

**Republic of the Philippines**

**Department of Education**

**REGION IV-A CALABARZONCITY**

**SCHOOLS DIVISION OFFICE OF ANTIPOLO**

**MUNTINDILAW NATIONAL HIGH SCHOOL**

**UNTINDILAW, ANTIPOLO CITY**

**Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development**

A Research Paper Presented to

the Muntindilaw National High School-Senior High School Faculty

In Partial Fulfillment of the

Requirements for the Subject Practical Research 2

Basister, Michelle S.

Castro, Hannah Desiree L.

Cortez, Carel H.

Fuentes, Jennifer M.

Martinez, Shaina V.

Pallega, Micah R.

JUNE 2024

**APPROVAL SHEET**

This research paper with a title “Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development**”** prepared and submitted by Michelle S. Basister, Hannah Desiree L. Castro, Carel H. Cortez, Jennifer M. Fuentes, Shaina V. Martinez, and Micah R. Pallega in partial fulfillment of the requirements for the subject Practical Research 2 is hereby recommended for approval and acceptance

\_\_\_\_\_\_\_\_\_\_\_\_\_ **MELISSA ANNE MARIE A. PANCHO**

                     Date Adviser

Approved in partial fulfillment of the requirement for the subject Practical Research 2 by the Oral Examination Committee.

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Chairperson

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_       \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

        Member Member

Accepted in partial fulfillment of the requirements for the completion of the Senior High School Curriculum.

\_\_\_\_\_\_\_\_\_\_\_\_\_     **DR. DIGNA G. ORGE**

Date Principal, Muntindilaw National High School

**ACKNOWLEDGEMENT**

The researcher is really grateful to the following people who willingly extended their personal and professional assistance for the completion of this academic effort:

**Ma’am Digna G. Orge**, PRINCIPAL, for allowing us to gather all the data and supporting every students who are conducting this kind of activities.

**Sir Israel G. Jimenez**, Senior High School Coordinator, for agreeing to continue this study to help each students to gain knowledge by conducting their data by their self.

**Ma’am Melissa Anne Marie Pancho**, Research Adviser; for all the help and support that she gave to us and supporting us in doing this research.

We are also deeply grateful to our **Adviser/Subject Teachers,** that helps every students in this kind of subjects and supporting us in different way.

To our **Panelists**, for helping us to gain more knowledge by giving us some challenge and for us to experience to answer their question unscripted to test our knowledge in our research.

Our dear **Parents,** For allowing us to spare some of our time outside just to gather data and for the support they give to every member.

To our dear **respondents,** in participating to our research by answering the survey we gave and by sparing us some of their time just to successfully aim our desired data.

Above all, to the **LORD ALMIGHTY** who always provides the researcher with the required strength, dedication and knowledge for the success of this study.

The Researchers

**ABSTRACT**

Dish washing liquid or Dish washing soap, dish detergent, and dish soap are all terms for a dish washing detergent. It is typically a strongly foamy blend of surfactant with little skin irritation, and it is mostly used in a sink or bowl for hand washing glasses, plates, cutlery, and kitchen utensils.his research paper aims to examine the factors that influence purchase intention of each housewives within the Barangay Muntindilaw.

A detailed study of the literature was conducted. It focuses on consumers behavior, purchase intentions, and a product development. This study explores the different buying behaviors of each people and how they decide which product they will take. It also study product development, on how you can start developing product by thinking a problem to solve in the society.

For that reason, this study helps to identify different factors that influence the purchase intentions of each housewives in Barangay Muntindilaw. It will help future researcher or for some people who wants to create their own dish washing liquid product. This paper focuses on housewives and their preference in every product they choose.

Key Words:

* *Dish washing Liquid*
* *Purchase Intention*
* *Consumer Behavior*
* *Product Development*
* *Factors*

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**CHAPTER I**

**The Problem and Its Background**

**INTRODUCTION**

Dish soap is a specialized cleaning chemical designed to remove grease, food particles, and tenacious stains from dishes and utensils. Unlike traditional soap bars, it works even in cold water. As a result, it is ideal for your daily dish washing needs. Dish washing liquid is a well-balanced combination of various components. These several components work together to combat oil and filth. Using dish washing liquid has various advantages. For starters, its strong cleaning qualities completely clean dishes while removing hazardous bacteria and debris.

Dish washing liquid is also soft on the hands, eliminating the dryness that is typically linked with harsh cleaning agents. Furthermore, the ability to perform efficiently in cold water helps to conserve energy. This study is aiming to find out the factors of dish washing Liquid that influence the respondent’s purchase Intentions. The primary goal of the study is for the researcher to identify the top priority element influencing housewives' purchase intentions in order to develop a product.

This study wants to know the potential aspects and serve as the foundation for product creation. We intend to gather all necessary information and to interpret it wisely. We intend to fulfill our study aims with the assistance of each member and the respondents who are willing to participate in our survey

**BACKGROUND OF THE STUDY**

Our research is important because we are aiming to find out the factors of dish washing Liquid that influence the respondent’s purchase Intentions. We decided to conduct this research for us to know if we can tell the Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives. This study introduces as a substitute to other liquid soap that has a high price in the market. The study's central concern is for the researcher to know the top priority factor that affects housewives purchase intentions as a basis for a Product Development.

According to Kusumaningrum et al.(2002) the use of antibacterial products to reduce microorganisms in kitchen sponges and cleaning cloths is strongly promoted by some producers of detergent for domestic use. The effects of an antibacterial dish washing liquid on Escherichia coli, Salmonella Enteritidis, Staphylococcus aureus, and Bacillus cereus were investigated in a modified suspension test and in used sponges with and without food residues under laboratory conditions.” This study tells that in suspension test the effective way to remove pathogens is in the use of antibacterial dish washing liquid and not in the use of sponges. Also, the factors that antibacterial product must be considered in household.

Conforming to Colman et al. (2013) this study aims to make an organic dish washing liquid from orange peels. People usually use commercially produced dish washing liquids to clean their kitchen and eating utensils yet the possible effects of such products on their health – considering they contain a lot of chemicals –are unclear to them” this study is aiming to produce a dish washing liquid made from the orange peels. The researchers are studying its possible effect to their dishes.

Those researchers find out that there are possible alternatives to making dish washing liquids. According to the study by Colman et al. (2013) they use orange peels in creating their own product, but they did not successfully achieve their organic product because they use some chemicals. Using chemicals is vital for producing soap goods and shouldn't be avoided. Based on the study by Kusumaningrum et al. (2002), it is a big help when you use antibacterial products as cleaning materials in your household. Our general aim in conducting this study is for respondents to reduce their expenses on household products.

We are also aiming to achieve accurate data for this study to help future researcher who wants to make a Dish washing Liquid. This study focuses on the factors influencing housewives purchase intentions. The main reason why we are aiming to successfully finish this research is because to know the possible factors and be the basis of the product development. We are planning to get all the information that we need and to interpret everything wisely. We are planning to achieve our research objectives with the help of each member and the respondents who are willing to answer our survey.

This research will be using a printed survey questionnaire since some of our respondents are housewives. We might encounter possible circumstances like the signal of the area, and some of our respondents might not be knowledgeable enough to use digital technologies if we do a Google Form. We will analyze all the data we receive by using a graph.

**SCOPE AND DELIMITATION**

This study aims to provide data of housewives preferences in picking their trusted Dish washing liquid products for their household. Our research needs to be studied for us to know the factors of a dish washing liquid that influence the purchase intentions of every housewives. We are aiming to get the possible comments from different housewives that we survey.

The study will cover Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development. The primary subjects of this research study will consist of housewives within the barangay Muntindilaw through the use of Printed Survey Questionnaires. The respondents will be limited to thirty (30) housewives who are in 6 sitios, which are Sitio Bualo, Sitio Bagong Sibol, Sitio Dilain, Sitio Mahayhay, Sitio Ondoy, and Sitio Lovana. This study does not cover the other cleaning products in their household.

**STATEMENT OF THE PROBLEM**

This study aimed to aimed to determine Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development.

1.What is the demographic profile of the respondents in terms of:

A. Age

B. Gender

C. Used Dishwashing Liquid

• Joy

• Maxglow

• Yenyen

• Tuff

• Almighty

• Sabong panlaba

• Others:

1. ) What are the factors that can influence your purchase intensions of the dishwashing liquid?
2. ) To what extent do purchase intentions of dishwashing liquid among housewives are affected in terms of the following:

* Price
* Quality
* Smell
* Packaging

**THEORETICAL FRAMEWORK**

With the assistance of Hildebrand, S. (2018) the Consumer and Producer Theory. Consumer Theory examines the impact that personal preferences have on the market's demand for specific products. It explain that consumer really affects the business. With gathered in this study will come from them.

Producer Theory examines how businesses operate to identify the optimal supply of goods to optimize profitability. It relates how the business will develop and grow. In our research, We will see the process of how we will sell our product to get our consumers and do the study with the help of them. Since these two are business's primary priorities, both theories are significant. Because these two will enable us to complete this study and determine whether these two factors are related to one another, our research appears to be in the business sector.

**CONCEPTUAL FRAMEWORK**

**PROCESS**

* **Survey Question**
* **Data gathering**
* **Analyzing data through graphs and percentage**
* **Likert Scale**
* **Percentage Frequency Distribution**

**OUTPUT**

**Factors Influencing the Purchase Intention of Dishwashing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development**

**INPUT**

**1.What is the demographic profile of the respondents in terms of:**

**A. Age**

**B. Gender**

**C. Used Dishwashing Liquid**

**• Joy**

**• Maxglow**

**• Yenyen**

**• Tuff**

**• Almighty**

**• Sabon Panlaba**

**• Others:**

**Figure 1. CONCEPTUAL FRAMEWORK**

The input of this research are the profile of the respondents and their budget for household expenses. This study will be conducted by using survey questionnaires to gather the desired data. After gathering the data, researchers must analyze every data through graphs and percentage to see the common and mostly the reason of their preferences and purchasing intentions.

The Researchers will also use Likert scale and Percentage Frequency Distribution to analyze the data. The output will be the Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development.

**SIGNIFICANCE OF THE STUDY**

**The researchers believe that this study will not only yield data that will be helpful to them, more so to the following groups of people:**

**Housewives**, this study focuses on housewives so they are the top priority of this study. It will benefit them in the form of having a a high quality household products because we are conducting this to have a data about the factors that influencing housewives in buying dish washing liquids as a basis for a development.

**Students,** this will benefit students by knowing they can make dish washing liquid by prioritizing the factors that influence most of the consumer.

**Community,** the study will help the community by having a product that have the factor that they are looking for in a dish washing liquid.

**Future Researcher,** it will benefit them to have a advance knowledge in creating study about Dish washing Liquids

**Economy,** there won't be a negative impact in the economy because it will help them to have an alternatives for this product and it will help the to grow and acquire knowledge about our research.

**DEFINITION OF TERM**

**Bacillus cereus-** is a Gram-positive rod-shaped bacterium commonly found in soil, food, and marine sponges

**Dependent Variable-** it can be changed by manipulating or changing the independent variable

**Escherichia coli-** can cause urinary tract infection, abdominal and pelvic infection, pneumonia, bacteremia, and meningitis, among others

**Independent variable-** it has an impact on the outcomes of an experiment by researchers

**Microorganism-** can be bacteria, fungi, archaea, or protists

**Pathogen-** It is an organism causing disease to its host, with the severity of the disease symptoms referred to as virulence

**Salmonella Enteritidis-** is a bacterial disease of poultry and can cause foodborne illness in humans such as gastroenteritis (commonly known as 'gastro') when contaminated food is consumed

**Staphylococcus aureus-** is a bacterium that causes staphylococcal food poison

**CHAPTER II**

**REVIEW OF RELATED LITERATURE AND STUDIES**

 This chapter presents the foreign and local literature and studies in relation to the variables of the research work

**FOREIGN LITERATURE**

According to dai et al. (2019) a high-efficiency liquid dish-washing detergent and was prepared by using oregano essential oil as an antibacterial agent. Based on the researchers of this study, they proposed that using oregano essential oil may benefit as an antibacterial ingredient for a dish-washing liquid product. They investigated and prepared an experiment by using some ingredients to modify the product. Results showed that the prepared detergent was highly effective. This article can be a huge help to our study since its about the preparation and investigation of a dish-washing liquid detergent. We might find some techniques on how to create our product with the guide of the article.

An article from Fuller and Grebitus (2013) entitled "Consumers' preferences and willingness to pay for coffee sustainability labels" analyze how consumers' understanding of the effects that coffee manufacturing has on society and the environment is developing. It looks into consumers' preferences and capacity to pay for sustainability labels like Direct Trade. According to the survey, people are most likely to pay for coffee that has both Fair Trade and Organic labels, with Direct Trade and Organic labels coming in second.

The results highlight the fact that consumers place a higher value on sustainability labels that address social issues than environmental ones. This study provides assistance in the way we think since it clarifies how customers may be impacted by the cost and labels of the products they purchase. It helps our understanding of additional variables that may contribute to client satisfaction and how to gain their trust with the products they choose to purchase.

Looks at how consumer happiness and loyalty among Bu Zuni's fried chicken clients are impacted by policies regarding product quality, service quality, and pricing. Repurchasing and favorable word-of-mouth are characteristics of a loyal consumer, who is also less price sensitive. Convenience sampling and SPSS they used in their study, which had 96 respondents and found that all antecedent factors had an influence on loyalty both directly and indirectly through satisfaction. Descriptive calculations support their notion that product quality is critical in promoting loyalty, but service quality has the greatest beneficial impact on satisfaction.

We find this study to be effective since it explains how consumers might be affected with the pricing and product quality of the goods they buy. It enhances our comprehension on what else can be the factors to gain customers loyalty and how to achieve their satisfaction when it comes to the price of the goods they will buy. (Kartikasari & Albari, 2019)

The article from Lone and Bhat (2023) talks about how important high-quality items are in the current business climate. In the consumer durable industry, they investigate how customer happiness and product quality affect customer loyalty. Based on information from their 560 respondents, the study shows that a high-quality product has an essential effect on customer satisfaction, which in turn increases customer contentment.

The results also show that customer loyalty and product quality are positively correlated, with customer satisfaction acting as a partial mediating factor. The study's suggestions offer insightful guidance to companies hoping to increase client loyalty and happiness in order to succeed over the long run. This study is efficient for us since it clarifies how customers might be satisfied with the high-quality of the products they purchase. It aids in our understanding of successful client loyalty and satisfaction and supplemented our need supporting data.

**LOCAL LITERATURE**

The study of Dalangin et al. (2021) aims to determine consumers' perception of the advertising efficacy of social media influencers regarding their purchase intention. The researchers believe that specific strategies and skills should be customized to attract consumers' buying intention for an influencer to be effective across social media. This helps us researchers to understand more about the purchase intentions of consumers. It is said in the article that by using specific skills and strategies, you can attract consumers in buying your product.

Filipino consumers are said to be more likely to stick to brands they know and buy products if these are accompanied by freebies, according to a Nielsen online survey. It is said that Filipinos love freebies, shop around, loyal to brands, TV remains main source of product info, and advertisement. This article might help us about the buying behavior of consumers. It indicates that there are factors to consider to buy a product. Consumers likely follow the given factors in order to buy our product and this article might be the key to guide us well. (Rimando, 2023)

As Reported By Research and Markets (2023) based on the analysis, dishwasher sales in the Philippines declined for the first time in over a decade in 2021 due to restrictions and remote work. The report provides retail sales data, identifies leading companies and brands, and analyzes key factors influencing the market. Forecasts for 2027 show how the market is set to change. Inquisitive research on the sale of dishwashers in the Philippines has revealed for the first time that it is affected by consumer preferences and purchase intentions.

Those who wish to buy dishwashing liquid are more likely to order takeaway or delivery services. The consumers who had a hard time and had little time because they were busy at work are reduced in their use of various cookware and utensils. The consumers who used to buy dishwashing liquid are getting tired because the local consumers have spent less time at home.

As stated by Research & Development in Consumer Goods (2023) the dish washing industry has evolved to cater to various consumer preferences and needs, offering a range of products from basic soap and sponges to advanced dishwashers and eco-friendly detergents. The dish washing products market is expected to grow due to consumer demand for convenience and eco-friendly, with technology integration and sustainable formulations shaping the industry's future.

The dish washing products market, driven by innovation and consumer preferences, continues to adapt to meet the demands of eco-friendly, sustainable, and cost-effective solutions. The factors that can influence consumer preferences and purchase intentions for dish washing liquid continue to evolve as the industry expands to provide solutions for dish washing needs that can provide consumer satisfaction.

According to Enriquez et al. (2019) we always buy our daily needs at the Grocery Store. We always keep on buying them even if they are expensive. Orange Peel is a highly concentrated citrus-based neutral liquid detergent formatted as an all-natural Cleaner. Orange is a fruit known for its delectable taste as well as its amazing use in the field of medicine.

It was, in fact, also fruit for household purposes. Through various digging of information that consumer have different preference on deciding what bran or kind of dish washing liquid they will use.

**FOREIGN STUDY**

Ling and Mansori (2018) state about how the customer is central to the organization and assessing customer satisfaction, and why it is a vital element in any strategy for business performance improvement. The purpose of this research is to study the factors that can assist a company to build a sustainable competitive advantage through the effective enhancement of customer satisfaction and ultimately customer loyalty. This study is helpful in our research since it explains how customer can be satisfied in terms of product quality. It helps us to understand further the effective customer satisfaction and customer loyalty.

according to Perner (2013) Consumer behavior involves the study of how people--either individually or in groups--acquire, use, experience, discard, and make decisions about goods, services, or even lifestyle practices such as socially responsible and healthy eating. The consumer behavior, the psychology of marketing is understanding consumer behavior is a vital aspect of marketing. Due to the weakness of the banking system infrastructure, there is no online bookstore or E-commerce business in Kurdistan.

Many customers complain about the problem of the parking facility, most of the bookstore locations have not enough parking space nearby for the customers to be able to visit the bookstores and spend quite enough time to search for books and buying them. The factors of influencing consumer purchase intention towards most important factors are price, product, quality and product , variety. That finding showed an unconscious decision could be change when new variable were revealed.study shows how conscious price variable was the major influence in their purchase intention. (Algeji et.al., 2021).

According to Lone and Bhat (2023) ensuring quality product is top priority of all organizations as it plays a significant role in achieving customer satisfaction, which is the ultimate objective of all marketing efforts. This study delves into the aspect of product quality considering its eight dimensions to study the impact of product quality on customer satisfaction in consumer durable sector. The investigatory research on dish-washing liquid is a good product of highly Price and quality leads into customer satisfaction and therefore, makes the firms more competitive in the market.high service quality can be achieved by identifying problems in service and defining measure for service performance and outcomes as well as level of customer satisfaction.

As per kotler and Keller (2012) the purpose of this study is to test the product quality and price towards customer satisfaction and to test the mediating role of customer value in improving customer satisfaction. This research is the study of perception and causality for the customer of toothpaste as a convenience product. The uniqueness of this research is in the major focus, which is the study of the customer value perception for toothpaste product as a convenience product for the metropolitan community.

The study of the impact of product quality and price on customer satisfaction with the mediator of customer value ,which is also a key factor in dish-washing liquid consumer preferences and purchase intentions.by combining the insights from both studies,and the better of price determination and the higher quality of the product the more it will increase customer satisfaction and clients will be highly and trustworthy and knowledgeable consider that a product is of higher quality and is acceptable when a product meets their expectations.

**LOCAL STUDY**

According to Montes et al. (2022) highlights the impact of green products, packaging, environmental concerns, social media influence, product availability, pricing, and quality on consumer purchasing behavior in Luzon, Philippines, suggesting companies should invest in sustainable practices. The Philippines' cosmetics industry has seen a boom due to the COVID-19 pandemic but faces environmental degradation from plastic packaging and ingredient safety issues. Brands are adopting sustainable packaging and biotechnology to produce environmentally friendly products.

In Luzon, Philippines, green cosmetics and personal care products significantly influence purchasing behavior. The study examines environmental concerns, beliefs, values, product availability, pricing, quality, benefits, and social media influence on consumer purchasing behavior. The study of the purchasing behavior of consumers that will affect their preferences and purchase intentions aims to determine the impact of the use of safety components in proper packaging on the purchasing behavior of consumers, providing a predictive model for personal care products.

This study explores the effects of endorser type (celebrity and anonymous) and endorser credibility on consumers’ attitudes and purchase intentions. It also explores the moderating effect of culture on the influences of spokesperson type and spokesperson credibility on attitude towards the advertisement of Filipino consumers. The research data indicate that the higher the celebrity status of the endorsers featured in an advertisement, the higher the purchase intentions of consumers.

For spokesperson credibility, the only characteristics which have a significant influence on intentions to purchase are: Experienced, Knowledgeable, Qualified, and Trustworthy. In addition, power distance and collectivism seem to have a substantial moderating effect on the relationship between spokesperson type and credibility, and attitude towards the advertisement. (Rodriquez, 2008)

As Reported by Castillo (2018) by studying the consumer buying behavior of customer, the marketers are able to find innovative and creative solutions in dealing with their target market. Understanding their wants and needs are just the first step of the process that leads to buying decision to brand loyalty. This paper provides an insight on the consumer buying behavior the Filipino style as influence by colonial and foreign consumerism. Philippines is a unique county because of its rich heritage and influence by many foreign imperialism.

The study of consumer behavior helps businesses and organizations to improve their current marketing strategies by applying new and unique selling proposition. Filipino style remains to be a very challenging task to marketers because they are intelligent consumer who wants more value for their money and more savings at the end of the transaction. The study of consumer buying behavior can provide insights into consumer preferences and purchase intentions, allowing businesses to tailor their marketing strategies and product development to better meet the needs and values of their target market, ultimately driving higher sales and customer loyalty.

According to Tuñacao (2022) this research aims to determine the factors influencing purchase intention of millennial of Metro Manila towards environmentally sustainable clothing. There are several factors tested such as environmental knowledge and attitude, subjective norm, perceived value, perceived quality and social media. The factors influencing purchase intention towards environmentally sustainable clothing, such as consumer values, social norms, and perceived benefits, can impact consumer preferences and purchase intentions by shaping their attitudes and behaviors towards sustainable fashion, ultimately driving higher demand for eco-friendly clothing options.

We always buy our daily needs at the Grocery Store. We always keep on buying them even if they are expensive. Orange Peel is a highly concentrated citrus-based neutral liquid detergent formatted as an all-natural Cleaner. Orange is a fruit known for its delectable taste as well as its amazing use in the field of medicine. Through various digging of information, the researchers found out that it can be specially used as a stain remover.

The investigatory research on dish-washing liquid made from orange peeling extract on consumer preferences and purchase intentions is involve the use of natural ingredients in cleaning products and how these ingredients are perceived by consumers. (Enriquez et al., 2019)

**SYNTHESIS**

Some of the study we gathered tackle about consumer's preferences. Different organic ingredients to create dish-washing liquid and mostly buyer's behavior when it comes to household products. those study helps us to have an idea how we can achieve our study. we are aiming to know factors affect/influence purchase intentions of ever housewives in Barangay Muntindilaw. We gathered enough data on how we can influence our respondents to change their minds. We also got some guide how we can positively aim our research.

Possible study that might help researchers to be able to finish and achieve their goals and objectives. Basically it all connects with consumers because it is our priority in this study. Buying behaviors, purchased intentions, influence, organic dish washing liquids, and perceptions of consumers in different products.

**CHAPTER III**

**Research Methodology**

This chapter presents the research design, respondents and locale of the study, the data gathering procedure, construction of the instrument, validation of the instrument, statistical treatment, and ethical considerations.

**RESEARCH DESIGN**

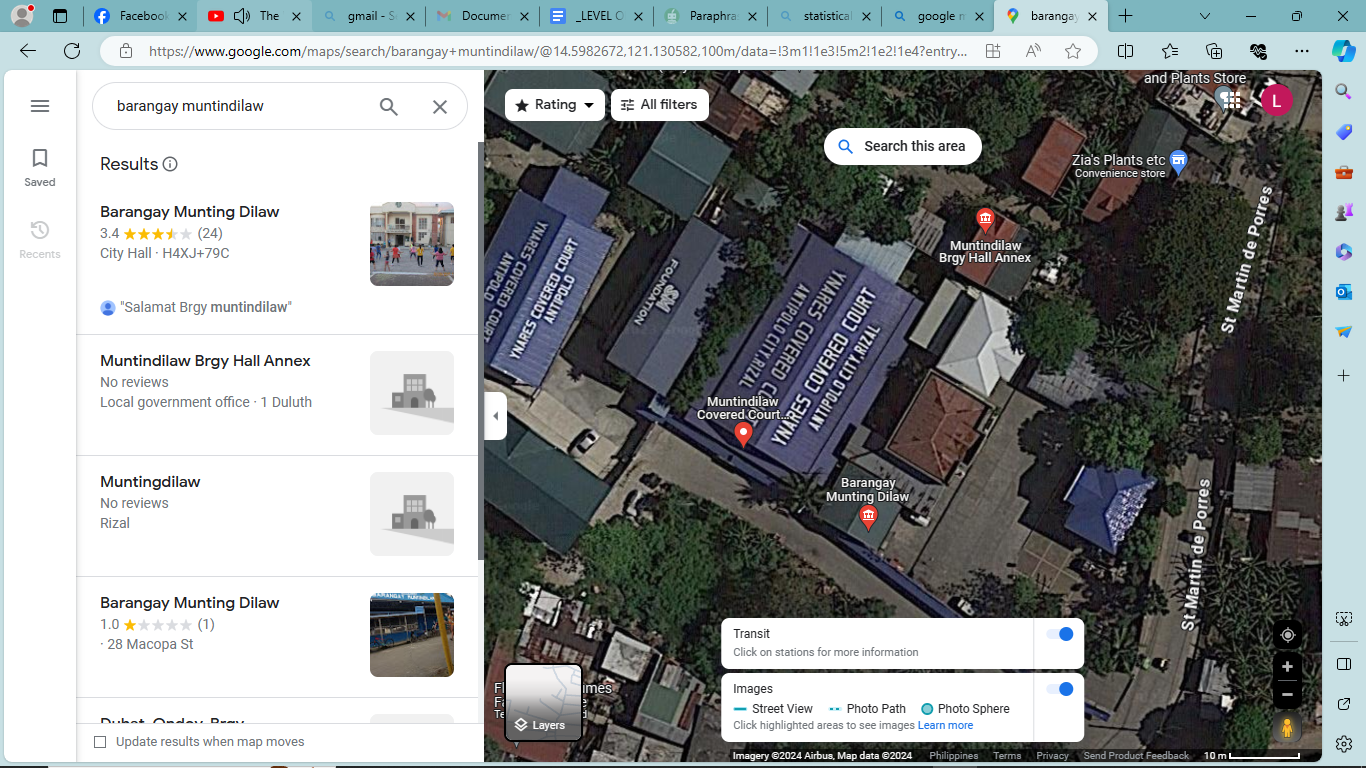
This study used Descriptive Research, a type of research that is used to describe the characteristics of a population that answers what, where, when and how questions, but not why questions. This technique helps the researcher to answer the Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development.

The researcher used survey-questionnaires, a tool for gathering data on a specific demographic or research sample in a methodical manner.

**RESPONDENTS OF THE STUDY**

The respondents in this study are the housewives in Barangay Muntindilaw. A total of 30 people is needed to respond to our survey. The respondents will be the housewives within the Barangay Muntindilaw because they are the ones who are affected by the factors mentioned. We have a six (6) sitios where we will get the respondents. The six sitios are Sitio Bulao, Sitio bagong sibol, Sitio Dilain, Sitio Mahayhay, Sitio Ondoy, and Sitio Lovana. Aside from the topic being related to "Factors Influencing the Purchase Intention of Dishwashing Liquid”. The researchers are expecting to gather their desired data with this specific respondents.

**RESEARCH LOCALE**

  
***Barangay Muntindilaw, Antipolo City***

Thisstudy will be conducted in Barangay Muntindilaw, Antipolo City. We gathered six (6) different sitios within the baranggay muntindilaw which are the Sitio Bulao, Sitio bagong sibol, Sitio Dilain, Sitio Mahayhay, Sitio Ondoy, and Sitio Lovana.

**SAMPLING TECHNIQUE USED**

Purposive sampling was employed in this investigation. We're looking for housewives who utilize Dish washing Liquid. This study is purposeful since it requires certain respondents and requires housewives to participate. The sampling technique employed will assist the researcher in gathering specific respondents based on their study

**RESEARCH INSTRUMENT**

This research we will use survey questionnaires consists of a series of questions (or other forms of prompts) designed to elicit information from respondents via survey or statistical analysis as the instrument for collecting data from respondents. Printed survey we will used to gather data accurately and to analyze it more easily. The draft questionnaires were drawn up based on the researchers' readings, previous studies, professional literature, and published and unpublished theses relevant to the study.

In the preparation of the instrument, the requirements for designing a good data collection instrument were considered. The researchers need to know the demographic profile of the specific respondents such as Age, Gender, and the Dish washing Liquid that they are using. Closed-ended options were provided to accommodate to know the factors that can influence their consumer's preferences and purchase intentions to the dish washing liquid. In this way, the instrument is authorized to obtain valid responses from the housewives.

**DATA GATHERING PROCEDURE**

This section will discuss the instrument that will be used in gathering the needed data for the study. First, the researchers will draft a questionnaire and then be validated by the teacher of the subject. Then, a letter of request to the principal of the school was prepared to conduct the study of the researchers. Upon approval, the researchers will conduct a study in Barangay Muntindilaw to seek the respondents, which are housewives, by distributing the questionnaire to them and will be answered by the respondents with all honesty.

The researchers will explain to the respondents why they need to conduct the study. The researchers will also help them for clarifications so that the respondents can answer the questionnaire with full knowledge. After the total return of the questionnaire, the data will be collected. The results of the study will be identified by the researcher.

**VALIDATION OF QUESTIONNAIRE**

The researcher manually reviewed and verified the Survey-information questionnaire in this study, which used a printed survey questionnaire. The research adviser evaluated all of the questions, and the researcher conducted pilot testing once the questionnaire was approved for use in data collection. After doing pilot testing for the sample respondent, it was determined that the questionnaires needed to be revised. The questionnaires were revised based on how the survey was perceived by the sample respondents. The method is repeated until the questionnaire is completed.

**STATISTICAL TREATMENT OF DATA**

The statistical used by the researcher while conducting this study are:

1. **Percentage Frequency Distribution**. For that reason the data gathered by the researchers will be analyzed using the Percentage Frequency Distribution with the formula of

%= f/N x 10

Where

%=Percentage

f=Frequency

N= Number of Cases

1. **Likert Scale,** It is used to interpret the mean evaluations of statements concerning the factors influencing housewives Purchase Intentions.

|  |  |
| --- | --- |
| **EQUIVALEN**  4.00-4.9  3.00-3.9  2.00-2.9  1.00-1.99 | **CORRESPONDING REMARK**  Strongly Agree  Agree  Disagree  Strongly Disagree |

**ETHICAL CONSIDERATION**

The researchers will apply the difference ethical considerations in conducting this study in research are a set of principles that guide your research designs and practices. Researchers must always adhere to a certain code of conduct when collecting data from people will be viewed unbiased and objective by nature and forget that the data is only as objective and accurate as the people participating in the data collection process and the factors to ensure the data collection. The researchers will ensure all the respondents that their privacy and personal information that will gathered will remain private.

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APPENDIX A

PERMIT TO CONDUCT STUDY

January 3, 202

DIGNA G. ORGE

Principal II

Muntindilaw National High School

Dear Ma’am Orge

Greetings

We, the senior high school students of Grade 12-ABM CHARITY are in the process of writing our research paper for the subject Practical Research 2 entitled, “Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development”.

To achieve the goal of our research, we are humbly asking your permission to gather and collect data from your barangay regarding the names of your residents who are housewives. The sitios included in our research locale are Sitio Bulao, Sitio Bagong Sibol, Sitio Dilain, Sitio Mahayhay, Sitio Ondoy, anf Sitio Lovana. All these are vital for the data collection procedure of said research.

Rest assured that all the information provided will be kept confidential and would be utilized for academic purposes only.

Your favorable action on this request that shall be highly appreciated. We are hoping that this request will merit your consideration and most favorable approval.

Respectfully yours,

CASTRO, HANNA DESIREE L.

PALLEGA, MICAH R

MARTINEZ, SHAINA V

BASISTER, MICHELLE S

FUENTES, JENNIFER M

CORTEZ, CAREL H.

Noted by

MELISSA ANNE MARIE PANCH

Practical Research 2 teacher

ISRAEL G. JIMENE

Senior High School Coordinator

Approved by

DIGNA G. ORG

Principal II

APPENDIX B

REQUEST LETTER TO RESPONDENTS

December 19, 2023

Dear Respondent,

Good day

May we respectfully request your humble cooperation by sparing a few minutes of your time to answer the questionnaire attached based on your honest opinion. We are currently conducting a research entitled “Factors Influencing the Purchase Intention of Dish washing Liquid among Housewives in Barangay Muntindilaw, Year 2024-2025: A Basis For Product Development”. Rest assured that all information you will be giving will be treated with high confidentiality.

Thank you very much for your support and cooperation.

Sincerely yours,

THE RESEARCHERS FROM GRADE 12-STRAND AND SECTION

Noted by:

Melissa Anne Marie A. Pancho

Research Adviser

December 19, 2023

Dear Respondent,

Good day!

May we respectfully request your humble cooperation by sparing a few minutes of your time to answer the questionnaire attached based on your honest opinion. We are currently conducting a research entitled “GUMAMELON Dishwashing Liquid: Impact to Consumer’s Preferences and Purchased Intentions as Assessed by Housewives within the Barangay Muntindilaw, Year 2023-2024**”**. Rest assured that all information you will be giving will be treated with high confidentiality.

Thank you very much for your support and cooperation.

Sincerely yours,

**THE RESEARCHERS FROM GRADE 12-ABM CHARITY**

Noted by:

**Melissa Anne Marie A. Pancho**

Research Adviser

**APPENDIX E**

**Part I.** Profile of the respondents (propayl ng mga respondente)

Name (optional):\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Age:\_\_\_\_\_

Sex: \_\_ F \_\_ M

Used Dish-washing Liquid (Ginagamit na sabon panghugas):

Joy

Maxglow

Yenyen

Tuff

Almighty

Sabon panglaba

Others: \_\_\_\_\_\_\_\_\_

**Part II:** Put a check on the corresponding column based on your own perspective (Maglagay ng tseke sa kaukulang haligi batay sa iyong sariling pananaw)

**SA- STRONGLY AGREE A- AGREE**

**DISAGREE SD- STRONGLY DISAGREE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **QUESTION (TANONG)** | **SA** | **A** | **DA** | **SDA** |
| In buying a Dishwashing Liquid, I prefer to pick a sturdy and colorful packaging (Sa pagbili ng Dishwashing Liquid, mas gusto kong pumili ng matibay at makulay na packaging) |  |  |  |  |
| I really prefer a high quality dishwashing liquid (Mas gusto ko talaga ang de-kalidad na dishwashing liquid) |  |  |  |  |
| I would rather choose a affordable one than a high quality dishwashing liquid (Mas gugustuhin kong pumili ng abot-kaya kaysa sa de-kalidad na dishwashing liquid) |  |  |  |  |
| The fragrance/smell of the Dishwashing Liquid is important (Mahalaga ang halimuyak/amoy ng Dishwashing Liquid) |  |  |  |  |
| The effect of the Dishwashing Liquid is my top priority as a buyer (Ang epekto ng Dishwashing Liquid ang aking pangunahing priyoridad bilang isang mamimili) |  |  |  |  |
| The unique name of the brand helps me to remember the Dishwashing Liquid (Ang natatanging pangalan ng tatak ay tumutulong sa akin na matandaan ang Dishwashing Liquid) |  |  |  |  |
| I still prefer a Dishwashing Liquid that is good and smooth in hands (Mas gusto ko pa rin ang Dishwashing Liquid na maganda at makinis sa kamay) |  |  |  |  |

**Part III:** Fill in the box with the appropriate answer based on your point of view (Punan ang kahon ng angkop na sagot batay sa iyong pananaw)

What is your top priority when finding a right dishwashing liquid for your household? (Ano ang iyong pangunahing priyoridad kapag naghahanap ng tamang dishwashing liquid para sa iyong sambahayan?)

Quality (Kalidad)

Effectiveness (Epektibidad)

Fragrance (Amoy)

Price (Presyo)

Texture in Hands (Pagkakahabi sa kamay)

Name of the Product (Pangalan ng Produkto)

Packaging (impake/lagayan)

Others: \_\_\_\_\_\_\_\_\_\_\_\_\_

**Part IV:** Answer the following question and choose your answer based on your perspective (Sagutin ang sumusunod na tanong at piliin ang iyong sagot batay sa iyong pananaw)

Would you still rather buy the Dishwashing liquid even though the factor that you are looking for is not there? (Mas pipiliin mo pa bang bumili ng Dishwashing liquid kahit na wala ang factor na hinahanap mo?)

Yes No

If your trusted brand in Dishwashing Liquid is unavailable, would you prefer to buy other brands? (Kung hindi available ang iyong pinagkakatiwalaang brand sa Dishwashing Liquid, mas pipiliin mo bang bumili ng ibang brand?)

Yes No