sex

Categories	Frequency (f)	Percentage (%)
Male	175	43.86%
Female	224	56.14%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

Regarding sex, most respondent/s were female (56.14), while only 43.86% were male. Therefore, most porridge customers are female.

Table 2. Profile of the Customers in Terms of Age

Categories	Frequency (f)	Percentage (%)
18 years old and below	82	20.55%
19 - 35 years old	283	70.93%
36 years and above	34	43.86%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

The findings from the survey reveal that a significant majority of the customers, constituting approximately 70.93%, fall within the age bracket of 19 to 35 years. A smaller segment of the customer base, approximately 20.55%, comprises individuals 18 years of age

or younger. The remaining 8.52% of the customers are aged 36 years and above. Therefore, most customers who answered the questionnaire are aged 19–35.

Table 3. Profile of the Customers in Terms of Highest Educational Attainment

Categories	Frequency (f)	Percentage (%)
Graduate School	13	3.26%
College	255	63.91%
High School	115	28.82%
Elementary	12	3.01%
Vocational	4	1.00%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

According to the data, 63.91% of customers are in college, 28.82% are in high school, 3.26% are in graduate school, 3.01% are in elementary school, and 1.00% are in vocational school. As a result, most respondents to the questionnaire were college students.

Table 4. Profile of the Customers in Terms of Employment Status

Categories	Frequency (f)	Percentage (%)
Employed	33	8.27%
Self-employed	28	7.02%
Student	314	78.70%
Unemployed	24	6.02%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

Most customers, constituting approximately 78.70% or 314 individuals, are identified as students. The remaining customer base among various employment statuses: 7.02% are self-employed, 8.27% are employed, and 6.02% are currently unemployed.

Table 5. Profile of the Customers in Terms of Average Monthly Income/Allowance

Categories	Frequency (f)	Percentage (%)
Php 35,000.00 - Php	14	3.51%

40,000.00		
Php 25,000.00 - Php 30,000.00	10	2.51%
Php 15,000.00 - Php 20,000.00	37	9.27%
Php 5,000.00 - Php 10,000.00	253	63.41%
Others	85	21.30
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

The result of the survey shows that most customers have a monthly income or allowance of Php 5,000.00 to Php 10,000.00, with a frequency of 263 (63.41%), followed by 85 (21.30%) who have a monthly income or allowance of less than Php 5,000.00. On the other hand, 37 (9.27%) respondents have a monthly income or allowance of Php 15,000.00–Php 20,000.00, 14 (3.51%) respondents have a monthly income or allowance of Php 35,000.00–Php 40,000.00, and lastly, 10 (2.51%) respondents have a monthly income or allowance of Php 25,000.00–Php 30,000.00.

Table 6. Frequency and Percentage Distribution of Business Owners in terms of Sex

Sex	Frequency (f)	Percentage (%)
Male	2	33.33%
Female	4	66.67%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

The table indicates that 33% of business owners are men, and 67% of respondents are women. As a result, women make up most business owners.

Table 7. Frequency and Percentage Distribution of Business Owners in terms of Age

Age	Frequency (f)	Percentage (%)
25 years old and below	1	16.67%
26 years old to 44 years	1	16.67%

old		
45 years old to 55 years old	3	50.00%
55 years old and above	1	16.67%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

According to the survey results, 16.67% of business owners are 25 years of age or below, followed by 16.67% who are 26 to 44 years old, 50.00% who are 45 to 55 years old, and 16.67% who are 55 years of age or over. As a result, most business owners who responded to the questionnaire were between 45 and 55.

Table 8. Frequency and Percentage Distribution of Business Owners in terms of Years of Business Operation

Years of Business Operation	Frequency (f)	Percentage (%)
Less than one year	0	0.00%
1 to 2 years	1	16.67%
2 to 3 years	0	0.00%
More than 3 years	5	83.33%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

The data reveals that a significant majority of the business owners, five, representing 83.33% of the sample, have been operating their businesses for a period exceeding three years. Conversely, a smaller segment, constituting one business owner or 16.67% of the sample, has been in business for a duration ranging between one to two years.

Table 9. Frequency and Percentage Distribution of Business Owners in terms of Operating Days

Operating Days	Frequency (f)	Percentage (%)
Three times a week	0	00.00%
Five times a week	0	00.00%
Daily	6	100%

Others	0	00.00%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

The result indicates that every single one of the responding business owners runs their porridge stands daily.

Table 10. Frequency and Percentage Distribution of Business Owners in terms of Average customers per day

Average customers per day	Frequency (f)	Percentage (%)
50 persons and below	1	16.67%
51 to 100 persons	1	16.67%
101 to 150 persons	1	16.67%
151 persons and above	3	50.00%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

Most business owners (50.00%) with a frequency of 3 stated that their average daily customers are 151 people or more, compared to 16.67% who reported that their typical customer base is 50 people or fewer and 16.67% who indicated that it is 51 to 100 people. 16.67%, who were within the range of 101 to 150, actively participated in the study.

Table 11. Respondents' (Customers) Preferences of Porridge Stalls

Categories	Frequency (f)	Percentage (%)
Kuya Bry Lugawan	214	53.63%
Kuya Gab's Lugawan	206	51.63%
Rica's Lugawan	144	36.09%
Rosie's Lugawan	183	45.86%
Others	51	12.78%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

Kuya Bry Lugawan is the most popular porridge among customers, followed by Kuya Gab's, Rica's, Rosie's, and other variations.

Kuya Bry account for 53.63% of the total, Kuya Gab's accounting for 51.63% and Rica's accounting for 36.09%. Rosie's accounts for 45.86%, with others accounting for 12.78%.

Table 12. Respondents' (Customers) Preferences of Types of Porridge

Categories	Frequency (f)	Percentage (%)
Plain Porridge	38	9.52%
Porridge with Egg	188	47.12%
Porridge with Beef	96	24.06%
Porridge with Chicken	69	17.29%
Others	8	2.01%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

Porridge with eggs is the most popular porridge among customers, followed by beef, chicken, plain porridge, and other variations. Porridges made from eggs account for 47.12% of the total, with beef porridges accounting for 24.06% and chicken porridges accounting for 17.29%. Plain porridge accounts for 38.5%, with various varieties accounting for 2.01%.

Table 13. Respondents' (Customers) Preferences of Toppings

Categories	Frequency (f)	Percentage (%)
Chili oil	218	54.64%
Garlic	70	17.54%
Black Pepper	97	24.31%
Others	14	3.51%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

Chili oil was the most preferred among the customers, with 218 instances making up 54.64% of the total. It signifies the use of chili oil as a topping for the dish. Followed by garlic at 17.54%, black pepper at 24.31%, and other variations at 3.51%.

Table 14. Respondents' (Customers) Preferences of Add-ons

Categories	Frequency (f)	Percentage (%)
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Egg	223	55.89%
Meat	134	33.58%
Others	42	10.53%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

The most common add-on in a dish is eggs, accounting for 55.89% of the total, followed by meat at 33.58%. Other add-ons include unspecified ones, accounting for 10.53%. Eggs emerged as the most preferred add-on, followed by meat, with a separate category accounting for unspecified add-ons.

Table 15. Respondents' (Customers) Frequency of Buying

Categories	Frequency (f)	Percentage (%)
Daily	21	5.26%
3 to 4 times a week	46	11.53%
Once a week	285	71.43%
Others	47	11.78%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

The result shows that most customers buy porridge once a week, with a percentage of 71.43%. On the other hand, 11.78% of the customers prefer to buy or eat porridge seasonally, once a month, and rarely. There are also customers (11.53%) that prefer to buy or eat porridge 3–4 times a week, and lastly, (5.26%) of the customers prefer to buy or eat porridge daily.

Table 16. Respondents' (Customers) Preferences of Amount willing to Spend

Categories	Frequency (f)	Percentage (%)
Php 10.00 to Php 30.00	152	38.10%
Php 10.00 to Php 30.00	159	39.85%
Php 10.00 to Php 30.00	88	22.06%
<b>TOTAL</b>	<b>399</b>	<b>100%</b>

Most customers are willing to spend between Php 31.00 and Php 50.00 (39.85%), followed by Php 10.00 and 30.00 (38.10%). Additionally,

fewer respondents are open to spending more than Php 50.00 on porridge.

Table 17. Frequency and Percentage Distribution of Business Owners based on their Menu Update

Menu Update	Frequency (f)	Percentage (%)
Monthly	2	33.33%
Seasonally	0	00.00%
Annually	2	33.33%
Rarely	2	33.33%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

According to the results, 33.33% of business owners update their menu monthly, 33.33% do so annually, and 33.33% rarely.

Table 18. Respondents' (Customers) Preferences of Toppings

Additional Products or Services	Frequency (f)	Percentage (%)
Side Dishes	2	33.33%
Unique toppings	1	16.67%
Catering Services	0	00.00%
Specialty Drinks	0	00.00%
Others	3	50.00%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

16.67% of business owners add unique toppings to their porridge, 33.33% add side dishes, and 50.00% offer other items or services.

Table 19. Respondents' (Customers) Preferences of Toppings

Factors in Setting Price	Frequency (f)	Percentage (%)
Cost of ingredients	5	83.33%
Competition	1	16.67%
Profit Margin	0	00.00%
Customer Preferences	0	00.00%
Others	0	00.00%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

The findings indicate that 83.33% of business owners with a frequency of five examine the cost of ingredients when determining prices, whereas 16.67% of respondents said that competition is crucial in price setting.

Table 20. Frequency and Percentage Distribution of Business Owners based on Food Safety and Sanitation

Food Safety and Sanitation	Frequency (f)	Percentage (%)
Staff training on food handling	1	16.67%
Inspection by health authorities	0	00.00%
Proper food storage and handling	1	16.67%
Cleanliness of preparation area	3	50.00%
Others	1	16.67%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

According to the results, 50.00% of the business owners stated that their preparation area's cleanliness is their fundamental business factor when it comes to food safety and sanitation, followed by staff training on food handling (16.67%), proper food storage and handling (16.67%), and others (16.67%).

Table 21. Frequency and Percentage Distribution of Business Owners based on Means of Promotion

Means of Promotion	Frequency (f)	Percentage (%)
Giving free taste	2	33.33%
Social media advertising	1	16.67%
Local print advertising	2	33.33%
Online food delivery	1	16.67%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

The findings indicate that 33.33% of business owners utilize free samples to promote

their products, followed by 33.33% who use local print ads, 16.67% who use social media advertising, and 16.67% who use online meal delivery.

Table 22. Frequency and Percentage Distribution of Business Owners based on Regulations and or Permits

Food Safety and Sanitation	Frequency (f)	Percentage (%)
Business Permit	0	00.00%
Mayor's Permit	0	00.00%
Sanitary Permit	0	00.00%
BIR	0	00.00%
Others: All Permit	6	100.00%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

This result demonstrates that 100% of them have all the permits as a fundamental business factor of regulations and permits.

Table 23. Frequency and Percentage Distribution of Business Owners based on Food Safety and Sanitation

Food Safety and Sanitation	Frequency (f)	Percentage (%)
Responsible and skilled staff	3	50.00%
Maintaining quality and taste	2	33.33%
Competition	1	16.67%
Managing food cost	0	00.00%
Others	0	00.00%
<b>TOTAL</b>	<b>6</b>	<b>100%</b>

According to the results, 50.00% of business owners indicated that having a capable and accountable workforce is a fundamental factor when dealing with business issues. Meanwhile, 33.33% stated that maintaining quality and taste is their fundamental factor, and 16.67% underscored the importance of considering competitive forces in the business.

Table 24. Product Factors

Product Factors	WM	Descriptive Analysis
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1. Quality of the Ingredients	4.38	Very Influential
2. Variety of Add-Ons	4.20	Moderately Influential
3. Food Sanitation	4.09	Moderately Influential
4. Availability of All Products in the Menu	4.15	Moderately Influential
5. Food Presentation	4.06	Moderately Influential
AWM	4.18	Moderately Influential

The factors quality of ingredients, variety of add-ons, food sanitation, availability of all products on the menu, and food presentation lines must be maintained and improved so that the customers of their stalls will have a quality and nutritious meal to eat when it comes to the owners need to continue to produce, make a variety of food to choose and always make it available to the customers, need to make sure that it is well presented and clean to make the customer satisfied and also to build a good relationship to them.

Table 25. Place Factors

Place Factors	WM	Descriptive Analysis
1. Accessibility of stalls	4.32	Very Influential
2. Spacious	3.82	Moderately Influential
3. Comfort room	3.09	Neutral
4. Safety and cleanliness	3.98	Moderately Influential
5. Good ambiance	3.92	Moderately Influential
AWM	3.81	Moderately Influential

These findings imply that a visible, easily accessible, and spacious business location is a crucial component in influencing the success of a business. In addition, comfort rooms are essential, as are safety and cleanliness, and a pleasant atmosphere will boost customer

happiness and improve the entire dining experience.

Table 26. Price Factors

Price Factors	WM	Descriptive Analysis
1. Affordability	4.49	Very Influential
2. Reasonable Price Compared to Competitors	4.32	Very Influential
3. Price to Product value	4.21	Very Influential
4. Availability of All Products in the Menu	4.16	Moderately Influential
5. Price Fits to Income or Allowance	4.29	Very Influential
AWM	4.29	Very Influential

The study results reveal that customers were influenced relatively by affordability, competitive pricing, value for money, and price alignment with income or allowance than by price consistency. These findings suggest that small businesses should reevaluate their pricing strategies, considering the variables involved. There is a potential risk that this strategy could lead to financial losses for them.

Table 27. Promotion Factors

Promotion Factors	WM	Descriptive Analysis
1. Availability of additional condiments	4.14	Moderately Influential
2. Gives free taste	2.90	Neutral
3 Gives promos and discounts	3.09	Neutral
4. Enticing traditional marketing	3.71	Moderately Influential



5. Social media marketing	3.39	Neutral
AWM	3.45	Moderately Influential

Based on the survey conducted by the researchers, all factors that constitute the promotional factors exert a moderate influence. Based on the findings, the availability of additional condiments elevates the dining experience, freedom to tailor their porridge to their liking and creating a sense of culinary adventure. The importance of giving free taste, promos, and discounts lies in fostering customer loyalty, increasing sales, and establishing a solid presence in the porridge market. Lastly, when traditional marketing and social media combined, porridge stalls can reach a larger audience, build a strong online and offline presence, and increase their customer base. Through the creation of appealing visuals, active engagement with customers both in-person and online, and the consistent delivery of high-quality and delectable porridge, these marketing strategies will result to having devoted customers. These customers will share their positive experiences with others, enhancing the stall's reputation. Consequently, these promotional factors play a pivotal role in the success of these porridge stalls.

**RESULTS AND DISCUSSION**

To further improve the operation of porridge stalls in Bayambang, Pangasinan, researchers have prepared an action plan based on the factors that affect the market and customer preferences for porridge stalls. The action plan has six columns, which include the activities to undertake, objectives to achieve, responsible persons or stalls, priority level of the activities (high or medium), timetable, and

budgetary requirements. The succeeding table shows the proposed action plan.

Table 28. Action Plan

<b>Activities</b>	<b>Objectives</b>	<b>Responsible persons/store</b>	<b>Priority (high or medium)</b>
Product Development	Create a unique selling proposition with dietary preferences, health trends, and cultural aspects.	All the six business owners	High
Pilot Testing	Customers will try the porridge and give feedback.	All the six business owners	High
Quality Control	Implement stringent quality control measures for ingredients and food preparation processes.	All the six business owners	High
Customer Engagement	Develop an online presence through social media platforms and a user-friendly website.	All the six business owners	High
Sustainability Practices	Explore environmentally friendly packaging options and sustainable sourcing of ingredients.	All the six business owners	High

**CONCLUSION AND RECOMMENDATION**

The following are the conclusions based on the summary of findings:



1. Most customers are aged 19 to 35, and most respondents are female. In addition, most of the results on highest educational attainment are college students, having an average monthly income/allowance of ₱5,000.00 - ₱10,000.00. Most business owners are aged 45 to 55, and most are female. Furthermore, most business owners have operated their porridge stalls for over three years. Each of them operates their stalls daily, although only half maintain a 24-hour operation. Most of these stalls attract an average of 151 customers or more daily.

2. Most respondents chose Kuya Bry Lugawan as their preferred porridge stall because of its accessibility and wide variety of products. The respondent's preference for porridge is accompanied by an egg and garnished with chili oil, a popular variant among the student demographic. This preference is driven by their desire for a spicy kick and a cost-effective meal, leading to the selection of an egg as an additional ingredient. Most respondents typically purchase porridge once a week, with a willingness to spend between ₱31.00 to ₱50.00.

3. Regarding the fundamental business factors influencing the operation of the porridge stalls, all proprietors periodically update their menus, albeit at varying frequencies – most are updating the menu monthly, others annually, and few sporadically. Most business owners add other products or services. All business owners consider the cost of ingredients as an essential factor when determining prices. Half of them have their preparation cleanliness as their fundamental factor that attracts consumers to food safety and sanitation. As for their promotion, most porridge stall owners are utilizing free samples and local print ads to promote their products. All owners recognize the importance of having the necessary permits as a fundamental factor in attracting customers, particularly regarding regulations and permits. Lastly, half of the owners identified a competent and accountable workforce as a factor in attracting customers and addressing business issues. The motivational and highly influential aspects that influence the customer's preference

for selecting a porridge stall are as follows: the quality of ingredients and variety of add-ons under product; accessibility of stalls under place; affordability and reasonable pricing compared to competitors under price; and lastly, the availability of additional condiments under promotion.

Based on the conclusions drawn, the researchers take into consideration the following recommendations:

The essential elements influencing consumer choice for each porridge stall in Bayambang is through the dimensions of product, place, price, and promotion. Therefore, porridge stall owners must establish more enticing strategies and tactics to attract and satisfy customers based on those factors to build a good rapport and continuous operation in the food industry.

The study recommends cost-saving ingredients, variety in product options, maintaining cleanliness and freshness to avoid customer harm, and enhancing food presentation to gain customers. These aim to maintain high-quality products, attract customers, and maintain a high business quality in the market.

Researchers recommend easily accessible locations near public transportation. Also, consider the spaciousness for comfortable seating and a relaxed dining experience. Enhancing the ambiance with attractive decor, suitable lighting, and a welcoming atmosphere is recommended. Background music or a calming environment can enhance the dining experience. Security measures like CCTV and nearby parking facilities are essential. Proper signage and lighting can improve visibility, especially during the evening. Overall, porridge stalls should prioritize safety, cleanliness, and a welcoming customer atmosphere.

The researchers recommend that the owners continue offering affordable porridge, considering customer behavior and competition. The pricing structure should be predicated on the selected toppings and additional items, aligning the cost with customer preferences, and owners must purchase ingredients from low-cost sources. During times of crisis, customers tend to sort products based on price, so owners



should consider their income and budgets to establish a fundamental factor that attracts consumers and a profitable business plan. Regarding profitability and sustainability, organizations must determine the optimal price point for their goods or services. This process necessitates careful consideration of pricing strategies. Implementing these strategies with a comprehensive understanding of their implications is crucial for longevity and success. Odd pricing for low-priced food stalls can increase the likelihood of consumers exploring them for both dine-in and takeaway options. Lower-priced food stalls would have a greater chance of being chosen and tried by buyers. When only a portion of a product is known other than its price, consumers should exercise caution in assuming that higher prices indicate superior quality. This approach ensures that customers receive a quality meal at an affordable price, leading to customer satisfaction and fostering strong customer relationships.

Regarding the promotion of porridge stalls, researchers recommend that owners create an appealing display featuring porridge and toppings and use vibrant signage, food images, and props. Organize sampling events, offer free or discounted samples, and implement a loyalty program. Increase visibility with strategically placed signs and banners. Social media is an effective method for product promotion, with platforms like Facebook and Instagram allowing you to reach a wider audience. When traditional marketing and social media strategies have merged, porridge stalls can reach a larger audience, build a strong online and offline presence, and increase their customer base. By creating enticing visuals, engaging with customers in person and online, and consistently delivering high-quality, delicious porridge, these marketing efforts can convert casual passersby into loyal customers who share their positive experiences with others. As a result, these promotional factors are crucial for the success of these porridge stalls.

Regarding corporate social responsibility, researchers advise considering environmental factors by installing recycling bins, reducing waste and ensuring proper disposal, performing

philanthropic acts such as feeding the people without homes or street children, and promoting ethical practices among staff.

The Local Government Unit is also encouraged to participate by using social media to support the porridge stalls, proposing a packaging and waste ordinance for cleanliness, and arranging regular inspections of the essential aspects of the business.

The findings and results of the study may be presented to the Local Government Unit to improve the services they offer to the porridge stalls in the municipality. Additionally, seminars and programs regarding the cleanliness of products, places and sanitation assist the porridge stall business owners.

It is strongly recommended that the porridge stands to consider implementing the suggested action plan into practice.

Future researchers interested in analyzing the porridge market and consumer selection of porridge stalls in Bayambang, Pangasinan, may find this marketing research study to be a valuable reference. Moreover, this study could be replicated in other municipalities by subsequent researchers and potentially broaden its scope to encompass all varieties of food businesses rather than porridge stalls alone. This expansion would provide a more comprehensive understanding of the food industry.

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