LEVEL OF FOOD PREFERENCES AMONG COLLEGE STUDENTS OF CENTRAL MINDANAO UNIVERSITY

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APPROVAL SHEET

This thesis attached here entitled “LEVEL OF FOOD PREFERENCES AMONG COLLEGE STUDENTS OF CENTRAL MINDANAO UNIVERSITY”, prepared and submitted by PATRECIA M. COPINA, CHRISZEL G. PANGAN, JEN VERLY A. RAMOS, AND AIMEE MARIE L. UGSOD, MODESTO, ISHI ROSE, QUIAPAN, MARIANNE KLIENE, LLAMAS, THEODORE JAMES, ETULLE, MONNIKA, CABUS, CRISTYGANE in partial fulfilment of the requirements for the subject HM95-Research Methods in Hospitality, degree of Bachelor of Science in Hospitality Management, is hereby endorsed.

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ABSTRACT

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The purpose of this study is to evaluate food preferences. The focus groups were held with 3rd year BSHM college students at Central Mindanao University to better understand how respondents perceive their food preferences and identify the factors that influence their food choices. The objectives were achieved through questionnaire for accurate and legitimate results, also utilized Pearson Correlational for statistical analysis. Socio-demographic profile in terms of sex, age, religion, and allowance/income per week was included in the questionnaire. Supporting data shows respondents' sex, female was 74 and male were 26, mostly are 21 years old based on the results showed. While the distribution of respondents by religion and allowance; majority of the respondents are Roman Catholic and had a weekly allowance or income of 751-1000 php. The relationship of the respondents' socio demographic and level of food preference in terms of cultural, personal and psychological factor has a huge impact in classifying the college student's food preference, as there is a significant relationship between them. However, there is no significant relationship between socio demographic profile and the social factor.

Keywords: Food Preferences, College Students, Central Mindanao University, and Bachelor of Science in Hospitality Management.

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DEDICATION

This research study is dedicated to

The loving parents of the researchers who provided unwavering support and never-ending inspiration for the work. They are the ones who provide the materials required to finish this study.

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INTRODUCTION

Background of the Study

Maintaining a great quality of life requires making smart food choices, which is a significant aspect. Every person in the world makes hundred foodrelated decisions every day because picking the proper food to eat every day has a significant impact on how they live their lives or how well they are able to stay healthy. Apart from variables affecting one's health, there are numerous more elements that affect people's dietary choices. In particular, the amount of food that college students eat every day on campus, while it is still unclear how much they value food preferences. In order to determine the extent of food preferences among college students, the study sets out to gather data.

On-campus dining options at Central Mindanao University include restaurants, food vendors, a cafeteria, and a market where students can buy their own food. It may be advantageous, particularly for college students who are required to live independently, commute, have a busy schedule, and find it challenging to prepare meals. For students, the most essential aspects of meals were taste and pricing (Hardy et al., 2017). However, other elements sometimes seemed to have a bigger impact on college students' dietary decisions. Although hunger is the main driving force behind eating, choices about what to eat are also influenced by things besides physiological or nutritional needs. Taste has a significant impact on eating habits, dietary preferences, and food intake (Leturque & Gall, 2012). Other elements that influence food choices are cultural ones (beliefs and characteristics), social ones (reference groups), and individual ones (cost, way of life, familiarity), as well as psychological ones

(environment, convenience, and mood).

The purpose of this study is to evaluate food preferences. Therefore, focus groups were held with 3rd year BSHM college students at Central Mindanao University to better understand how they perceive their food preferences, identify the factors that influence their food choices, and solicit recommendations for changes that could be made to the food served in the cafeteria, eateries, and other food stands on campus. Interventions must be customized to various population segments, taking into consideration the many factors that influence people's food preferences.

Statement of the Problem

The purpose of this study was to assess the 3rd year BSHM students' food choices in on-campus food purchasing at Central Mindanao University

Specifically, it seeks to answer the following questions:

1. What is the socio-demographic profile of college students in terms of:
    1.1. sex,
    1.2. age,
    1.3. religion; and
    1.4. allowance/source of income?
2. What are the students' preference behavior in terms of;
    2.1. cultural factors (beliefs and attributes),
    2.2. social factors (reference groups),
    2.3. personal factors (price, lifestyle, familiarity); and
    2.4. psychological factors (environment, convenience, and mood)?
3. What is the level of food preferences of 3rd year BSHM college students of Central Mindanao University?

4. Is there a significant relationship between the sociodemographic profile and the students' food preferences behavior?

Objectives of the Study

This study aims to assess the students' food choices in on-campus food purchasing at Central Mindanao University. Specifically, the study attains to:

1. Identify the socio-demographic profile of 3rd year BSHM college students of Central Mindanao University;
    1.1. sex,
    1.2. age,
    1.3. religion;
    1.4. allowance/source of income.
2. Assess the students' purchase behavior in terms of;
    2.1. cultural factors (beliefs and attributes),
    2.2. social factors (reference groups),
    2.3. personal factors (price, lifestyle, familiarity); and
    2.4. psychological factors (environment, convenience, and mood).
3. Determine the level of food preferences of 3rd year BSHM college students of Central Mindanao University.
4. Determine if there's a significant relationship between the sociodemographic profile and the students' food preferences behavior.

Significance of the Study

This study would be of help to the administrators, professors, researchers, entrepreneurs, and students.

Administrators. This study is significant to the administrators. The findings will help the administrators understand students' perceptions regarding food preferences and develop strategies to address issues with food on campus.

Professors. This study benefits the professors because this study will enlighten them about students' food preferences and provide relevant information about the significant relationship between the sociodemographic profiles of university students.

Researchers. This study helps the researchers to complete their research and provide solutions as well.

Entrepreneurs. This study provides awareness to the entrepreneurs about the food preference behavior of university students and would give them innovative ideas for their business competitive advantage.

Students. This study would be of help to the students because this study will address issues and determine if there's a significant relationship between the sociodemographic profiles in influencing students' food behavior.

Scope and Delimitation of the Study

This study is limited only to the assessment of the student's food choices in on-campus food purchasing at Central Mindanao. Qualitative analysis using structured survey questionnaires was used to gather pertinent data for the study. All from this study will only be obtained from the 3rd year BSHM college students of Central Mindanao University.

Definition of Terms

For the purpose of this research, the following terms are operationally defined:

Eating behavior refers to food preferences and motivations, feeding habits, diets, and eating-related issues like obesity, eating disorders, and feeding disorders.

Food preference refers to choosing a meal based on your body's demands and what you enjoy, find most satisfying, and feel the best eating.

Factors are one of the various things that influence or create a situation.

Cultural refers are the factors that a person develops at a young age as a result of familial socialization and other influences.

Social refers to the set of daily influences on consumer behavior that includes those that influence our behaviors and thoughts in social circumstances. Personal refers to personal characteristics that influence a buyer's

decision include the cost of the cuisine, manner of life, and level of comfort in the location.

Psychological refers to the factors of your personality that limit or increase the ways you think, such as the surrounding ambiance, comfort, and students' views about the environment of the location, convenience, and student mood.

THEORETICAL FRAMEWORK

This chapter deals specially on the related studies that support the theory which provides a robust basis to frame our questions about the students' purchase behavior in terms of; cultural, social, personal, and psychological factors that determine the level of food preferences of college students of Central Mindanao University.

Review of Related Literature and Studies

Food Preferences

Food preferences are shaped by many factors, including physiological, nutritional, environmental and sociocultural factors (Vink et al., 2020). Food preferences were consistently identified as a major influence on the food choices of young people; children and adolescents discussed taste, texture, appearance, familiarity, smell, whether the food goes with other foods and how the food is prepared as important in influencing their food choice decisions (Fitzgerald et al., 2010). Texture, appearance, flavor, familiarity, and smell and attitudes towards certain foods are important factors in determining food choices among university students (Brown et al., 2015). Accordingly, taste is the major influence on food choices because it is the sum of all sensory stimulation that is produced when ingesting foods (Kourouniotis et al., 2016).

Cultural Factors

Food preferences can be influenced by a wide variety of things. Food preferences vary over the course of cultural factors (Franchi, 2012). With the help of the individual's beliefs and attitudes, many of the factors are mediated.

According to Westhead (2012), cultural variables have significantly influenced customers' decisions and options, leading to a wide range of customer expectations for dining out. Customers' expectations would fluctuate depending on how much money they spent on food and the restaurant they chose. Kleinhans et al. (2019) discovered that socio-demographic and behavioral variables influence people's eating decisions. In this sense, food culture refers to how a nation or region's eating customs, food processing, agricultural output, cultural traditions, and level of consumption inform the population. Food culture is difficult to change since it affects food preferences (Yin et al., 2020).

According to study of Daliens et al. (2016), students' food habits are also influenced by traditions and religion due to their cultural preferences, which either encourage or discourage them from consuming specific meals, people tend to establish some persistent consumption behaviors. Some cultures forbid the consumption of particular foods, such as meat, and this primarily determines cultural norms for eating (Chignell, 2018). Understanding the culinary traditions helps inform initiatives for public health that are both culturally appropriate and acceptable (Croxford & Itsiopulos, 2020).

Thus, the cultural and ethnic background of university students may also affect their food preferences and may result in a habitual intake of particular foods and cooking customs. Culture can also result in limitations on particular foods, such as milk, meat, and eggs, especially for vegetarians and vegans (Solomon, RusselBernett, & Previte, 2012). Because of the cultural limits that have been established with regard to particular foods, which give people values, identities, and beliefs in various foods and eating habits, cultures and traditional practices serve as the foundation for individual dietary choices (Giles, 2016).

Social Factors

Food choice is a complex process, and we make multiple food selections every day, some of which are conscious judgments. In fact, it may appear that most meal choices are made intuitively, resulting in rapid and simple judgments that are typically based on unconsciously tracked behaviors. Numerous factors, such as societal ones, have an impact on what people eat. Social influences on food intake are the effects that one or more people have on other people's eating habits, whether such effects be direct (buying food) or indirect (learn from peer's behavior), conscious (transfer of beliefs) or unconsciously. Food preferences also heavily depend on our immediate social surroundings and family. The majority of our eating takes place in the company of people, and cultural factors influence when, what, and how much we eat. Closest reference groups, such family and friends, offer several possibilities for modeling and reinforcing typical eating choices as well as sensory preferences. Our food choices cannot be seen only as a result of individual preferences but as complex social constructions. These choices are cumulative in the sense that they develop throughout people’s lives and integrate people’s experiences with food (Franchi, 2012).

Dunton et al. (2014) stated that sharing a meal with friends, family or work colleagues is a common activity. Given that social situations influence how much eating occurs, it is crucial to comprehend how and why who we eat with influences what we eat. We are aware, due to decades of research, that other people affect our food intake and decisions in a variety of ways. If we eat with someone who is eating a large amount, then we are likely to model what they eat and consume more than we would eat if we were dining alone (Cruwys et al.,
2015).

In line with this, research has shown that peer influence on children's and adolescents' eating behavior is significant. Study results have revealed that adolescents exhibit similarities in healthy eating patterns with their best friends' (Bruening et al., 2012) and peers' approval and attitudes of food choice are significant predictors of eating behavior. Findings from another study suggest that observation of healthy eating behaviors in their friends and shared beliefs held by those in the same friendship group may encourage adolescents' healthy eating behavior (Rosenrauch, Ball & Lamb, 2017). Peer encouragement to eat healthy foods was associated not only with adolescents eating healthier foods but also with adolescents consuming fewer unhealthy foods De Ridder et al (2014). This may be related to the quality of the peer relationships. The study of Damico et al (2017) found that stronger peer social functioning was associated with healthier eating habits.

Personal Factors

According to Caswell and Yaktine, food choices are also influenced by personal and cultural standards, which are bound by resources and current settings (2013). Taste was the most significant food attribute for students, followed by price, and the majority of students expressed a willingness to spend more for local food and food produced on small farms (Deric et al., 2017). Although participants frequently stated these qualities, it was discovered that they were varyingly inclined to choose based on their familiarity and experiences, which are frequently tied to regional backgrounds (Kabir et al., 2018). Food vendors that could provide food that tastes good at lower prices are likely to have a competitive edge in attracting colleges’ students as patrons (Deric et al., 2017). Food taste emerged as a common factor for choices concerning food intake among the participants, also the

participants admitted that color, smell, and texture of food were usually considered in food choice. (Kabir et al., 2018).

Students were discovered to rarely create a weekly budget for their expenses and to occasionally show restraint, and they preferred carinderias based on cleanliness, food affordability, and taste as their key reasons (Abrenilla et al., 2016). University residency is seen as a key time for students to develop healthy eating habits and consume nutritional foods that will serve as a firm foundation for long-term health (Kabir et al., 2018). Females and students who thought about their health and weight more when deciding what to eat were more likely to be interested in labeling and nutrition information, as well as the availability of low-fat foods in the school cafeteria (Shannon et al., 2002). Commuter students, according to Miller (2014), appear to have poor diets and are primarily impacted by cost, convenience, and health when making food selections.

Psychological Factors

Based on the study of Hardcastle et al. (2015), social psychological influences found that intentions, perceived behavioral control, and confidence were predictors of healthy eating. Given the importance of psychological factors, such as perceived behavioral control and self-efficacy, healthy eating interventions should reduce barriers to healthy eating and foster perceptions of confidence to consume a healthy diet. The final theme focused on the clustering of individuals according to eating behavior. Some “types” of individuals reported more frequent consumption of fast foods, ready meals, or convenience meals or greater levels of disinhibition and less control over food cravings. Intervention designs which make use of multi-level strategies as advocated by the Ecological Model of Behavior change that proposes multi-level (combining psychological, social, and

environmental) strategies are likely to be more effective in reaching and engaging individuals susceptible to unhealthy eating habits than
interventions operating on a single level.

Johnston and E. P. Köster A review was just made available by Mojet. (2015) examines the reciprocal links between emotion and food intake in light of recent efforts to identify emotional factors that affect food choice and eating and drinking behavior in addition to conventional standards like liking, desiring, and appropriateness. Investigations are made on the differences between conscious and unconscious emotions, as well as how significant each one is in relation to eating behavior. We are much more knowledgeable about the impact of emotion and mood on food intake and choice than we are about the impact of food on mood and emotion, which has only recently gained attention in food-related emotion research. This is because eating disorders like obesity make us more aware of the impact of emotion and mood on these factors. Doubts were raised about their contributions' independence from traditional measurements (liking, desire, and appropriateness), and suggestions were made to increase the practical applicability of efficient emotion measurement.

The promise of neuroeconomics has been to use knowledge from neuroscience and psychology to improve our models of economic decision making one obvious direction for improvement is to develop dynamical models that can jointly predict choices and reaction times (RT). RTs are routinely ignored in economics experiments because they are irrelevant to the static models that dominate the field (Krajbich, I., 2015). McKeown, A., & Nelson, R. (2018) stated that the adolescence period is the stage in the life cycle in which individuals begin to develop independent decision-making related to their social environment

including their dietary intake. The period is fundamental in the development of longer-term eating habits that may be reflected in adulthood.

Conceptual Framework

Food Choice: A Conceptual Model of the Process (Furst T., et al., 1996) Division of Nutritional Sciences, Cornell University, Ithaca, New York. The arrows in the model illustrate how these elements are related to one another and how they affect one another. The model describes how people generally make food selections. However, for various individuals and situations involving food choices, some affects may be more noticeable than others. The procedure that the model depicts could either be more deliberate or more automatic. In the sections that follow, examples drawn from the data are used to demonstrate the model's elements and how they interact.

The Food Choice Process Model;(Oddo, Kodish, Antiporta, Chodur, & Jones-Smith, 2016). This model demonstrates how food choices among university students are driven by a complex interaction of several elements, which are influenced by the bio-psychosocial approach, which encompasses physical, cognitive, and sociocultural impacts and processes as the drivers of food choices. It emphasizes the organization that develops the senses, biological, behavioral, and social structural factors all play a role in influencing people's food choices. People actively negotiate, interpret, and think about different food options, and they exercise their authority in identifying, managing, perceiving, conceptualizing, and putting those choices into practice.

Research Paradigm

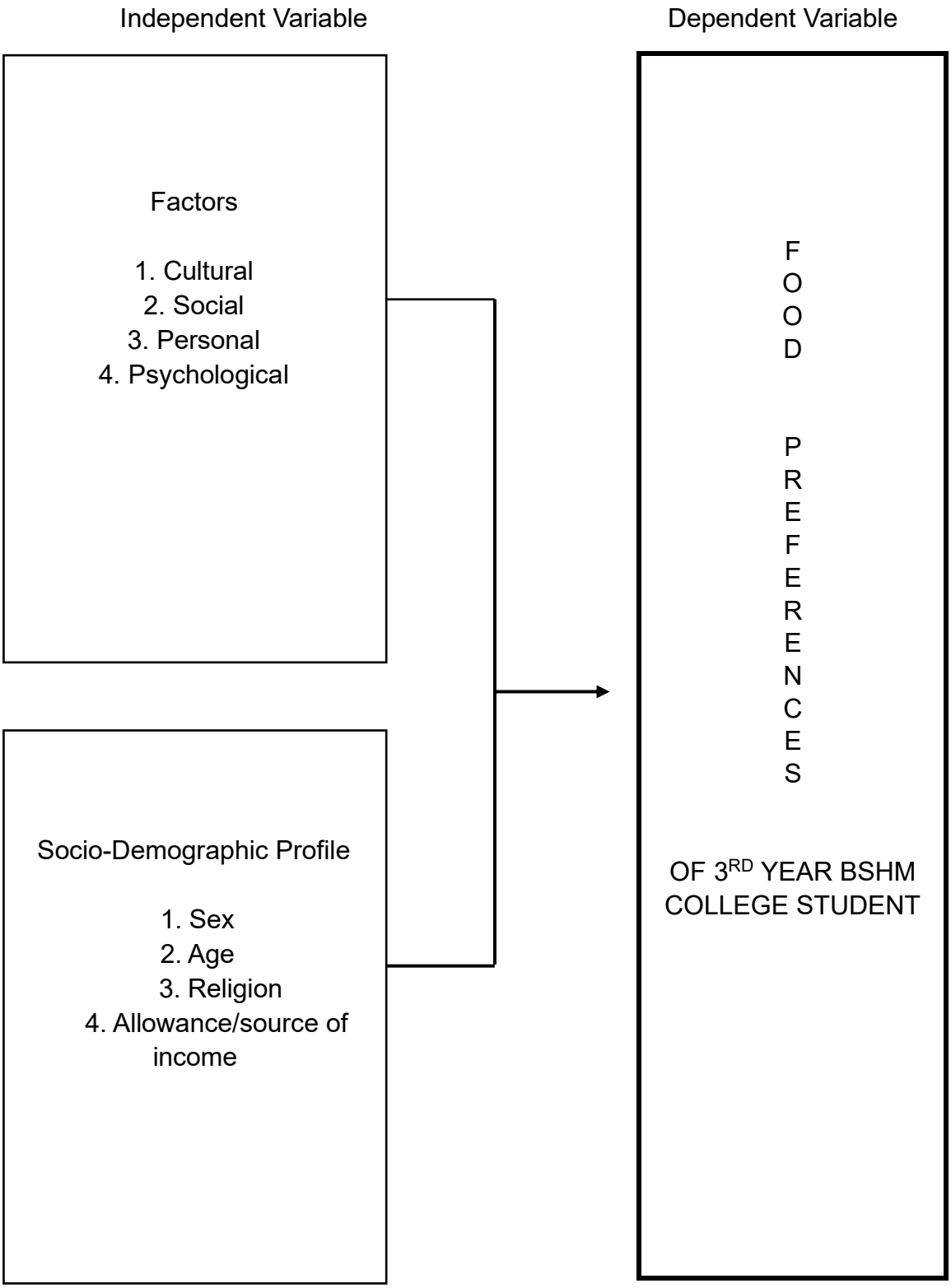


Figure 2. Schematic diagram of the study showing the relationship between dependent and independent variables.

Null Hypothesis

The following hypothesis was tested at 0.05 level of significance:

Ho1. There is no significant relationship between the sociodemographic profile and the level of food preferences of 3rd year BSHM college students in terms of cultural, social, personal, and psychological factors.

METHODOLOGY

This chapter presents the research methods to be used in the study. It includes the research design, locale of the study, respondents of the study, sampling procedure, data gathering procedure and the statistical tools to be used in the study.

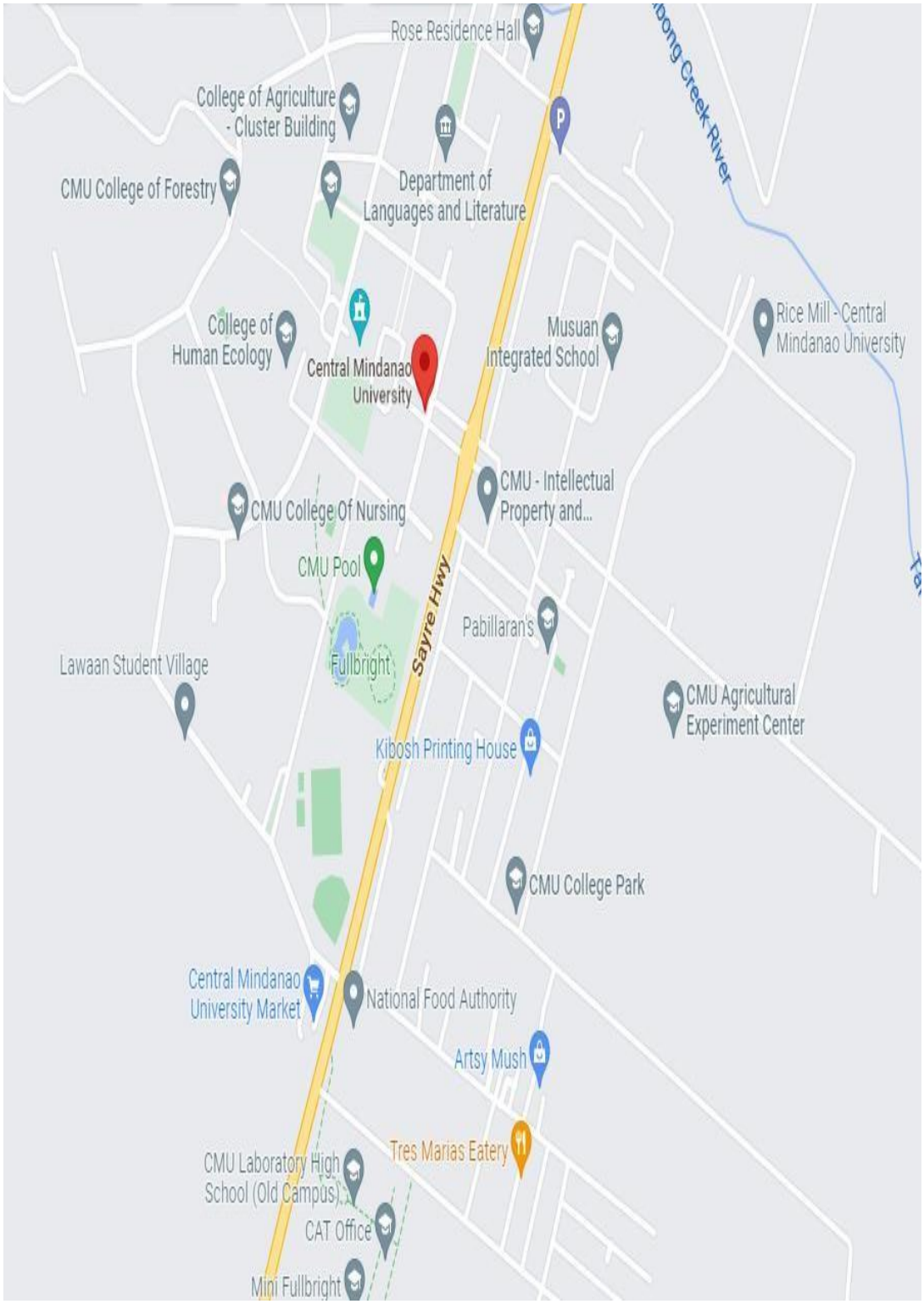
Research Design

This study will utilize the descriptive-correlational research design, which means that this study simply describes the variables in the study of assessing the level of food preferences among 3rd year BSHM college students of Central Mindanao University and to determine significance of the relationship that exists between the independent and dependent variables of the study.

Socio-demographic profile and factors in terms of cultural, social, personal, and psychological as the independent variables. It allows testing to expect relationship between and among variables and the making of predictions. This method would assess the relationship of the said variables.

Research Locale

This study will be conducted in University Town-Central Mindanao University, Musuan Maramag, Bukidnon. It is a research-focused university that is situated in the heart of the Philippine province of Bukidnon's Mindanao Island, and one of the oldest prestigious institutions in the southern Philippines was established in 1910. Figure 3 highlights the map of University Town, Musuan
Maramag, Bukidnon as the locale of the study.



Source: (https://maps.google.com)

Figure 3. Map of University Town, Musuan Maramag, Bukidnon

Respondents of the Study

The respondent of the study will be the selected third year college students taking up Bachelor of Science in Hospitality Management in Central Mindanao University who are currently enrolled during the academic year of 2022 – 2023. The researcher had come up with 100 college students as respondents.

Research Instrument

The research will utilize the questionnaire as the main tool for gathering the needed data and information. The primary purpose of the questionnaire is to collect data from the corresponding respondents. The questionnaire will be plotted at Central Mindanao University. The questionnaire is adapted from "Development of a Questionnaire to Assess People's Food Choices Determinants" by Ferrão AC, Guiné RPF, Correia P, Ferreira M, Duarte J, Lima J (2019) Current Nutrition and Food Science, 15(3), 281-295.

The questionnaire has two parts; part 1 examines the socio-demographic profile of the college students in terms of sex, age, religion and allowance. Part 2 measures the factors affecting the food choice of college students in terms of; a. cultural (beliefs and attributes), b. social (reference groups), c. personal (price, lifestyle, familiarity), and psychological factors (environment, convenience, and mood).

Data Gathering Procedure

Before actually distributing the research instrument, the researchers will request approval to conduct the survey or research from the Central Mindanao University School Heads, instructors, and students. The researchers will personally administer the research instrument or questionnaire right after the preliminary

actions are done, the researchers will then distribute the questionnaires to be answered credibly by the respondents. Once they were done, the researchers collected the survey questionnaires and examined and analyzed the data with help of the chosen statistical tool.

Statistical Treatment of Data

The data will be interpreted using the following statistical techniques to address the issues associated with the study:

Mean values, overall computed means, frequency and percentage of sociodemographic profile, and food preferences of students in terms of cultural (beliefs and attributes), social (reference groups), personal (price, lifestyle, familiarity), and psychological factors (environment, convenience, and mood).

In order to present the data, summarize the results, and establish the significance of the connection between the dependent and independent variables, this study will employ descriptive statistics. To ascertain whether sociodemographic characteristics and other significant factors when on-campus food is purchased affect 3rd year BSHM college students at Central Mindanao
University's food choices.

Ethical Considerations

All the collected information will be confidential. The identity of the respondents will remain anonymous. No one, besides the researchers, will know about the personal information of the respondents. The results will be highly confidential, but the participants will have the right to know the results and the findings or the study if they want to.

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter presents the result and discussion of the gathered data as answers to the problems stated in Chapter 1

Demographic Profile of the Third Year BSHM College Students

Table 1 presents the distribution of the female consumers' profile according to sex.

Table 1. Distribution of the respondents by sex.

INDICATORS	FREQUENCY	PERCENT
Male	26	26.0
Female	74	74.0
TOTAL	100	100.0

Results revealed that majority of the third year BSHM College students' respondents are females which was the highest frequency of 74 or 74.0%. This was followed by male respondents' which had the frequency of 26 or 26.0%.

Table 2 shows that the distribution of the respondents by age.

Table 2. Distribution of the respondents by age.

INDICATORS	FREQUENCY	PERCENT
19 years old	1	1.0
20 years old	32	32.0
21 years old	62	62.0
22 years old	5	5.0
TOTAL	100	100.0

This table revealed that majority of third year BSHM college students are 21 years and which was the highest frequency of 62 or 62.0%. This was followed by those 20 years old 3rd year BSHM students' respondents which had the frequency of 32 or 32.0%. This means that most of the third-year BSHM college students who purchased food on-campuses was ranged from 20 - 21 years old.

Table 3 shows that the distribution of the respondents by religion.

Table 3. Distribution of the respondents by religion.

INDICATORS	FREQUENCY	PERCENT
Baptist	10	10.0
Born Again	2	2.0
Generous	1	1.0
IEUDC	1	1.0
Methodist	2	2.0
Pentecostal	1	1.0
Roman Catholic	78	78.0
SDA	4	4.0
TOTAL	100	100.0

This table revealed the distribution of respondents by religion such as; Baptist, Born Again, Generous, IEUDC, Methodist, Pentecostal, Roman Catholic, and Seventh - day Adventist professionals. Majority of the third-year BSHM College students are Roman Catholic which have the highest frequency of 78 or 78.0%, followed by the Baptists' respondents which had the frequency of 10 or 10.0%. This means that most of the third-year BSHM College students are Roman Catholic.

Table 4 shows the distribution of the respondents' allowance/income per week.

Table 4. Distribution of the respondents by allowance/income per week.

INDICATOR	FREQUENCY	PERCENT
50-250 PHP	11	`11.00
251-500 PHP	20	20.00
501-750 PHP	22	22.00
751-1000 PHP	34	34.00
TOTAL	100	100.00

The results indicated on the distribution of the respondents by allowance/income per week were majority 751-1000 Php which had the highest frequency of 36 or

36.0%. This was followed by 501-750 Php which had the frequency of 22 or 22.0%, to be followed by 251-500 Php which had the frequency of 20 or 20.0%. Lastly is the 50-250 Php which had the frequency of 11 or 11.0%. This means that the most of the third-year BSHM college students had a weekly allowance or income of 751-1000 Php.

Table 5 shows the result of the level of food preference among third year BSHM college students in terms of cultural factors.

Table 5. Levels of food preference among third year BSHM college students in terms of cultural factors.

INDICATORS	MEAN	DESCRIPTIVE RATING
1. I eat food that is permissible by my religion.	4.10 = 4	Moderately Agree
2. My cultural norms shape my buying behavior.	3.71 = 4	Moderately Agree
3. I try to eat foods that do not contain additives.	3.26 = 3	Agree
4. It is important to me that the food I eat on a typical day is animal friendly.	3.20 = 3	Agree
5. It is important to me that the food I eat on a typical day is natural without food flavoring.	3.08 = 3	Agree
TOTAL	3.41 = 3	Agree

LEGEND:

SCALE	DESCRIPTIVE RATING
5	Strongly Agree
4	Moderately Agree
3	Agree
2	Disagree
1	Strongly Disagree

There are two notable indicators that got the highest mean score. These were: I eat food that is permissible by my religion which had a mean of 4.10 and followed by my cultural norms shape my buying behavior which had a mean score of 3.71. The table above shows that the 21-year-old third-year HM college students,

which got the highest age frequency, rely on their religion and cultural norms upon choosing their food. The indicator which got the lowest mean score was: it is important to me that the food I eat on a typical day is natural without food flavoring which had a mean score of 3.08. This means that it is important for third-year HM college students to eat food without any flavoring on a typical day.

This result was supported by Caswell and Yaktine (2013) noting that food choices are also influenced by personal and cultural standards, which are restricted by resources and contemporary contexts. Additionally, students ranked taste as the most important food characteristic, followed by cost, and most said they would be willing to pay more for food grown nearby and that was raised on small farms (Deric et al., 2017).

Table 6 shows the result of levels of food preference among third year BSHM college students in terms of social factors.

Table 6. Levels of food preference among third year BSHM college students in terms of social factors.

INDICATORS	MEAN	DESCRIPTIVE RATING
1. Making buying decision as it is by my friends.	3.29 = 3	Agree
2. I eat similar foods because others (including my classmates and friends) do as well.	3.15 = 3	Agree
3. I eat more than usual when I have company.	3.53 = 4	Moderately Agree
4. I like eating by myself.	3.64 = 4	Moderately Agree
5. I tend to eat trendy food.	3.37 = 3	Agree
TOTAL	3.37 = 3	Agree

LEGEND:

SCALE	DESCRIPTIVE RATING
5	Strongly Agree
4	Moderately Agree
3	Agree
2	Disagree
1	Strongly Disagree

Indicators that got the highest mean score were: I like eating by myself which had mean score of 3.64. This means that this table shows that the thirdyear BSHM college student who age 21 years old, who had the highest age frequency prefer to eat by themselves. Indicators that got the lowest mean score were: I eat similar foods because others (including my classmates and friends) do as well which had the mean score of 3.15. The table above shows that the 21 years old BSHM college student which got the highest age frequency typically does not indicate to the eating similar foods because others.

This result was supported by the study of Danesi, G. (2012) stating that solo eating events also allow positive feelings. Eating with others encourages several activities and situations, which are commonly recognized as sources of pleasure, building the conditions for sociability. However, sharing meals is also stressful for the eaters. These negative feelings may encourage young adults to choose to eat alone from time to time or an adjustment of commensal eating events.

Table 7 shows the result of levels of food preference among third year BSHM college students in terms of personal factors.

Table 7. Levels of food preference among third year BSHM college students in terms of personal factors.

INDICATORS	MEAN	DESCRIPTIVE RATING
1. I prefer familiar foods while making food choices.	4.14 = 4	Moderately Agree
2. When it comes to food, I choose what is readily available.	3.70 = 4	Moderately Agree
3. I choose food according to taste	4.54 = 5	Strongly Agree
4. My past experiences affect my decision to purchase a food.	4.23 = 4	Moderately Agree
5. Price is very important to me when I purchase food.	4.54 = 5	Strongly Agree
TOTAL	4.29 = 4	Moderately Agree

LEGEND:

SCALE	DESCRIPTIVE RATING
5	Strongly Agree
4	Moderately Agree
3	Agree
2	Disagree
1	Strongly Disagree

There were two indicators that got the highest and same mean score. These were: I choose food according to taste which had a score of 4.54 mean and Price is very important to me when I purchase food which also had a mean score of 4.54. This means that this table shows that the third year BSHM college student who age 21 years old, who had the highest age frequency prefer to choose their food according to its taste and price.

Indicators which got the lowest mean score were: first, when it comes to food, I choose what is readily available which had the mean score of 3.70. Then, I prefer familiar foods while making food choices which had the mean score of 4.14. The table above shows that the 21 years old BSHM college student which got the highest age frequency typically does not indicate to the food that they were familiar with and readily available while choosing their food.

This table was supported by (Deric et al., 2017). According to him taste was the most significant food attribute for students, followed by price, and the majority of students expressed a willingness to spend more for local food and food produced on small farms.

Table 8 shows the result of levels of food preference among third year BSHM college students in terms of psychological factors.

Table 8. Levels of food preference among third year BSHM college students in terms of psychological factors.

INDICATORS	MEAN	DESCRIPTIVE RATING
1. My mood affects the food products I choose to purchase.	4.19 = 4	Moderately Agree
2. I consider my hunger when making food purchases.	4.19 = 4	Moderately Agree
3. When deciding where to eat, I consider the clean environment.	4.73 = 5	Strongly Agree
4. When deciding where to eat, I evaluate the level of comfort.	4.52 = 5	Strongly Agree
5. When making purchase decision, I think about the location's convenience.	4.46 = 4	Moderately Agree
TOTAL	4.42 = 4	Moderately Agree

LEGEND:

SCALE	DESCRIPTIVE RATING
5	Strongly Agree
4	Moderately Agree
3	Agree
2	Disagree
1	Strongly Disagree

There were two indicators that got the highest mean score. These were: when deciding where to eat, I consider the clean environment which had a score of 4.73 mean and when deciding where to eat, I evaluate the level of comfort which had a mean score of 4.52. This means that the table above shows that the third year BSHM college student who age 21 years old, who had the highest age frequency, consider a clean and comfortable environment when deciding where to eat.

The indicators which got the lowest mean scores were: my mood affects the food products I choose to purchase and I consider my hunger when making food purchases which had the same mean score of 4.19 The table above indicates that the 21 years old BSHM college student which got the highest age frequency moderately consider hunger and food as a mood changer when purchasing their meals. This result was supported by Mojet. (2015), He examines the reciprocal links between emotion and food intake in light of recent efforts to identify emotional factors that affect food choice and eating and drinking behavior in addition to conventional standards like liking, desiring, and appropriateness. We are much more knowledgeable about the impact of emotion and mood on food intake and choice than we are about the impact of food on mood and emotion, which has only recently gained attention in food-related emotion research.

Table 9 shows the result of correlation analysis of the level of food preferences among third year BSHM college students in terms of; cultural, social, personal, and psychological factors, and the socio-demographic profile.

Table 9. Correlation analysis of the students' food preferences behavior and socio-demographic profile.

LEVEL OF FOOD PREFERENCES	SEX		AGE		RELIGION		ALLOWANCE	
	Pearson Correlation	P-Value	Pearson Correlation	P-Value	Pearson Correlation	P-Value	Pearson Correlation	P-Value
Cultural Factors	0.046	0.651	-0.002	0.982	.205*	0.041	-0.154	0.127
Social Factors	0.147	0.144	-0.178	0.077	0.106	0.295	0.108	0.286
Personal Factors	0.141	0.161	-.233*	0.020	0.016	0.874	-0.061	0.546
Psychological Factors	.255*	0.011	-0.165	0.102	0.048	0.633	-0.167	0.096

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).
LEGEND:

VALUE OF R INTERPRETATION
± 1.0 Perfect
± 0.91-± 0.99 Very High
± 0.71-± 0.90 High
± 0.41-± 0.70 Moderate
± 0.21-± 0.40 Slight
± 0.00-± 0.20 Negligible

As indicated, there was a significant relationship between sociodemographic profile and the level of food preference in terms of *cultural*; age (r=-0.002; p<0.982), sex (r=0.046; p<0.651), religion (r=0.205, p<0.041), and allowance (r=-0.154, p<0.127) *personal*; age (r=-0.233, p<O.020), sex (r=0.141, p<0.161), religion (r=0.016, p<0.874), and allowance (r=-0.061, p<0.546) and *psychological* factors; age (r=-0.165, p<O.102), sex (r=;0.255, p<0.011), religion (r=0.048, p<0.633), *social*; sex (r=-0.147, p<0.144), age (r=-0.178, p<0.077), religion (r=0.106, p<0.295) and allowance (0.108, p<0.286), and allowance (r=0.167, p<0.096). Therefore, the null hypothesis is rejected by the results because there is a significant relationship between sociodemographic profile and the level of food preference factors. However, it can be noted that one factor does

show no significant relationship to the sociodemographic profile, it is the social factor.

Cultural Factor. There is a significant relationship between Cultural Factor and religion among the third year BSHM college students of Central Mindanao University. The sociodemographic profile in terms of religion has a moderate significance with cultural factor which resulted (r=0.205; p<0.041). Giles (2016) claimed that in many cases, eating habits tied to cultural customs are influenced by an individual's background and attitudes regarding food. Because of the cultural limits that were established toward particular foods, which offer people values, identities, and beliefs in various cuisines and eating habits, cultures and traditional practices are the basis that creates dietary choices among individuals.

Social Factors. The results revealed that there is no significant relationship between the social factors and the socio demographic profile in terms of sex, age, religion and allowance per week. Based on the result. of sex, (r=0.14, p<0.144), age (r=0.178, p<0.077), religion (r=0.106, p<0.295), allowance per week (r=0.108, p<0.286).

Personal Factor. There is a significant relationship between Personal Factor and Age among the third year BSHM college students of Central Mindanao University. The Socio Demographic Profile in terms of Age has a moderate significance with Personal Factor which resulted (r=-0.233, p<O.020.)

According to Bellisle (2006) taste and familiarity influence behavior towards food. A liking for sweetness and a dislike for bitterness are considered innate human traits, present from birth. Taste preferences and food aversions develop through experiences and are influenced by our attitudes, beliefs and expectations.

Psychological Factor. There is a significant relationship between

Psychological Factor and Sex among the third year BSHM college students of Central Mindanao University. The Socio Demographic Profile in terms of sex has a slight significance with Psychological Factor which resulted (r=;0.255, p<0.011). According to Otterbring, T. (2018) opposite-sex individuals, has a differential effect on the foods and beverages that men and women prefer to consume. The results revealed that prior exposure to attractive men decreased women's willingness to spend money on unhealthy foods, and increased their inclination to spend money on healthy foods. Restrained eating moderated this effect, which means that women who scored high on restrained eating were particularly motivated to spend money on healthy foods after exposure to an attractive male individual.

SUMMARY, FINDINGS, CONCLUSION, AND RECOMMENDATIONS

This chapter presents the summary, findings, conclusion and recommendation of the study.

Summary

This study endeavors the level of food preferences among 3rd year BSHM college students of Central Mindanao University. This study was conducted in University Town-Central Mindanao University, Musuan Maramag, Bukidnon. The respondent of the study will be the selected third year college students taking up Bachelor of Science in Hospitality Management in Central Mindanao University who are currently enrolled during the academic year of 2022 – 2023. The researcher had come up with 100 college students as respondents. This study will utilize the descriptive-correlational research design, which means that this study simply describes the variables in the study of assessing the level of food preferences among 3rd year BSHM college students of Central Mindanao University and to determine significance of the relationship that exists between the independent and dependent variables of the study. Socio-demographic profile in terms of sex, age, religion, and allowance and factors in terms of cultural, social, personal, and psychological as the independent variables. While the dependent variables involved the level of food preferences of the 3rd year BSHM college students of Central Mindanao University. Mean values, overall computed means, frequency and percentage of sociodemographic profile, and food preferences of students in terms of cultural (beliefs and attributes), social (reference groups), personal (price, lifestyle, familiarity), and psychological factors (environment, convenience, and mood) is utilized in this research study.

Findings

The findings demonstrate that among third-year HM college students who responded, the frequency of the distribution was 100 in total, with 26 male respondents and 74 female respondents.

In the distribution of the respondents by age, it was fairly distributed to the third year HM college students ranging from 19-21 years old with a total of 100 frequency or 100%. It implied that majority of the 3rd year BSHM college students are 21 years old which has the highest frequency of 62 or 62.0%.

The total frequency of the distribution of the respondents by religion implied that majority of the third year HM College students are Roman Catholic which have the highest frequency of 78 or 78.0%.

The results indicated on the distribution of the respondents by allowance/income per week were majority 751-1000 Php which had the highest frequency of 36 or 36.0%.

The level of food preference among 3rd year BSHM college students in terms of cultural factors have the total mean score of 3.41 which indicated that the third year HM college students agree that cultural factors influence their level of food preference.

The level of food preference among 3rd year BSHM college students in terms of social factors have the total mean score of 3.37 which indicated that the third year HM college students agree that social factors influence their level of food preference.

The level of food preference among 3rd year BSHM college students in terms of personal factors have the total mean score of 4.29 which indicated that the third year HM college students moderately agree that personal factors influence their level of food preference. The level of food preference among 3rd year BSHM

college students in terms of psychological factors have the total mean score of 4.42 which indicated that the third year HM college students moderately agree that psychological factors influence their level of food preference.

Lastly, a correlational analysis of the sociodemographic profile and the level of food preference in terms of cultural, personal, and psychological factors revealed that there is a significant relationship between them both.

Recommendations

Based from the findings of the study, the following recommendations are presented:

With regard to Cultural Factors, third year BSHM college students rely on their religion and cultural norms upon choosing their food. The third year BSHM college students in connection with social factors prefer to eat by themselves. The third year BSHM college students in terms of personal factors prefer to choose their food according to its taste and price. In terms of Psychological Factors, third year BSHM college students consider a clean and comfortable environment when deciding where to eat.

To the future researchers, the researchers advise to undertake a comparative analysis for the levels of food preferences to the College of Human Ecology; Department of Hospitality Management, Department of Food Technology, Department of Nutrition and Dietetics, and Department of Home Economics.

For an easier assessment, the future researchers must prepare the instruments ahead of time especially in collecting the data of the respondents. To have a more fruitful and highly appealing research, to broaden the scope and vast number of respondents, it is better to conduct the research in different areas for more useful comparison.

Conclusions

Based on the findings of the study, the following conclusion are presented: The researchers therefore conclude that the among 100 respondents most of them are female and the rest are male majority has an allowance of 7511000 Php based on the result being showed.

Considering the religion and beliefs majority of the 3rd year BSHM students are eating food permissible to the respondent's religion. Majority of the 3rd year BSHM students prefers to eat alone.

Considering the allowance of the 3rd year BSHM Students majority of the respondents choose food according to its taste and price. Majority of the respondents prefers eating in clean environment and at a convenient location. The results shows that there is a significant relationship between the sociodemographic profile and the level of food preferences of 3rd year BSHM college in terms of cultural, personal, and psychological Factors.

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APPENDICES

APPENDIX A. Letter

September, 2022

Central Mindanao University
University Town Musuan, Maramag, Bukidnon

Greetings!

Dear Ma'am/Sir,

We, the third year students from College of Human Ecology, Department of Hospitality Management in Central Mindanao University, currently conducting a research study entitled "Level of Food Preferences Among College Students of Central Mindanao University as part of the requirements of our subject Research Methods in Hospitality Industry. The general aim of the study is to assess the level of food preferences among third year Bachelor of Science in Hospitality Management students in Central Mindanao University.

With regards to this, we humbly ask for your cooperation and time. For any inquiries, feel free to contact us through our mobile phone number, 09756701413.

Our best regards

Respectfully,

Researchers,

Patrecia M. Copina
Chriszel G. Pangan
Aimee Marie L. Ugsod
Jen Verly A. Ramos
Ishi Rose P. Modesto
Marianne Kliene Q. Quiapan
Theodore James T. Llamas
Monnika C. Etulle
Cristygane S. Cabus

Noted by:

Dr. Rubie A. Arroyo
Research Adviser

APPENDIX B. Sample Questionnaire Checklist

QUESTIONNAIRE FOR LEVEL OF FOOD PREFERENCES AMONG 3RD YEAR BS HOSPITALITY MANAGEMENT COLLEGE STUDENTS OF CENTRAL MINDANAO UNIVERSITY

Name (Optional): _____

Part 1. Socio-Demographic Profile

Instructions: Please complete the following information to reflect to your opinion as accurately as possible and to answer factual questions to the best of your knowledge.

Sex	
Age	
Religion	

Allowance/source of income (per week): Kindly put a check (/).		PHP 50 – PHP 250
		PHP 251 – PHP 500
		PHP 501 – PHP 750
		PHP 751 – PHP 1000
		PHP 1001 – PHP 1500

Part 2. Level of Food Preferences among College Students of Central Mindanao University

Table I.

Scale	Descriptive Rating
5	Strongly Agree
4	Moderately Agree
3	Agree
2	Disagree
1	Strong Disagree

Instructions: Please rate thus following indication using scale and virtual description. Kindly put a check (/) that corresponds your rating in the appropriate boxes as to your food preferences in the university. Your answers will be treated with confidentiality.

Table II. Cultural Factors

Cultural Factors	Strongly Agree	Moderately Agree	Agree	Disagree	Strongly Disagree
1. I eat food that is permissible by my religion.					
2. My cultural norms shape my buying behavior.					
3. I try to eat foods that do not contain additives.					
4. It is important to me that the food I eat on a typical day is animal friendly.					
5. It is important to me that the food I eat on a typical day is natural without food flavoring.					

Table III. Social Factors

Social Factors	Strongly Agree	Moderately Agree	Agree	Disagree	Strongly Disagree
1. Making buying decision as it is recommended by my friends.					
2. I eat similar foods because others (including my classmates and friends) do as well.					
3. I eat more than usual when I have company.					
4. I like eating by myself.					
5. I tend to eat trendy food.					

Table IV. Personal Factors

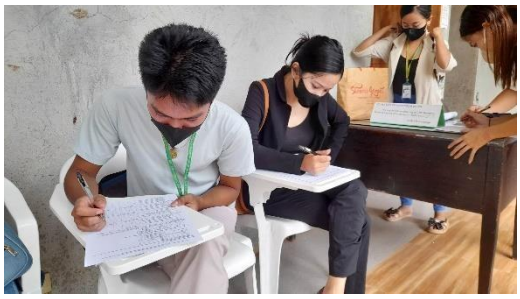
Personal Factors	Strongly Agree	Moderately Agree	Agree	Disagree	Strongly Disagree
1. I prefer familiar foods while making food choices.					
2. When it comes to food, I choose what is readily available.					
3. I choose food according to taste					
4. My past experiences affect my decision to purchase a food.					
5. Price is very important to me when I purchase food.					

Table V. Psychological Factors

Psychological Factors	Strongly Agree	Moderately Agree	Agree	Disagree	Strongly Disagree
1. My mood affects the food products I choose to purchase.					
2. I consider my hunger when making food purchases.					
3. When deciding where to eat, I consider the clean environment.					
4. When deciding where to eat, I evaluate the level of comfort.					
5. When making purchase decision, I think about the location's convenience.					

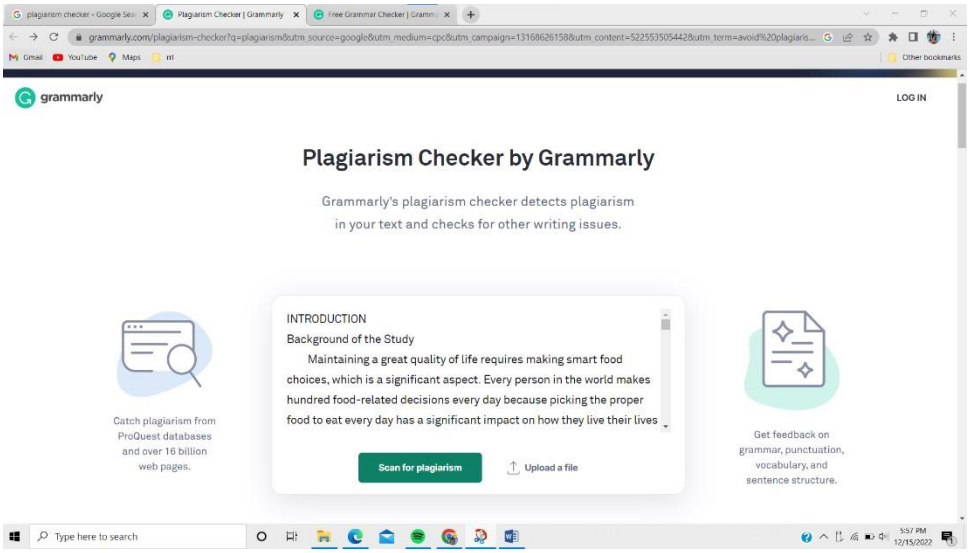
APPENDIX C. Documentary

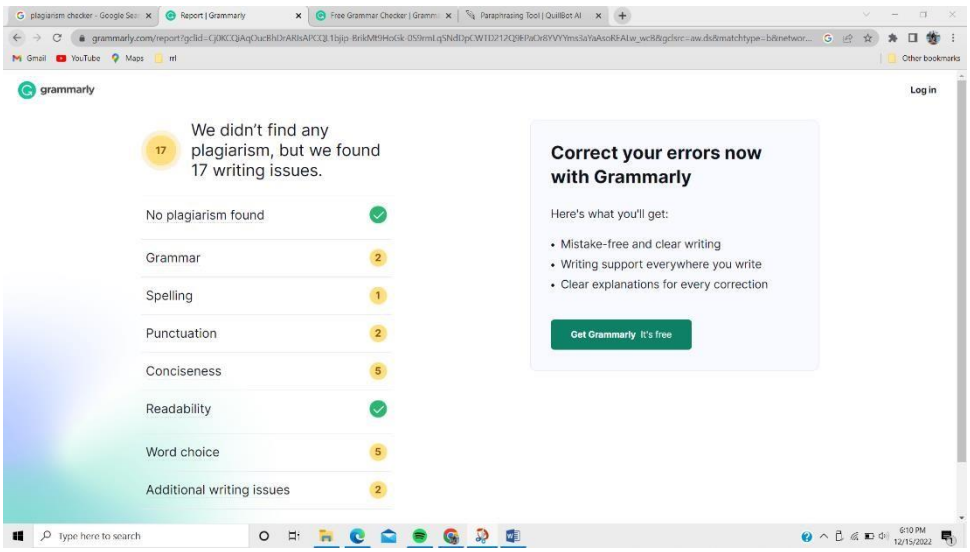
This photo was taken at College of Human Ecology, Central Mindanao University, last November 22, 2022. The respondents were the third year Bachelor of Science in Hospitality Management students. It showed the respondent answering the questionnaire which needed for the research.



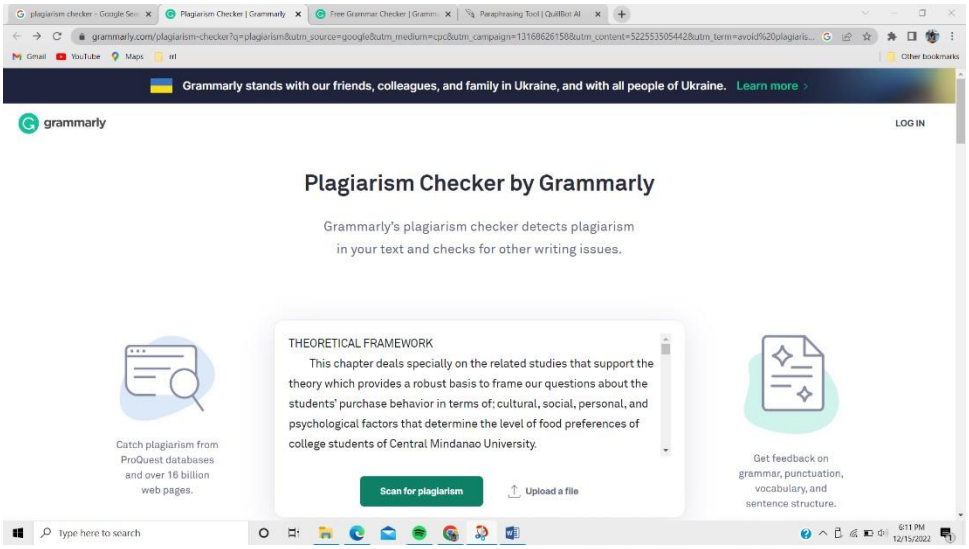
PLAGIARISM CHECKER
(https://www.grammarly.com/plagiarismchecker?q=plagiarism&utm_source=google&utm_medium=cpc&utm_campaign= search-ad)

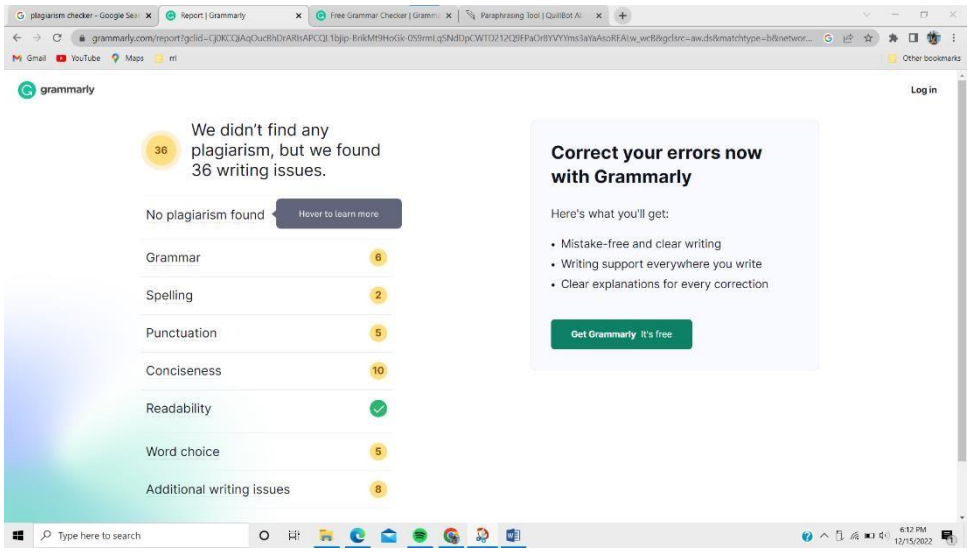
CHAPTER 1



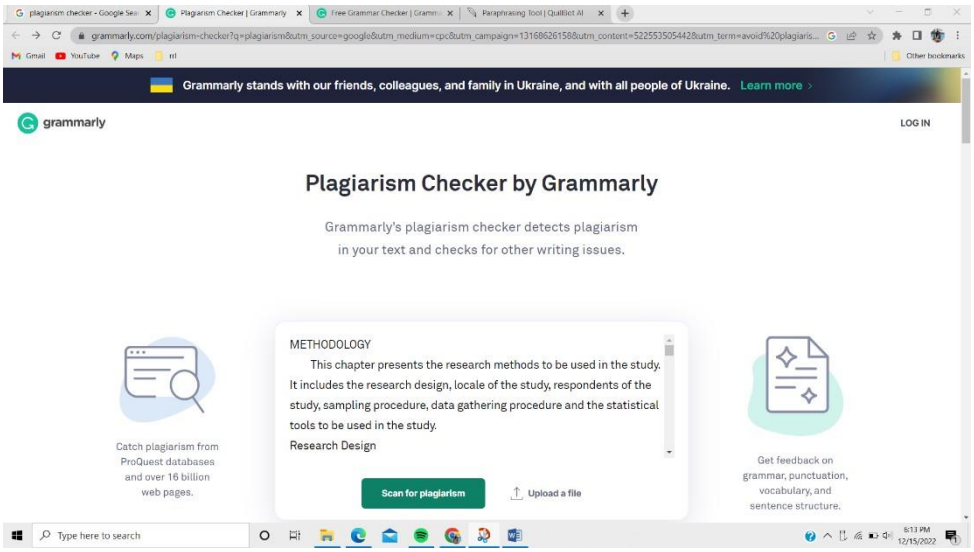


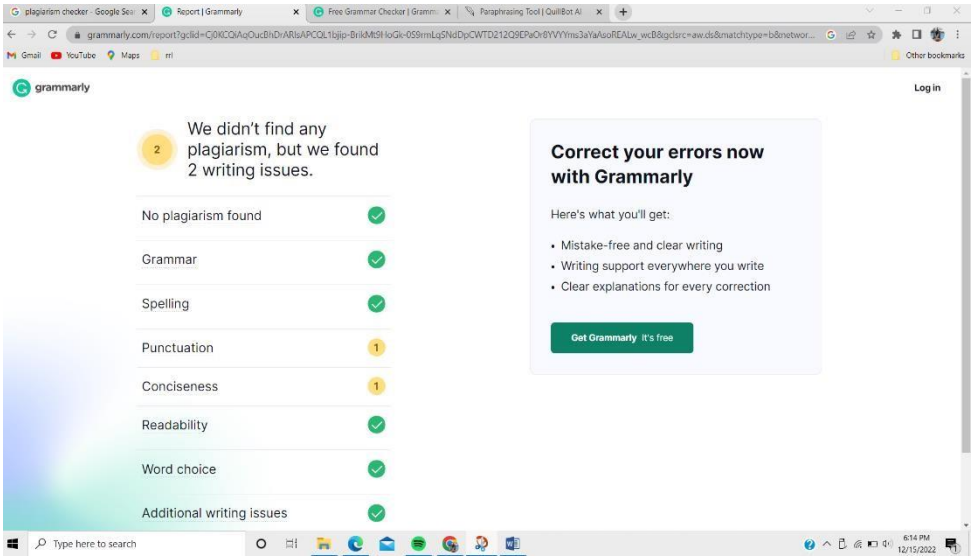
CHAPTER 2



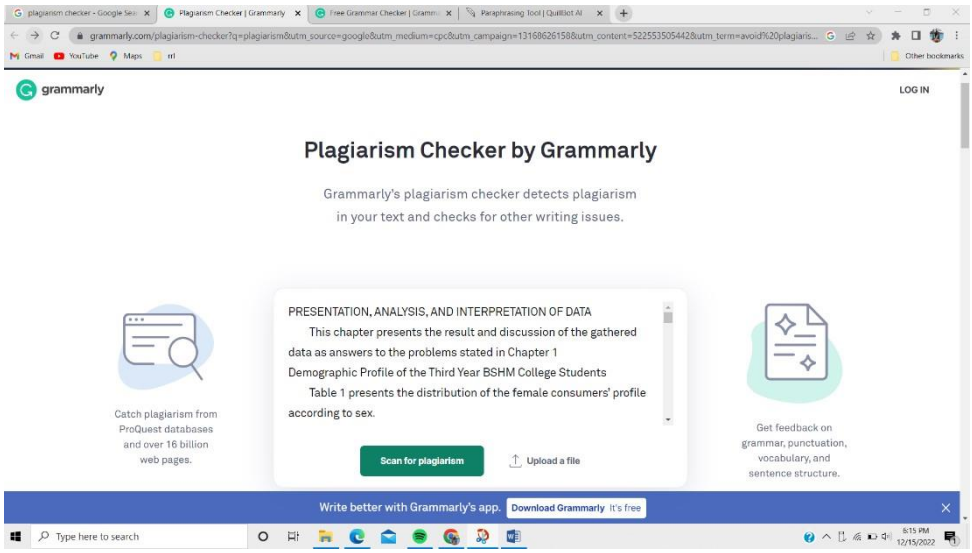


CHAPTER 3





CHAPTER 4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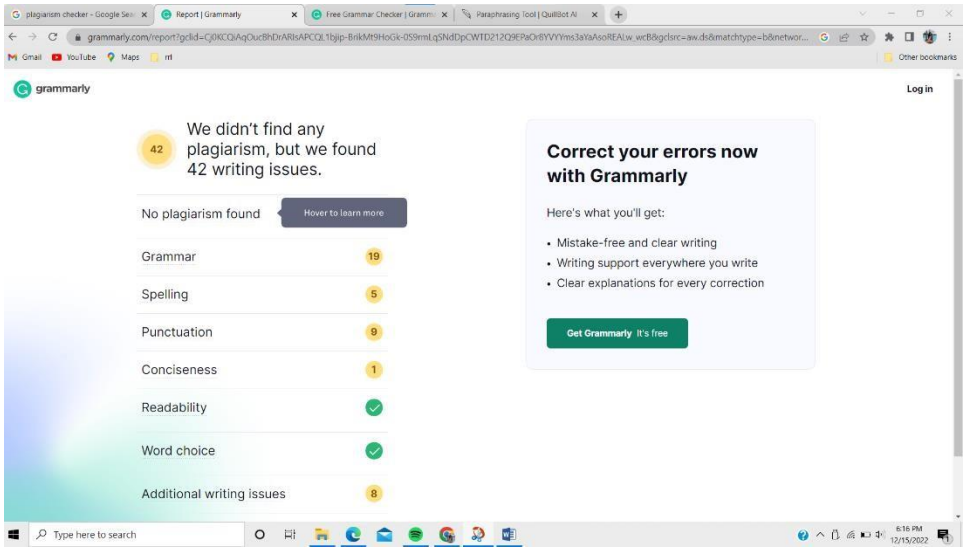
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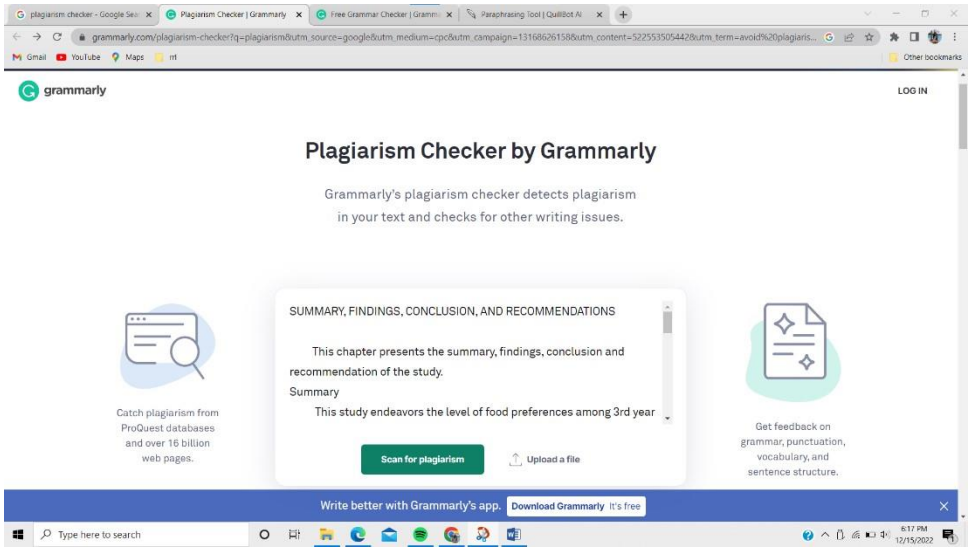
CHAPTER 5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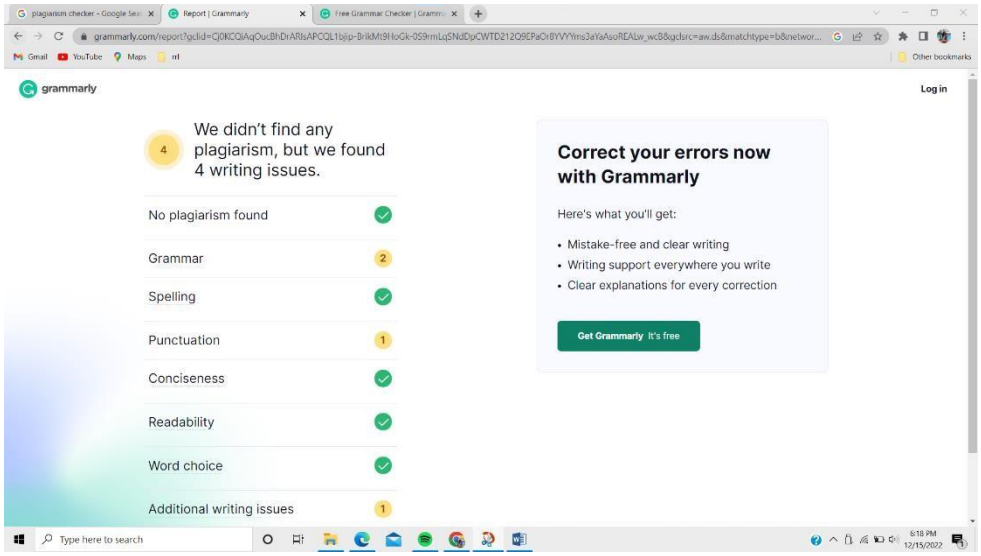
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