*Text in italics is our guide and should be deleted in completed documents.*

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| **Ethics Code** | *As indicated in the ethics clearance* | |
| **Research Title** | Product Knowledge, Brand Awareness, and Purchase Intention of Copycat Product Consumers: The Case of the Grocery Store in the Philippines | |
| **Researcher/s** | Martinelli M. Illut, Kristal Diam D. Pitogo, Merylene M. Boado,  Ron Allen T. Reyes, Leslie Dianne D. Ragot, Martin Jordan R. Bondoc | |
| **College/Department** | Bachelor of Science in Business Administration Major in Marketing Management | |
| **Project Period** | *May 18, 2024 - July 6, 2024* | |
| **Report Submission date** |  | |
| **I. Abstract and Keywords** | | |
| *It shall not be more than 250 words and must answer the following questions:*   * *What was done?* * *Why did you do it?* * *What did you find?* * *Why are these findings useful and important?* | | |
| **II. Introduction** | | |
| *The Introduction should provide readers with the background information for your study. It*  *should answer the question: what question/problem was studied. While writing the background,*  *make sure your citations are:*   * *Well balanced: If experiments have found conflicting results on a question, have you cited studies with both kinds of results?* * *Current: You should aim to cite references that are not more than 10 years old if possible. Although be sure to cite the first discovery or mention in the literature even if it older than 10 years.* * *Relevant: The studies you cite should be strongly related to your research question* | | |
| **III. Materials and Methods** | | |
| *This section provides the reader with all the details of how you conducted your study.*  *You should:*   * *use subheadings to separate different methodologies.* * *describe what you did in the past tense.* * *describe new methods in enough detail that another researcher can reproduce your experiment.* * *describe established methods briefly, and simply cite a reference where readers can find more details.* * *state all statistical tests and parameters.* | | |
| **IV. Results and Discussions of the Accomplishments per Objectives** | | |
| *In the Results section, simply state what you found, but do not interpret the results or*  *discuss their implications.*   * *Use subheadings to separate the results of different experiments.* * *Results should be presented in a logical order.* * *Do not duplicate data among figures, tables, and text.* * *Include the results of statistical analyses in the text, usually by providing p values wherever statistically significant differences are described.* * *Your Discussion and Conclusions sections should answer the question: What do your results mean?* | | |
| **V. Proposed Utilization/Dissemination Activities (emanating from the results)** | | |
| *In this section you should detail the proposed utilization of the project and/or dissemination activities. This includes a Gantt Chart and identified conferences/fora, community/ies and journals.* | | |
| **VI. Actual/Perceived Impact of the Results** | | |
| *In this section you should detail the actual impact or perceived impact of the results in the identified sector, group, or participants.* | | |
| **VIII. References** | | |
| *Must be using APA latest edition* | | |
| **IX. List of Equipment (if there is any)** | | |
| *In this section you should list the main equipment/systems were purchased from the budget of this project, please include the name, purpose, and model of them* | | |
| **Submitted by**  Martinelli M. Illut Kristal Diam D. Pitogo Merylene M. Boado  Ron Allen T. Reyes Leslie Dianne D. Ragot Martin Jordan R. Bondoc  Name of the Researcher/s | | **Signature and Date**  Signature of the Researcher/s |