**GUMAMELON Dishwashing Liquid: Impact to Consumer’s Preferences and Purchased Intentions as Assessed by Housewives within the Barangay Muntindilaw, Year 2023-2024**

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**CHAPTER I**

**The Problem and Its Background**

**BACKGROUND OF THE STUDY**

Our research is important because we are aiming to help housewives on household products that they are using. We decided to conduct this research for us to know if we can tell the impact of the product and if we can change our respondent’s preferences using this product. This study introduces as a substitute to other liquid soap that has a high price in the market. It has a natural raw material that can be found easily. The study's central concern is respondents who don't have the ability to purchase an expensive dishwashing liquid. It is concerning because most of them often use bar soap, and it can affect their health if they didn't wash their dishes properly and correctly.

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 dishwashing 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 dishwashing 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 dishwashing liquid from orange peels. People usually use commercially produced dishwashing 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 dishwashing 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 dishwashing 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 a high-quality dishwashing liquid that is not too expensive. This study focuses on the impact and the respondent’s preferences on our product. The main reason why we are aiming to successfully finish this research is because we observe that there are household products that are too expensive and too much for the budget of some housewives, resulting in the use of alternative soaps, which are bar soaps 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.

**CONCEPTUAL FRAMEWORK**

|  |
| --- |
| **INPUT**  **•** profile of housewives in terms of:   1. Age 2. Gender 3. Used Dishwashing Liquid • Joy   • Maxglow  • yenyen  • tough  • Almighty  • Others:  • budget for expenses |

|  |
| --- |
| **PROCESS**   * **Survey Question** * **Cluster Analysis** |

|  |
| --- |
| **OUTPUT**   * **GUMAMELON Dishwashing Liquid: Impact to consumer's preferences and purchased intentions as assesed by housewives within the barangay Muntindilaw, Year 2023-2024** |

**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 and will use Cluster Analysis in analyzing all the data gathered. The output will be the impact of GUMAMELON Dishwashing Liquid to customer’s preferences and purchased intentions.

**THEORETICAL FRAMEWORK**

With the assisstance 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 our study it is really essential to have consumers because all the date that will be 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.

**STATEMENT OF THE PROBLEM**

This study aimed to aimed to determine GUMAMELON Dishwashing Liquid: Impact to Consumer’s Preferences and Purchased Intentions as Assessed by Housewives Within the Barangay Muntindilaw Year 2023-2024

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

A. Age

B. Gender

C. Used Dishwashing Liquid

• Joy

• Maxglow

• yenyen

• tough

• Almighty

• Others:

2.) What are the benefits of this products in terms of:

• Price

• Quality

• Smell

• Smoothness in hand

• Stain in your plate

3.) What are the Disadvantages of GUMAMELON Dishwashing Liquid?

4.) Do you think GUMAMELON Dishwashing Liquid is effective to use?

5.) Who among the respondents are willing to buy this product?

**HYPOTHESIS**

Ho: There is no correlation between housewives and impact to consumer's preferences and purchased intentions

Ha: there is a significant correlation between housewives and impact to consumer's preferences and purchased intentions

**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:

To 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 less expenses in household products because we are conducting this to create a Affordable but a high quality Dishwashing Liquid

To students, this will benefit students by knowing they can make dishwahshing liquid by using some flowers, orange, and anything that can be alternative in creating dishwashing liquid.

To Community, The study will help the community by having a product that everyone is eligible to purchased.

To Future Researcher, it will benefit them to have a advance knowledge in creating study about Dishwashing Liquids

To the 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.

**SCOPE AND DELIMITATION**

This study aims to provide other people an alternative dishwashing liquid product which is less expensive, safer and more effective. It also provide and explores the development of an affordable, safer, and more effective organic dishwashing liquid based on gumamela, lemon, and melon, specifically designed for kitchen cleaning. Our research needs to be studied for us to know the impact of our product to consumer's preferences and also their purchase intention in dishwashing liquid products. We are aiming to get the possible comments from different housewives that we survey.

The study will cover determinants of the GUMAMELON Dishwashing Liquid: Impact to consumer's preferences and purchased intentions, year 2023-2024. 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 total income of every household.

**DEFINITION OF TERMS**

**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 poisoning.

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