



**AWARENESS OF BULACAN RESIDENTS ON TIPAS HOPIA AS LOCAL
PRIDE AND ENTREPRENEURIAL BRANDING: BASIS FOR A PROPOSED
TOURISM PRODUCT**

**An Undergraduate Thesis
Presented to
the Faculty of the College of Hospitality and Tourism Management
Taguig City University**

**In Partial Fulfillment of the
requirements for the Degree of
Bachelor of Science in Tourism Management**

by

**Amadeo, Angela Mae E.
Lagunday, Verne Nica R.
Ruz, Noralyn Rose L.
Tababa, Cheska Kim
Yumol, Bernadette**

December 2025



CHAPTER I

THE PROBLEM AND ITS BACKGROUND

Introduction

In the evolving landscape of tourism and local entrepreneurship, food has become a powerful medium for expressing cultural identity, fostering community pride, and driving economic innovation. Across the Philippines, regional delicacies are not only consumed; they are celebrated, gifted, and remembered. These products often transcend their place of origin, becoming part of broader cultural narratives and entrepreneurial opportunities. One such product is Tipas Hopia, a well-known delicacy originally from Taguig, Metro Manila, that has gained popularity across nearby provinces, including Bulacan particularly in barangay Muzon South.

Tipas Hopia traces its roots to Nanay Belen Flores, who began crafting hopia in 1988 in Ibayo-Tipas, Taguig, with just ₱500 capital. Her goal was to create a Filipino version of hopia that could compete with Chinese-style variants: affordable, delicious, and proudly local. What started as a small bakery selling traditional bread like pandesal and monay eventually evolved into D' Original Tipas Bakery, with hopia as its signature product. Today, the brand remains a family-run business, with members like actor Radson Flores continuing the legacy. Over time, Tipas Hopia expanded its offerings to include flavors such as monggo, ube, baboy, pastillas, and choconut, along with other Filipino snacks



like otap, mamon, and chicharon. Its affordability, nostalgic appeal, and consistent quality have made it a staple in pasalubong culture and everyday snacking.

While Tipas Hopia is traditionally associated with Taguig, its growing availability in Brgy. Muzon South, Bulacan through local stores, pasalubong centers, and market stalls raises an important question: Are Bulacan residents aware of the cultural and entrepreneurial value of Tipas Hopia, despite its origin in Taguig? This study seeks to explore that awareness, examining how residents perceive the product in terms of local pride, brand recognition, and tourism potential. The inquiry is timely and relevant, especially as local governments and MSMEs seek to diversify tourism offerings and promote community-based products that reflect both heritage and innovation.

Bulacan, a province rich in history, craftsmanship, and culinary tradition, offers a unique context for this inquiry. Known for its festivals, artisanal goods, and strong cultural identity, Bulacan has long been a hub for creative industries and local enterprise. Although Tipas Hopia is not native to Bulacan, its integration into the province's local markets creates opportunities for cultural adaptation, entrepreneurial branding, and tourism development. Residents' awareness and perceptions can influence whether the product is embraced as part of Bulacan's



evolving identity and whether it can be positioned as a proposed tourism product that reflects both heritage and innovation.

Culinary tourism literature supports the idea that food experiences enrich travel satisfaction and strengthen destination identity. Tourists seek authentic, memorable, and culturally rooted experiences, and local food plays a central role in that pursuit (Hsu, 2014; Karim & Chi, 2010). Moreover, entrepreneurial branding allows MSMEs to differentiate their products by emphasizing story, provenance, and community relevance. These are factors that are increasingly valued in tourism markets (Ignatov & Smith, 2006). In this context, Tipas Hopia can be more than a snack. It can be a branded experience that reflects Filipino creativity, family legacy, and regional pride.

Despite the growing interest in culinary tourism and local branding, there remains a gap in understanding how communities perceive products that originate elsewhere but are now part of their local landscape. In the case of Tipas Hopia, its potential as a tourism product in Bulacan depends not only on its taste or availability but also on how it is embraced by the community as a symbol of pride and entrepreneurial promise. This study addresses that gap by examining the awareness of Bulacan residents in Brgy. Muzon South toward Tipas Hopia and by using those insights as a basis for a proposed tourism product that is culturally grounded, market-ready, and community-supported.



The findings of this study aim to contribute to the development of sustainable tourism strategies that integrate local entrepreneurship, cultural identity, and community engagement. By understanding how residents perceive Tipas Hopia, stakeholders including LGUs, tourism offices, and MSMEs can design tourism products that are authentic, inclusive, and economically viable. The study also supports broader goals of promoting Filipino-made products, strengthening MSME visibility, and encouraging community participation in tourism development. Ultimately, the research seeks to highlight the role of awareness and identity in shaping the future of local tourism and branding initiatives, and to offer practical recommendations for transforming Tipas Hopia into a tourism asset that reflects both its origin and its evolving place in Bulacan's cultural landscape.

Theoretical Framework

Consumer-Based Brand Equity (CBBE) Model – Keller (1993)

This study is anchored on Keller's Customer-Based Brand Equity (CBBE) Model (Keller, 2001), which emphasizes that strong brands are built by shaping consumer perceptions through a series of hierarchical steps. Keller's model conceptualizes brand equity from the perspective of consumers, proposing that the power of a brand lies in the knowledge, attitudes, and associations that customers hold about it. In this framework, brand equity develops through four

key stages: brand identity, brand meaning, brand response, and brand resonance.

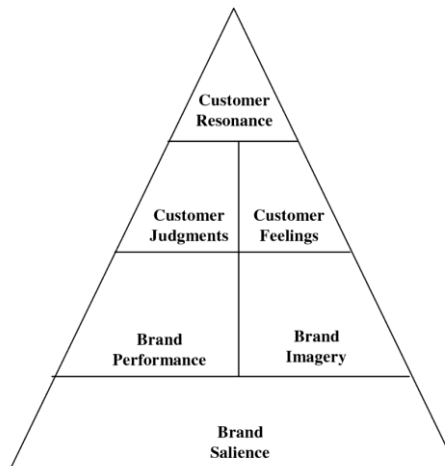


Figure 1. Consumer-Based Brand Equity (CBBE) Model (Keller, 1993) in the context of this Study.

1.1. Brand Identity (Salience)

Brand identity as shown in the figure above refers to the awareness and recognition of the brand among consumers. In the context of Tipas Hopia, this stage examines whether Bulacan residents are aware of the product, its origin, and its distinctive attributes compared to other local snacks. Awareness is crucial, as it forms the foundation for all subsequent perceptions and evaluations of the brand.

1.2. Brand Meaning (Performance and Imagery)

The second stage focuses on what the brand represents in the minds of consumers. Performance relates to functional attributes, such as taste, quality,



and affordability of Tipas Hopia, while imagery pertains to the symbolic and cultural associations, such as Filipino heritage, family legacy, and local pride. Understanding brand meaning helps assess whether residents perceive Tipas Hopia as not just a snack but as a cultural and entrepreneurial symbol.

1.3. Brand Response (Judgments and Feelings)

Brand response considers how consumers evaluate the brand and the emotional reactions it evokes. Judgments involve assessments of quality, credibility, and relevance, whereas feelings relate to the emotional attachment and nostalgia associated with Tipas Hopia. In this study, examining residents' responses sheds light on the acceptance and favorability of the brand in a non-native locality.

1.4. Brand Resonance

The final stage is brand resonance, representing the depth of the relationship between the consumer and the brand. Strong brand resonance is reflected in loyalty, advocacy, and engagement. For Tipas Hopia, this stage assesses whether Bulacan residents would actively support, recommend, or incorporate the product into local tourism and cultural practices, potentially forming the basis for a proposed tourism product.

According to the **Theory of Planned Behavior (TPB)** (Ajzen, 1991) TPB suggests that behavior is determined by intentions, which are influenced by three factors: attitude subjective norms, and perceived behavioral control.

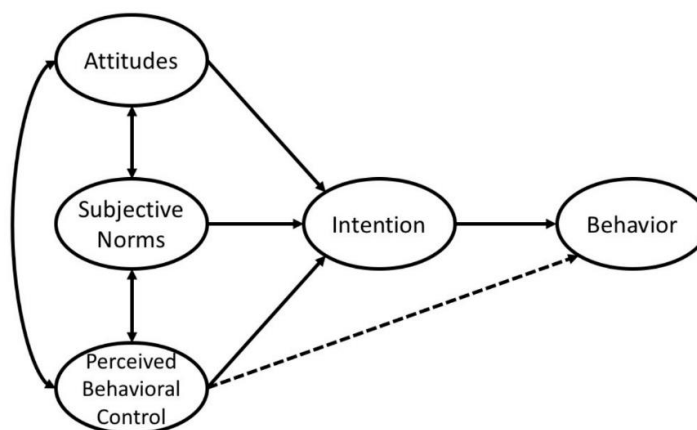


Figure 2. Theory of Planned Behavior (TPB) (Ajzen, 1991)

2.1 Attitude

This dimension refers to an individual's evaluation of hopia as a product. Taguigeños may hold either favorable or unfavorable views toward the delicacy. A positive attitude emerges when hopia is regarded as delicious, culturally meaningful, or associated with fond memories, which in turn strengthens the intention to purchase. On the other hand, negative perceptions—such as seeing hopia as overly sweet, unhealthy, or unappealing—diminish the likelihood of buying or consuming it. In this way, personal beliefs and feelings directly shape purchasing behavior.



2.2 Subjective Norms

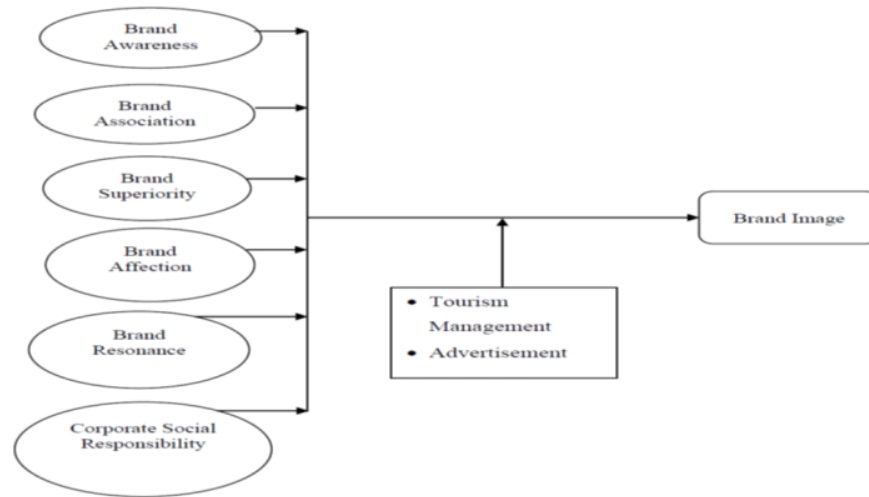
Subjective norms highlight the influence of social expectations on the decision to consume hopia. In Taguig, hopia is commonly shared or given as a gift, particularly when visiting relatives or friends. When individuals feel that family, peers, or community members value this practice, they are more likely to buy hopia to conform to these social norms and maintain strong relationships. Thus, the perception of approval from significant others encourages hopia consumption.

2.3 Perceived Behavioral Control

This refers to how easy or difficult individuals believe it is to obtain hopia. Factors such as accessibility and affordability strongly shape this perception. If hopia is readily available in local bakeries, markets, or shops at reasonable prices, consumers feel more capable of purchasing it, increasing their likelihood of doing so. Conversely, limited availability or high cost reduces perceived control and weakens buying intentions.

For example, even when consumers have a favorable view of hopia and recognize its social value, their intention to purchase may decline if the product is costly or difficult to find. Marketing strategies can therefore focus on promoting hopia's positive attributes, emphasizing its cultural and social relevance, and ensuring its accessibility and affordability to strengthen consumer intention.

Conceptual Framework



The conceptual framework serves as the researcher's structured model of the variables and their relationships in this study. It illustrates how awareness of Bulacan residents on Tipas Hopia connects to local pride, entrepreneurial branding, and the development of a proposed tourism product. The independent variable of the study is the awareness of Bulacan residents regarding Tipas Hopia, including whether they know its true origin in Taguig City. This awareness is assumed to influence residents' perception of delicacy as part of their cultural identity. The moderating variables, which include the respondents' age, sex, civil status, and educational attainment, affect how awareness translates into perceptions and attitudes. The dependent variables are local pride and entrepreneurial branding, which serve as bases for the formulation of a proposed tourism product. The framework highlights the interaction among these variables



and emphasizes how awareness, shaped by demographic factors, contributes to both cultural identity and economic opportunities through tourism.

Statement of the Problem

This research assessed the awareness, perceptions, and behavioral factors of Bulacan residents toward Tipas Hopia, a traditional delicacy originating from Taguig City. The study examined the challenges the product faces in terms of brand recognition, consumer attachment, and its potential as a tourism offering in non-native markets such as Bulacan. It further identified gaps in awareness, brand equity, and purchase intention, and explored how these elements affect local pride, entrepreneurial branding, and tourism growth. Guided by Keller's Consumer-Based Brand Equity (CBBE) Model and the Theory of Planned Behavior (TPB), the research also proposed strategies to strengthen cultural identity, improve consumer connection, and promote Tipas Hopia as a sustainable tourism product.

Specifically, this study seeks to answer the following questions:

1. What is the demographic profile of the respondents in terms of:
 - 1.1 Age
 - 1.2 Sex
 - 1.3 Civil Status
 - 1.4 Educational Attainment



2. How do Bulacan residents perceive Tipas Hopia as a cultural and entrepreneurial product in terms of:

- 2.1 Brand Identity (awareness and recognition)**
- 2.2 Brand Meaning (performance and imagery)**
- 2.3 Brand Response (judgments and feelings)**
- 2.4 Brand Resonance (loyalty and advocacy)**

3. What factors influence Bulacan residents' intention to purchase or engage with Tipas Hopia, considering::

- 3.1 Attitude toward the behavior**
- 3.2 Subjective norms**
- 3.3 Perceived behavioral control**

4. How do awareness, brand equity, and behavioral determinants collectively influence::

- 4.1 Local pride among Bulacan residents**
- 4.2 Entrepreneurial branding opportunities**
- 4.3 The potential development of Tipas Hopia as a tourism product**

5. What are the perceived barriers and opportunities in positioning Tipas Hopia as a tourism product within Bulacan's local market and cultural landscape?



Hypothesis

Ho1: There is no significant difference in the perception of Tipas Hopia when respondents are grouped according to their demographic profile (age, sex, civil status, and educational attainment).

Ha1: There is a significant difference in the perception of Tipas Hopia when respondents are grouped according to their demographic profile (age, sex, civil status, and educational attainment).

Ho2: There is no significant difference in the perception of Tipas Hopia in terms of brand identity, brand meaning, brand response, and brand resonance.

Ha2: There is a significant difference in the perception of Tipas Hopia in terms of brand identity, brand meaning, brand response, and brand resonance.

Ho3: Attitude toward the behavior, subjective norms, and perceived behavioral control do not significantly influence the intention of Bulacan residents to purchase or engage with Tipas Hopia.

Ha3: Attitude toward the behavior, subjective norms, and perceived behavioral control significantly influence the intention of Bulacan residents to purchase or engage with Tipas Hopia.

Ho4: Awareness, brand equity, and behavioral determinants have no significant collective influence on local pride, entrepreneurial branding, and the development of Tipas Hopia as a tourism product.



Ha4: Awareness, brand equity, and behavioral determinants have a significant collective influence on local pride, entrepreneurial branding, and the development of Tipas Hopia as a tourism product

Scope and Delimitation

This study, entitled *“Awareness of Bulacan Residents on Tipas Hopia as Local Pride and Entrepreneurial Branding: Basis for a Proposed Tourism Product,”* primarily examined the perceptions, awareness, and behavioral determinants of residents in Barangay Muzon South, Bulacan toward Tipas Hopia. The scope of the research centered on the constructs of Keller’s Consumer-Based Brand Equity (CBBE) Model (1993), particularly brand identity (awareness and recognition), brand meaning (performance and imagery), brand response (judgments and feelings), and brand resonance (loyalty and advocacy). In addition, the study also explored the behavioral component of residents through the dimensions of attitude, subjective norms, and perceived behavioral control in relation to their consumption and cultural acceptance of Tipas Hopia. These parameters served as the foundation for proposing Tipas Hopia as a potential tourism product that embodies both entrepreneurial branding and local pride. The research was conducted exclusively in Barangay Muzon South, Bulacan, with residents of varying age groups serving as the respondents. Data collection was facilitated through a structured survey questionnaire employing a Likert scale to measure levels of awareness, perception, and behavioral



intention. The data-gathering period was scheduled from the beginning until the end of October 2025.

The delimitation of the study lies in its exclusive focus on Tipas Hopia as a delicacy introduced in Bulacan. The research did not cover other native delicacies of the province, nor did it include financial feasibility studies, supply chain analysis, or broader marketing mix strategies. Furthermore, the perspectives of tourists, vendors, and the original producers of Tipas Hopia in Taguig City were deliberately excluded from the scope. The findings, therefore, are limited to the insights and perceptions of residents from Barangay Muzon South and may not be generalized to other barangays in Bulacan or to other provinces where Tipas Hopia is made available.

Significance of the Study

This study on the **Awareness of Bulacan Residents on Tipas Hopia as Local Pride and Entrepreneurial Branding: Basis for a Proposed Tourism Product** is valuable as it highlights the intersection of cultural heritage, consumer behavior, and entrepreneurial opportunities. The findings are significant for the following groups:

Natural Persons

Local Residents and Consumers will gain insights into the cultural and entrepreneurial value of Tipas Hopia. By understanding its origin, brand identity,



and cultural relevance, consumers can strengthen their local pride and appreciation of Filipino delicacies. This may also encourage them to support heritage-based products, contributing to the preservation of culinary traditions.

Entrepreneurs and Small Business Owners can benefit from the study by discovering the branding and promotional gaps surrounding Tipas Hopia. The insights will help them create innovative marketing strategies, enhance product positioning, and explore opportunities to expand distribution, ultimately strengthening local food businesses.

Artificial Persons

Tourism Industry Stakeholders such as local tour operators, pasalubong centers, and cultural event organizers can use the findings to position Tipas Hopia as a cultural tourism product. By integrating it into heritage tours, festivals, and promotional activities, stakeholders can contribute to tourism growth while sustaining culinary heritage.

Educational Institutions offering Tourism, Hospitality, and Business programs may use the findings as instructional material to demonstrate how cultural products can be transformed into entrepreneurial and tourism opportunities. This research can serve as a case study for academic discussions on brand equity, consumer behavior, and cultural preservation.

Policymakers and Regulators such as local government units and cultural agencies may use the results to design policies and programs that



promote culinary heritage. The findings can guide initiatives such as branding campaigns, cultural fairs, and livelihood support for local entrepreneurs, ensuring that products like Tipas Hopia gain recognition in domestic and tourism markets.

Academicians and Future Researchers will find this study significant as it contributes to the growing body of literature on cultural branding, consumer awareness, and behavioral determinants in tourism and hospitality. The study can serve as a foundation for future research involving other delicacies or for exploring areas such as financial feasibility, supply chain development, or tourist perspectives.

Definition of Terms

To enhance comprehension of this research, the keywords listed below have conceptual and operational definitions:

Attitude refers to an individual's evaluation of a product or behavior as favorable or unfavorable (Ajzen, 1991). For this research, it describes Bulacan residents' positive or negative views toward consuming Tipas Hopia.

Awareness refers to the state of being informed or conscious about a product, service, or brand (Cambridge Dictionary, 2024). In this study, it pertains to the familiarity and knowledge of Bulacan residents about Tipas Hopia, including its origin, brand identity, and distinct qualities as a delicacy.



Brand Identity is the extent to which consumers recognize and recall a brand (Keller, 1993). For this research, it relates to the awareness and recognition of Tipas Hopia among Bulacan residents.

Brand Meaning refers to what a brand represents in the minds of consumers through performance (functional attributes like taste, affordability, quality) and imagery (cultural or symbolic associations) (Keller, 1993). In this study, it covers how Bulacan residents associate Tipas Hopia with Filipino heritage, family legacy, and pride.

Brand Resonance is the strength of the relationship and loyalty between consumers and a brand (Keller, 1993). Operationally, it refers to whether Bulacan residents support, recommend, and integrate Tipas Hopia into their cultural and tourism practices.

Brand Response involves consumer judgments (quality, credibility, relevance) and feelings (emotional attachment, nostalgia) toward a product (Keller, 1993). Here, it refers to how Bulacan residents evaluate Tipas Hopia as a cultural and entrepreneurial product.

Cultural Identity this refers to an individual's sense of belonging to a particular culture or group. It is formed through shared characteristics such as language, traditions, beliefs, values, and norms that are passed down from generation to generation. Cultural identity plays a pivotal role in shaping how people view themselves and the world around them.



Entrepreneurial Branding is the strategic process by which small businesses build their identity and differentiate themselves in the market (Spence & Essoussi, 2010). In this research, it refers to the positioning of Tipas Hopia as a competitive and culturally distinct product in Bulacan.

Local Pride is the positive emotional connection and identity people feel toward cultural traditions, heritage, or products that represent their community (Gu & Ryan, 2008). In this study, it pertains to how Bulacan residents perceive Tipas Hopia as part of their cultural and culinary landscape.

Perceived Behavioral Control is the degree to which individuals believe they can perform a certain behavior, influenced by resources and opportunities (Ajzen, 1991). For this study, it refers to how accessibility and affordability affect residents' intention to purchase Tipas Hopia.

Subjective Norms are the perceived social pressures to perform or not perform a certain behavior (Ajzen, 1991). In this research, it relates to how social expectations, such as giving hopia as pasalubong, influence Bulacan residents' decisions to buy Tipas Hopia.

Tipas Hopia is a traditional Filipino pastry originating in Ibayo-Tipas, Taguig, made popular through flavors such as monggo, ube, baboy, and pastillas. Operationally, it is the focal product examined in terms of awareness, branding, and potential as a tourism product in Bulacan.



Tourism Product is a combination of attractions, goods, and services that create a meaningful experience for tourists (Middleton & Clarke, 2001). In this study, it refers to the potential of Tipas Hopia to be promoted as both a delicacy and a cultural tourism symbol in Bulacan.