

Print ISSN **2350-658X**
Online ISSN **2350-6598**



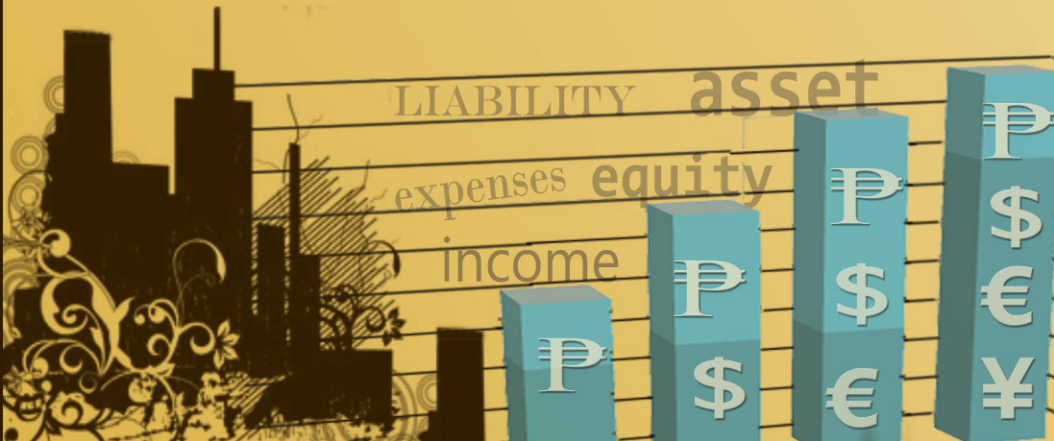
THE LEDGER

THE OFFICIAL JOURNAL OF ACCOUNTANCY AND
BUSINESS ADMINISTRATION RESEARCH

University of the Immaculate Conception

Volume 1

March 2013



THE LEDGER

THE OFFICIAL JOURNAL OF ACCOUNTANCY AND
BUSINESS ADMINISTRATION RESEARCH

University of the Immaculate Conception
Volume 1 • March 2013

The Ledger

The Official Journal of Accountancy and Business Administration Research
University of the Immaculate Conception

Volume 1 • March 2013

About the Journal

The Ledger is an annual official journal publication of the Accountancy and Business Administration Program of the University of the Immaculate Conception. This periodical compiles the different research studies done by students and faculty pertaining to Accountancy, Accounting Technology, Financial Management and Marketing Management. The research outputs embody instructive and scholarly approaches for intellectual and technical skills enhancement necessary to succeed in the world of business and entrepreneurship.

About the Cover

The cover depicts the fields of expertise of the Accountancy and Business Administration Program. The Accounting Keywords represent the focus of Accountancy and Accounting Technology majors; the Bar Graphs Labeled with Various Currency Signs exemplify the Financial Management majors' specialization as financial analysts; and the Buildings embody the marketing and advertising firms the Marketing Management majors will be servicing.

About the Title

The term Ledger means a principal book or computer file for recording and totaling monetary transactions by account. This word stands for the full disclosure of all material events of the Accountancy and Business Administration Program of the University of the Immaculate Conception.

Editor in Chief

TITLE Copyright © 2012 by the individual authors and the University of the Immaculate Conception. All rights reserved. Printed in the Philippines. Reproduction without permission from the publisher is strictly prohibited

Published by:
University of the Immaculate Conception
Bonifacio Street, Davao City 8000 Philippines
Telefax: (+6382) 227-3794
Website: <http://www.uic.edu.ph>

Print ISSN **2350-658X**
Online ISSN **2350-6598**

The LEDGER

EDITORIAL BOARD

Editor in Chief	Emma V. Sagarino Mary Jane B. Amoguis
------------------------	--

Editorial Assistants	Gay Marie R. de Gracia Ivy Diane M. de Guzman Angelica S. Villamil Emma Concepcion P. Nerves
-----------------------------	---

Cover Layout Artist	Lyster P. Bonhoc
----------------------------	------------------

Consultants	Renan P. Limjuco Deogracia B. Corpuz
--------------------	---

PREFACE

THE Accountancy and Business Administration Program envisioned a scholarly journal to publish manuscripts documenting different studies not only of the ABA students but also of the faculty. Titled The Ledger, this maiden issue celebrates the success of the faculty and students in completing quality research studies on business related topics.

It is our hope that this issue will stimulate further discussions and additional research outputs in the area of business. We are grateful to all of the authors who contributed to this particular issue. We also appreciate the effort of the editorial board members most particularly Mr. Lyster Bonhoc, Dr. Renan P. Limjuco and Dean Deogracia B. Corpuz. It is our intent that the issue may serve to attract more submissions of any business related research studies; thereby, expanding the interdisciplinary readership of the journal.

EDITORS IN CHIEF

The Ledger

CONTENTS

Perspectives of Vendors in Davao City about the Implementation of Ordinance 0361 Banning of Non-Biodegradable Plastic Bags	1
<i>Novem Claire T. Langusta, Kimberly M. Gomez and Emma V. Sagarino</i>	
Factors that Hinder Certified Public Accountant (CPA) Board Passers to practice their Accounting Profession	12
<i>Janesa Ereca P. Casanaan, Kressl Denise del Rosario, Yra Dessa T. Diansay, Lyssa B. Latoza, Novah Mae B. Samar, Carreza Mae L. Uzema</i>	
Factors Associated with the Patronage of Ukay-Ukay Products in Davao City	21
<i>Francis Villa, Jealene Bautista, Jonathan Parecto, Ralf Rivera, Roy Jordan, Sheila Pearl Centillas and Emma V. Sagarino</i>	
Cell phone Networks Subscriber: Uncovering the Stories of the Businesspeople	36
<i>Bartolome F. Caputan, Jr., Iza Mae M. Gomia, Rogelyn L. Panuncialman, Baby Jane R. Rubio, Cristopher N. Sartagoda and Emma V. Sagarino (Adviser)</i>	
Level of Knowledge and Consumer Response on Integrated Marketing Communication of Selected Fast Food Centers in Davao City	47
<i>Kenneth Joseph A. Allida, Erma Marie G. De los Santos, Christian Harvey T. Mateus, Melody Jobell A. Olivo, Luis Anton H. Pacana, Stephanie Anne D. Soriano and Emma V. Sagarino</i>	

The Business Characteristics of Ukay-Ukay Enterprise in Davao City	61
<i>Wynsjohn L. Ancheta , Marlyner N. Belleza, Amor Bregilda M. Dagso, Christian Kristopher A. Duque, Kenneth M. Faraon, Mae Stephanie Y. Lucas, Marbie Ann B. Posadas and Emma V. Sagarino</i>	
The Characteristics of Micro-Scale Business People Involved in Mobile Street-Food Vending In Davao City	72
<i>Alma Mae S. Amor, Musa B. Colehem, Chemmee Ann L. Dechavez, Anna Mae T. Carandang, Kristen Jill N. Penanueva, Jethrone J. Ferrancullo and Almarie Joy T. Umbay</i>	
Perception of Vendors and Consumers about Sin Tax Law	78
<i>Shaun Kristopher D. Amada, Claudette C. Arboleda, Resheny C. Cedeno, Christine M. Costan, Maricor A. Roque and Emma V. Sagarino</i>	
Consumers' Awareness and Acceptability of Products Guaranteeing Instant Results: Downy Isang Banlaw (One Rinse) and Knorr Rice Mate	90
<i>Romeo C. Asares, Jonna Mae T. Cortel, Phoebe Jane F. Disto, Jerson D. Ta-a, Emma V. Sagarino and Renan P. Limjuco</i>	

PERSPECTIVES OF VENDORS IN DAVAO CITY ABOUT THE IMPLEMENTATION OF ORDINANCE 0361 BANNING OF NON-BIODEGRADABLE PLASTIC BAGS

Novem Claire T. Langusta, Kimberly M. Gomez and Emma V. Sagarino

ABSTRACT

The Davao City ordinance banning non-biodegradable containers has been implemented starting June 28, 2012. Ideally, this ordinance has noble purposes; however, its merits will only be realized if its corresponding provisions are conscientiously implemented. This study was conducted to explore the issues encountered by the vendors who are using non-biodegradable plastic bags in Davao City. This study is qualitative in nature. Eight purposively chosen vendors from Piapi, Agdao, and Bankerohan Public Markets were interviewed using structured questions. Findings disclosed that most of the interviewed vendors in Piapi and Bankerohan Public Market in Davao City were in favor of the ordinance as they believed that it could help lessen the problem on solid waste in Davao City. Others were not in favor with this ordinance because of the low quality and the relatively higher costs of biodegradable plastic bags which adversely affected their profit. In relation to urban flooding some said that it could be attributed to the lack of discipline and concern towards the environment of the residents and not because of the type of plastic bags we are using.

Keywords: Davao City Ordinance 0361, Banning Non-Biodegradable, plastic bags, vendors, Davao City, Philippines

INTRODUCTION

Davao City has enforced the ban of all plastic and polystyrene which are widely used as food and beverage container. The ordinance ordered the ban of non-biodegradable containers in June 28, 2012 which was stated in Section 7, Article V of the City Ordinance 0361 series of 2010 of the Davao City Ecological Waste Management of 2009. Accordingly, vendors in Davao City shall sell or provide only recycled or recyclable bags, biodegradable plastic bags, reusable bags such as cloth bags, bags made of indigenous materials, such as buri, abaca, anahaw, bamboo and pineapple, or use corrugated boxes or cartons. They have also prohibited the use of plastic bags and polystyrene foam as a food and beverage containers (Colina, 2012).

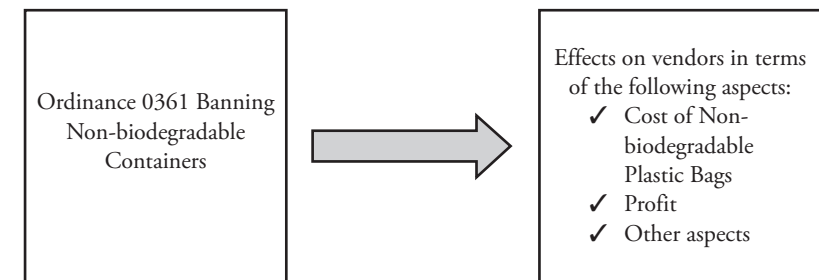
Pursuant to this city ordinance, Davao City wanted to minimize the pollution by prohibiting the use of non-biodegradable plastic. Vendors are required to use biodegradable plastic bags that decompose in three months when disposed in landfills. The banning of plastics may be very significant for the good of our environment. However, the vendors are apprehending on the effects of the ordinance towards their business operations, sales and profits. According to one article entitled “Plastic Ban Stifles Davao Vendors”, the vendors are struggling because they have to adjust to the whims of the cellophane traders for sometimes they run out of (biodegradable) plastic bags because it’s not easy to just buy for more. It was also stated there that these biodegradable plastic bags are more expensive than the non-biodegradable plastic bags. Two packs of 50 biodegradable cellophane bags, says Ronquillo, would cost her Php 64 while the non-biodegradable plastic only costs Php 20 per bag (Basa, 2012).

This study was conducted by the researchers to find out the issues encountered by the vendors who are using non-biodegradable plastic bags in Davao City. The researchers would like also to know the opinions and reactions of the vendors about the said ordinance, if they are in favor of this ordinance. Further, the researchers would like to ascertain if the vendors are still able to realize profits since the ordinance took effect.

Research Questions

This study would like to find out the perception of the vendors and traders of Davao City when Ordinance 0361, banning of non-biodegradable plastic bags, was implemented in the city. The study sought to answer the following questions: What are the reactions of the vendors in Davao City about the implementation of Ordinance 0361, banning of non-biodegradable packaging materials? What is the effect of the implementation of Ordinance 0361, banning of non-biodegradable plastic bags, to the vendors in terms of cost of biodegradable plastic bags, profit and other aspects.

Conceptual Paradigm



The paradigm illustrates the conceptual framework of the study and the effects related to the cost of biodegradable plastic bags, gross sales, and capital to some vendors in Davao City. It investigated the problems the vendors have encountered in their business operations when Ordinance 0361 was implemented. The respondents of the study were the vendors in Davao City, specifically in Piapi, Agdao, and Bankerohan Public Market.

METHOD

This study is qualitative in nature. Interviews were conducted to generate in-depth understanding on issues related to the cost of biodegradable plastic bags, gross sales, and level of profit when Ordinance 0361, banning of non-biodegradable packaging materials was implemented. The researchers opted to utilize the qualitative research because according to Cooper and Schindler (2008) this is an ideal approach to extract emotions and perceptions about a particular issue or experience.

The study was conducted in Davao City, particularly in Agdao, Piapi and Bankerohan Public Market. The City of Davao is one of the most important cities in the Philippines and the chief city of the island of Mindanao. It is located in the province of Davao Del Sur, situated in the southeast of Mindanao. It is also one of the Philippines' most progressive cities. Its international airport and seaports are among the busiest cargo hubs in the southern part of the Philippines. The city itself is about 2,444 square kilometers or 943.6 square miles and is the biggest city in the world.

Purposive sampling technique was used wherein the eight respondents included in the sample were chosen based on some criteria such as respondents are vendors and should be found either in Piapi, Agdao, and Bankerohan public markets. These vendors were the focus of this study because the researchers believed that they are the primary group who will be affected by Ordinance 0361.

Recorded interviews were transcribed, after which narrative of each interview was formulated. Names of the interviewees were coded to observe anonymity. Further, common themes were identified which served as the structure of the summary of findings as shown in the matrix under the Results and Discussions.

RESULTS AND DISCUSSIONS

Hope in Saving Mother Earth through Plastic Banning

Respondent A is a lady vendor of fruits in "Fruitasan Mo" at Bankerohan Public Market, Davao City. She is selling fruits like pomelo, durian, etc. She is also selling processed fruits like durian candies. She is 18 years old and still single. She has been working as a vendor for almost two years. According to her, Ordinance 0361 very reasonable for it is for the betterment of the city and the Davaoños. Daphne encountered some difficulties when this ordinance became effective in the city because her operating cost had increased since biodegradable plastic bags are more expensive than the non-biodegradable one. As a consequence, her business' sales were affected. She is also receiving complaints from some of her customers that biodegradable plastic bags are not durable. Mostly, the customers will ask to double the plastic bags to make it durable. She was able to recover the loss in the month of December since the price of plastic bags had decreased. Daphne said that she was hoping that this ordinance will really help Davao City in saving mother earth given that the vendors have sacrificed a lot just to comply with this ordinance.

Plastic Banning Affects Vendors' Sales

The vendors are the ones affected by the implementation of Ordinance 0361 for they have to adjust to using biodegradable plastic bags or Oxo biodegradable plastic bags from non-biodegradable plastic bags. According to Respondent B, a 20 year old male vendor in Bankerohan Public Market, this ordinance really have a direct effect on their sales for the costs of biodegradable (or Oxo biodegradable) plastic bags are more expensive than the non-biodegradable plastic bags. He said that they would spend 120 pesos per bundle unlike the non-biodegradable plastic bags which would only cost them 40 pesos per bundle. The vendors were compelled to follow the ordinance because the city government was doing inspection as to its adherence. "Kailangan jud namu siya sundon kay naa man gud multa ang masakpan." Respondent B said. He was disappointed with the ordinance for they incurred higher expenses resulting to deficits. "Mahal jud kayo ang supot (biodegradable plastic bags), nigamay nuon among ginansya," he

added. He was actually amenable with the ordinance because it is implemented to eradicate pollution and it is for the well being of the Davaoeños.

Vendors are in Favor on the Plastic Banning

Respondent C, a 42 year old lady meat vendor at the Piapi Public Market welcomed the ordinance without complaint even if biodegradable plastic bags are more expensive and not durable as the non-biodegradable one. She is in favor of the ordinance because it is of big help to the city in achieving a clean and green environment since non-biodegradable plastics bags are expected to decompose after 400 years. She is amenable to the ordinance for she knew that the city government implemented it to keep Davao City clean. This waste management tool can also help the city prevent flush floods and other calamities.

These plastics bags according to her are harmful to our environment when wittingly or unwittingly dumped into waterways, river channels, parks, beaches, streets, and canals; that would result to clogging of drainage. She asserted further that after the ordinance' implementation, her business was not affected because her income was still the same although she mentioned that the Oxo biodegradable plastic bags are more expensive.

Biodegradable Plastic Bags: Environmental Friendly

Non-biodegradable plastic bags have long been used by the vendors. Respondent D a 42 year old male fish vendor in the Piapi Public Market said that banning of non-biodegradable plastic bags forced him to switch to more expensive biodegradable plastic bags (or oxobiodegradable plastic bags). When he was informed about this new city ordinance he became worried for he does not know where to get a supply of biodegradable plastic bags that he will be using in his business operation. He also mentioned that some of his customers are bringing food containers (like Tupperware) for they don't trust the biodegradable plastic bags. His only concern on the biodegradable plastic bags is its durability for it cannot withstand the weight of some products unless it will be doubled, making it more costly.

He is in favor of the ordinance because for him this is very helpful to Davaoeños, for the city is currently experiencing calamities like flush floods. He also said that non-biodegradable plastic bags can affect our health. He mentioned that the implementation of Ordinance 0361 is for the best interest of the public in maintaining a healthy and safe environment. He is getting his supply of plastic bags in a store within the Piapi Public Market. He also said that his business operation is not affected by the ordinance even if biodegradable plastic bags are more expensive. His income is still the same.

Biodegradable Plastic Bags are Expensive

Abolishing the use of non-biodegradable plastic bags offers a beacon of hope for our environment that has long been suffering from pollution. Now, Davao City had implemented the banning of non-biodegradable plastic bags, the ordinance seeks to minimize plastic pollution in the city and reduce its expenditure in solid waste management disposal. As we look for our respondents in Agdao Public Market, most of them are not willing to be interviewed, some of them are running, some are pretending to be busy, some also are afraid because according to one consumer, vendors are not following the ordinance. They are still using non-biodegradable plastic bags. According to respondent E, a 45 year old lady fish vendor in Agdao Public Market, she is not in favor with this ordinance because the biodegradable plastics bags are more expensive and it affects their sales, "Dili ko ganahan kay mahal kaayo ang bioplastic (biodegradable plastic bags), mabawasan among halin." She did not even disclose where is she getting their supply of plastic bags.

Plastic Banning: Creates an Impact in the Vendors Daily Income

As we asked respondent F who is a 48 year old meat vendor in Agdao Public market about her reaction in the implementation of ordinance 0361, she said that she was worried not only because she have to switch to another supplier of plastic bags and leave her "suki" behind. She also said that the costs of biodegradable plastic bags are more expensive. Because of this her sales is affected. "Of course, it might create an impact in our daily income if it will be pushed through," she

said. She, however, said that she was already aware of the upcoming ban because of the news. She is actually not in favor with this ordinance. “Dili jud unta ko musugot, pero unsaon man na? Wala na tay mabuhat kung kana ang gusto sa balaod,” she said in a statement. She admitted that she is not using biodegradable plastic bags. She giggled and laughed before she told us in a whispering way that they are not following the ordinance because she doesn’t want to increase their expenses or encounter some deficits. This respondent concealed her name for fear of being apprehended.

Costs of Plastic Bags are not their Concern

Respondent G, 35 years old lady fruit vendor for 9 years of Bankerohan Public Market, said that the ordinance is just okay because she knows that it is prohibited by law. She admitted that the ordinance had a direct effect on their sales because the new Oxo biodegradable plastic bags are more costly than what they usually used for their business for the past years. She gets her supply of plastic bags at a wholesaler inside the public market. She experienced inadequate numbers of plastic bags whenever she buys that’s why she recounts it to ensure that it has the right number of plastics in a pack. She also said that biodegradable plastic bags have offensive odor. Some customers complained because the plastic bags are easily damaged and they are always requesting to have them doubled. For her, the ordinance would help a lot in reducing the pollution that are caused by the non-biodegradable plastics.

According to Respondent H, 57 years old, a lady vendor of fruits at Bankerohan Public Market for 20 years Oxo biodegradable and non-biodegradable plastic bags are just the same in terms of prices, they only differ in quality since the new plastic bags are not that durable unlike the non-biodegradable. Her business is not greatly affected. At first the price of Oxo biodegradable plastics was very high but eventually the expenses incurred for the new plastics bags were off-set against the business sales. The business then for Sarah was doing great and the price for the new plastic bags had decreased. The ordinance is just okay for her since it is an ordinance that they need to obey. What’s important for her is to sell all her fruits and she doesn’t care anymore even if the oxo plastics are expensive and not durable.

Most of the interviewed vendors in Piapi and Bankerohan Public Market in Davao City are in favor of the ordinance because according to them, plastic banning can help our environment. The city government implemented this ordinance to keep Davao City clean and environmentally friendly. The ordinance is a helpful tool for the city’s prevention against flush floods and other calamities. The use of non-biodegradable plastic bags can affect our health. Passing of the ordinance and its implementation in Davao City can help us live in a safe place. Others are not in favor with this ordinance because of the low quality and the relatively higher costs of biodegradable plastic bags. Some said that non-biodegradable plastic bags are not the reason why we are experiencing urban flooding or other calamities. According to them it is the lack of discipline and concern towards the environment.

Some vendors are affected by this ordinance because biodegradable plastic bags are expensive and they were having deficits out of increased expenses. Most vendors in Agdao Public Market also are not following the ordinance because Oxo biodegradable plastic bags are too costly and not durable.

Presented in this matrix are the summarized responses of our respondents.

CATEGORIES	POSITIVE	NEGATIVE
Reactions of the vendors about the implementation of ordinance 0361 banning of non-biodegradable plastic bags	Other vendors are okay with the ordinance for they know that the city government implemented this ordinance to keep Davao City clean and environmentally friendly in terms of waste management and also because this ordinance can help the city prevent flush floods and other calamities.	Some vendors are not too happy with the biodegradable plastic. They said it cost them a lot to buy one plastic. Before, if you buy fish or meat from the vendors, they would double the plastic. Now they would not do it, they said the biodegradable is more expensive. Some vendors are worried for they do not know where to get a supply of biodegradable plastic bags that they will be using in his business operation. Others are also disappointed because their sales are affected by the implementation of this ordinance. Their expenses have increased and they are facing deficit. Others are also complaining about the quality of these biodegradable plastic bags for these are not durable. The biodegradable plastic bags are so thin that they need to double it and these Oxo biodegradable plastic bags are more costly.
Effects of the implementation of the ordinance 0361 banning of non-biodegradable plastic bags to the vendors in Davao City	Some vendors are not affected by the ordinance except that their expenses have increased since biodegradable plastic bags are more expensive. Others are not affected by the ordinance; they have not encountered any effects in their sales except that their expenses have increased since biodegradable plastic bags are more expensive.	When non-biodegradable plastic bags were substituted into biodegradable plastic bags or Oxo biodegradable plastic bags, vendors would spend more, since these plastic bags are more expensive than the non-biodegradable plastic bags. Because of the costs of biodegradable plastic bags or Oxo biodegradable plastic bags, their sales were affected for their expenses have increased. Other vendors are not willing to follow the said ordinance because the prices of biodegradable plastic bags are more expensive.

REFERENCES

- Basa, M.** (July 11, 2012). Plastic Ban Stifles Davao Vendors. Davao Today. 20 February 2013. <http://davaotoday.com/main/2012/07/11/plastic-ban-stifles-davao-vendors/>
- Colina, A.** (May 8, 2012). Davao Bans Plastic Bags Starting June 28. Sunstar. 18 February 2013. <http://www.sunstar.com.ph/davao/local-news/2012/05/08/davao-bans-plastic-bags-starting-june-28-220452>
- Cooper, D. and Schindler P.** (2008). Business Research Methods. McGraw Hill International. New York.

FACTORS THAT HINDER CERTIFIED PUBLIC ACCOUNTANT (CPA) BOARD PASSERS TO PRACTICE THEIR ACCOUNTING PROFESSION

Janesa Ereca P. Casanaan, Kressl Denise del Rosario,

Yra Dessa T. Diansay, Lyssa B. Latoza,

Novah Mae B. Samar, Carreza Mae L. Uzema

ABSTRACT

This paper involved discovering the factors that hinder Certified Public Accountants from practicing or applying their learning towards their work. The goal was to provide some methods for determining the factors that hinder professionals to be competent and proficient in the field of accountancy. The study further aimed to give information about the different factors CPA board passers need to comply in order to absolutely practice their profession. The researchers gathered different information using the books, Internet Web pages, related articles and consulted people who are associated with the study. The gathered data were based on the experiences of professional people who have been in the field of accountancy either for only a while or for several years. Passing the CPA board examination is never easy and practicing the Accounting profession requires one to adhere to professional rules, standards, ethics and guidelines. CPAs claim that some companies usually employ graduates of prestigious and renowned institutions without considering the capacity and skills of the applicants. Some take pride in working for large companies for self-fulfilment not minding their profession. The corporate and personal conflicts in the work place affect the goal of accountants to practice their profession while finding the annual changes in the accounting standards arduous.

Keywords: Certified Public Accountants, CPA Board Examination, Profession.

INTRODUCTION

“People respond to incentives:” a principle in Economics that applies to every human endeavor. We do our best in our studies because we expect to have a stable job in the future. If we expected otherwise, all our efforts would have been in vain and essence of our studies will be lost. Therefore, it is only normal that we become intrigued and threatened by any uncertainty of a stable future job, in our case as Bachelor of Science in Accountancy students, as Certified Public Accountants.

As students, we are very eager to know more about the probabilities of our successful careers in the future. This is what we are striving for. In relation to the course we are taking right now, Bachelor of Science in Accountancy, we are very alarmed with the news and information we heard recently. It is about the cases of CPA Board passers having difficulties in practicing their profession here in the Philippines. Thus, we decided to have a study based on this dismaying situation. We expect that the outcome of this study will serve as our guidelines and precautions as we pursue our course until the moment we reach the bottom-line of all we have studied for. This study will contribute awareness and knowledge for future CPA board passers to avoid incompetency in the field of accounting.

Over the years, the percentages of CPA Board Passer are increasing exponentially. While it is true that the constant demand for CPAs makes employment a lesser concern for them, survey will show us that not all of these passers are able to practice their profession as Certified Public Accountants. Therefore, gathering information from the Internet, books, Web pages and people directly affected with the issue we have decided to conduct a research that will show the factors that hinder Certified Public Accountants from being able to put into practice their learning and work in their given field.

The study which was conducted in the premises of the University of the Immaculate Conception will provided information that would also provide guidance not only to already successful CPAs but also to those who are struggling to become one. It will give an insight into the hindrances Certified Public Accountants are encountering. Therefore, providing us with knowledge is essential in our journey towards the real world.

Accounting profession is significant in any kind of business organization. This profession contributes a great impact in the success of an organization. Accountants provide financial information to allow the internal users to monitor and determine whether organization's activities have produced economic benefits. They express opinions and valid judgments about those activities to prove the creditworthiness of the organization. Hence, the organization depends on the reports in making crucial decisions. Accordingly, if the accountants fail to comply with the requirements in the practice, then the organization is likely to fail too.

This study was designed to provide awareness not only for the recent passers but also for the aspiring accountants who desire to be excellent on their chosen careers. Results may assist the companies in selecting their employees to attain positive feedback and exceptional success for the entity. Also, it is intended to provide sufficient information about the significance of professionalism in the field of accounting profession.

Scope and Delimitation

The study focused on factors that might hinder CPA board passers in practicing their professions and affect their work ethics. The study was conducted in the University of Immaculate Conception. It involved surveys and interviews on the certified public accountants working in the said university to document observations of their activities and habits in their work place that might contribute to the factors that hinder them in exercising their professions. The study aimed to give information about the different factors that CPA board passers need to comply for them to practice their profession completely. This also covered the information under R.A. 9298 which is also known as the "Philippine Accountancy Act of 2004" in relation to the procedures and rules of the Accounting practice as it was amended by the Philippines' Professional Regulation and Commission (PRC). The investigation was limited on the said law and on the views and opinions gathered based on the various experience of CPAs working and even those who have graduated in the University of the Immaculate Conception.

METHOD

We gathered information from books, Internet Web pages, related articles and consulted people who are associated with the study. We explored the experiences of professional people who have been in the field of accountancy either for only a while or for several years.

The study took place in the University of Immaculate Conception campus which is located at Bonifacio Street, Davao City. This was done for the purpose of having sources within reach and to avoid the coverage to be too vast to handle. These purposes aided us to realize our target with accurate outcomes that made the study reliable and significant.

It involved the professionals who are called certified public accountants who are teaching in UIC under the Accountancy and Business Administration Program. These professionals participated as interviewees and survey respondents.

The interview type of research was used for the accumulation of the important data that were administered straight to professionals under the field of the accounting practice.

Our questionnaire consisted of the following questions:

How long did it take for you to have a permanent job?

What obstacles did you encounter before being employed in your current job?

What do you think are some factors that hinder a CPA from practicing his/her profession?

In your opinion, which among the four fields of Accountancy requires only a short period of time to find employment?

If you were unable to find a job that will fit your field of expertise, what other job would you probably take up and why?

What are the factors that threaten the stability of your current job? What are they?

RESULTS AND DISCUSSION

According to our research, CPAs claimed that they found some difficulties with regards to the changes in the accounting standards every year. Some of them say that Generally Accepted Accounting Principles (GAAP) is becoming less relevant nowadays. Instead of focusing on the main function of accountants which is to provide timely information to influence the decision of financial users, these guidelines somewhat create approaches to encourage the earnings game or the “accounting hocus-pocus” and fails to account for or disclose certain types of information about intangibles and to communicate information about value creation because it is mish-mash of accounting procedures. Hence, it would take them another period of time to study these yearly changes thoroughly and attentively.

Another is that firms and companies sometimes are very particular on the educational background of such accountant. They usually employ applicants from prestigious and renowned institutions without even considering the capacity and skills of such individual. Thus, CPA board passers find it hard for them to obtain a good and stable job suited for their standards and ability because of the demanding system of such companies.

Sometimes, the incompetency of the work place affects the goal of accountants to practice their profession. Because of the extreme need for finance, CPAs become more selective of the work place that they are about to enter. Though this attitude of work should not be tolerated in professionalism but it is verifiable that this practice is really visible in our times.

Some also are not depending on what is paid but they are concerned on what is meant for them to do. Some accountants take pride on working for large companies and firms and so, they prefer to get a job which could really give them the fulfilment of being granted a title of a Certified Public Accountant.

There are still various factors that alarm the CPAs to perform their professional side not only as accountancy graduates but a registered and a proven skilful and competent accountant. But the most common factor that majority of them are concerned about is the R.A. 9298 or the Philippine Accountancy Act.

According to this act, these are the different section which entails the different issues regarding the accounting profession.

Section 23. Refusal to Issue Certificate of Registration and Professional Identification Card.

The Board shall not register and issue a certificate of registration and professional identification Card to any successful examinee convicted by the court of competent jurisdiction of a criminal offence involving moral turpitude or guilty of immoral and dishonorable conduct to any person or unsound mind. In the event of refusal to issue certificate for any reason, the Board shall give the applicant a written statement setting forth the reasons for such action, which statement shall be incorporated in the record of the Board.

Section 24. Suspension and Revocation of Certificate of Registration and Professional Identification Card and Cancellation of Special Permit.

The Board shall have the power, upon the notice and hearing, to suspend or revoke the practitioner's certificate of registration and professional identification card or suspend his/her from the practice of his/her profession or cancel his/her special permit for any of the causes or ground mentioned under Section 23 of this Act or any of the provisions of this Act, and its implementing rules and regulations, the certified Public Accountant's Code of Ethics and the technical and professional standards of practice for certified public accountants.

ARTICLE IV

Section 26. Prohibition in the Practice of Accountancy.

No person shall practice accountancy in this country, or use the title “Certified Public Accountant”, or use the abbreviated title “CPA” or display or use any title, sign, card, advertisement or other device to indicate such person practices or offers to practice accountancy, or is a certified public accountant, unless such person shall have received from the Board a certificate of registration/Professional license and be issued a professional identification card or a valid temporary/special permit duly issued to him/her by the Board and the Commission.

Section 28. Limitation of the Practice of Public Accountancy.

Single practitioners and partnerships for the practice of public accountancy shall be registered certified public accountants in the Philippines: Provided, that from the effectivity of this Act, a certificate of accreditation shall be issued to certified public accountant in public practice only upon showing, in accordance with rules and regulations promulgated by the Board and approved by the Commission, that such registrant has acquired a minimum of three (3) years meaningful experience in any of the areas of public practice including taxation: Provide, further, that this requirement shall not apply to those already granted a certificate of accreditation prior to the affectivity of this Act. The Security and Exchange Commission shall not register any corporation organized for the practice of public accountancy.

According to the study of Streit (2006), the challenges facing the accounting profession are manifold. One of the most important challenges for accountants will be a rethinking, as they cannot see themselves as the providers of historical financial information anymore. Instead, the public demands from them to serve as the conscience of the corporation. Moreover, “they have to act as gatekeepers to ensure that accounting standards are implemented properly, not just conveniently” says Ho Yew Kee, an associate professor of the National University of Singapore, in an interview with the Business Times Singapore.

Another challenge for accountants, as well as for auditors, is to understand the business implications of financial decisions and actions, as finance and accounting forms an integral part of business strategy. Therefore, greater responsibility and increased scrutiny are being imposed on accountants and auditors alike.

A lot of people might not know the importance of this law because for them, it is just a guideline for CPAs. But passing only the Licensure Examination is not an assurance of their professional career because they also need to undergo the system concerning the sections and components of this law. This becomes an additional pressure for them resulting for some accountants to fail on their goal to practice their accounting profession.

Passing a difficult CPA board examination was just a stepping stone in practicing Accounting profession. To practice Accounting profession, requires a lot of laws, ethics and procedures to be followed. As accounting profession develops through time some factors also arise in practicing Accounting Profession. In the Philippines one factor was the Republic act 9298 which is also known as the “Philippine Accountancy Act of 2004” covers the codes and ethics that must be followed by CPA in order to practice his/her profession. And through this factor, there were some CPA who can’t practice their profession right away such as if CPA’s was not able to comply having a three (3) years meaningful experience in any of the areas of public practice or fail to comply those regulatory measures, programs and activities in the said act. By knowing this factors, it enable CPA’s to be more prepared and solve those hindrance in order to develop and nurture competent, virtuous, productive and well rounded professional accountants whose standard of practice and service shall be excellent, qualitative, world class and globally competitive.

REFERENCES

- Bies, S. S.** (2004). Fair Value Accounting. 24 July 2011. <http://www.federalreserve.gov/boarddocs/speeches/2004/20041118/>
- Philippine Accountancy Act of 2004.** (2011). Law Phil Project. http://www.lawphil.net/statutes/repacts/ra2004/ra_9298_2004.html
- Sims, S.** (2011). Facing the Challenges of the Future. http://www.tscpa.com/content/files/tscpa/Journal/articles/accounting_in_2014.pdf
- Streit, C.** (2006). Challenges Facing the Accounting Profession. 24 July 2011. <http://www.grin.com/en/e-book/58650>

FACTORS ASSOCIATED WITH THE PATRONAGE OF UKAY-UKAY PRODUCTS IN DAVAO CITY

Francis Villa, Jealene Bautista, Jonathan Parecto, Ralf Rivera, Roy Jordan, Sheila Pearl Centillas and Emma V. Sagarino

ABSTRACT

Selling of branded second hand clothes and apparels has become one of the lucrative micro-businesses in the Philippines today because many Filipinos love to enjoy these so called “ukay-ukay” (a Visayan term for dig-up) products. Recycling these used products from other countries might have inherent risks yet many consumers continue to patronize them. Thus, this investigation was made primarily to identify the factors that give rise to the patronage of “ukay-ukay” commodities in Davao City, Philippines. With the aid of researchers-made questionnaire, surveys were administered to 388 purposively chosen respondents whose bulk is composed of 16 to 20 year old (55%) and students (58%). Results of the study revealed that affordability is the major factor why the respondents bought from “ukay-ukay” shops and this could be attributed to their low level of monthly family income – estimating below Ten Thousand Pesos and not yet earning their own money because they are still studying. The other factors included conventional reasons such as durability, wide array of choices and availability of branded products at a low cost. More so, clothes are best buys for occasional shopping. Group references, like relatives, friends and co-workers, influenced the respondents in buying “ukay-ukay” products.

Keywords: Marketing research, factors, ukay-ukay patrons, ukay-ukay products, Davao City, Philippines

INTRODUCTION

The term “ukay-ukay” is a Visayan term to dig-up and later it has been known to refer to second hand clothes and apparels. These “ukay-ukay” products became one of the most sought bargain items in the Philippines. They had provided entrepreneurial undertakings to many Filipinos. This commercial network originated from the clothing capital of Asia, Hong Kong. (Abueg, 2010).

It could be recalled that “ukay-ukay” products entered the Philippine market as shipments in the form of donations from charitable groups to aid refugees and calamity victims. Later Overseas Filipino Workers (OFW) saw its potentials as a business endeavor thus; they learned to collect used clothing particularly those with known brands and send it to the Philippines in balikbayan boxes. Consequently, entrepreneurial friends and relatives would buy in bulk, and then sell by the piece to the public (Zerrudo, 2013).

The mushrooming of “ukay-ukay” vendors in the Philippines resulted to various investigations conducted by researchers. Locsin (2007) in particular in her paper – Fashioning a Culture through Baguio City’s “Ukay-Ukay” had highlighted her observations on the trend about “ukay-ukay” industry in Baguio. According to her “these products are articles on sale; which are randomly mixed up regardless of size, color, type and style in huge piles along sidewalk stalls. Buyers dig into the piles from all sides in a ‘contest’ to choose the ‘best’ item, adjudged by the keen eye for its relative newness, lack of damage or stains, and its fashion appeal.”

Associated to these “ukay-ukay” products are some issues and disadvantages such as torn or stained clothes, shoes with no pairs, sizes which are hard to find and many more. Moreso, from the perspective of the buyers, shopping for these products could be tiring, thus, one needs patience and strength. On the other hand, the health of consumers is also at risk because products came from different places and unknown owners. So, there’s a possibility that they’ll be able to get disease from the ukay-ukay products.

Amidst the problems stated, some consumers still continue to patronize these goods. Hence, the researchers decided to conduct this study particularly to

clarify the reasons and factors that lead respondents to buy ukay-ukay products.

Conceptual Framework

This study emanated from the desire of the researcher to fully understand the factors associated to the patronage of ukay-ukay products. The paradigm in Figure 1 assumes that the independent variable which is the demographics of patrons has a significant relationship with the dependent variables which are the behavior of “ukay-ukay” patrons and the factors that motivates them in buying these goods.

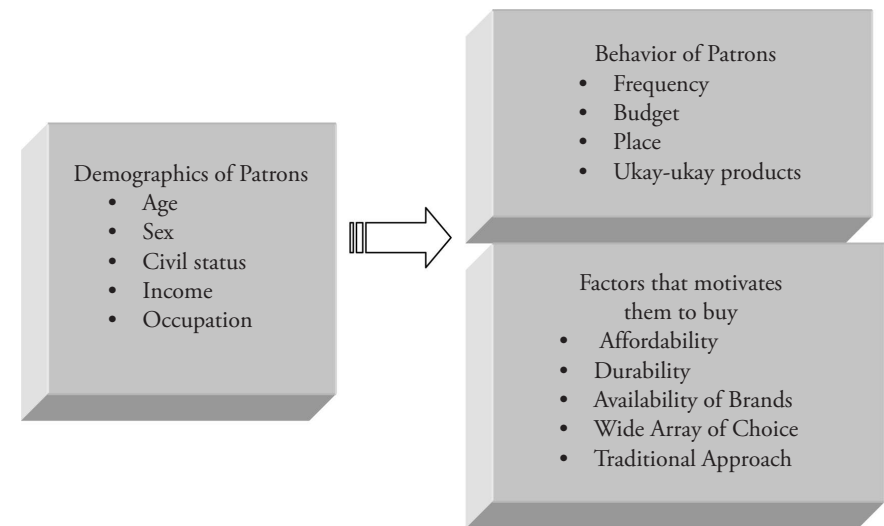


Figure 1. Conceptual Paradigm

Objectives

In this study, we wanted to learn about the behavior of ukay-ukay patronizers and the factors affecting their buying behavior. Specifically it sought to determine the following:

1. The socio- demographic profile of ukay-ukay patrons in Davao City in terms of
 - 1.1 age
 - 1.2 sex
 - 1.3 civil status
 - 1.4 income
 - 1.5 occupation
2. The factors which influence the consumers to patronize ukay-ukay products.
3. The participants' ukay-ukay related buying behavior in terms of:
 - 3.1 frequency
 - 3.2 budget
 - 3.3 place
 - 3.4 ukay-ukay products

METHOD

The study was conducted in the city of Davao. It is the third most populous metropolitan area in the country in the Philippines. The study used descriptive type of research. The researchers had conducted a survey while at the same time observed the shopping behavior and activities of the respondents. These were effective ways to gather information in this study. Surveys were administered coupled with interviews.

We used researchers-made questionnaire in checklist form. Each questionnaire was filled-up by checking the boxes for the respondents' corresponding answers. Results were organized to determine the socio-demographic profile of the respondents – age, sex, civil status, occupation, family income, budget and influences. These were the indicators that determined the factors that moved them to buy “ukay-ukay” products.

We administered the survey to interested respondents who had experienced buying ukay-ukay products around Davao city particularly within the vicinity of the University of the Immaculate Conception-Bonifacio campus, business establishments along Streets of San Pedro, Uyanguren, and Bankerohan. We have observed that some respondents were approachable and kind while some were afraid or irritated. Out of 400 copies distributed, only 388 were retrieved. The filled-up questionnaires were gathered and the responses were tallied and consequently the results were analyzed.

RESULTS AND DISCUSSIONS

Figure 1 showed that majority or 55% of the respondents were within the age range of 16-20, 29% within 21-30, 9% within 31-50 and 3% within 51 years old & above. As observed, the bulk of the customers that usually patronized “ukay-ukay” products were respondents that ages 16-20, the youth. They were more particular with the new trend, fashion and style.

Figure 2 showed that majority or 58 % of the respondents were students, 16% were employed with white collar job, 11% were of blue collar job, 4% were self-employed, 5% were unemployed, 1% were retired and 5% of them didn't indicate their job.

It can be noted that students (16-20 years old) composed the majority of the market of “ukay-ukay.” The same findings were observed by Abueg (2010) in his article – The Economics of Second Hand Retail, wherein students also got the highest percentage of buyer for kind of commodities.

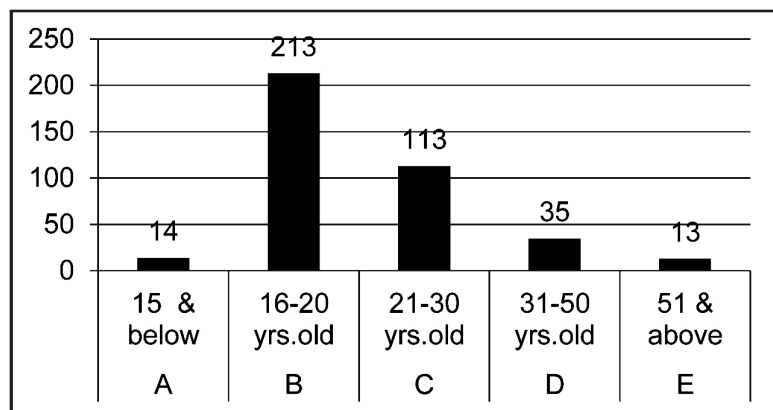


Figure 1. Age of respondents



Figure 3. Civil Status of Respondents

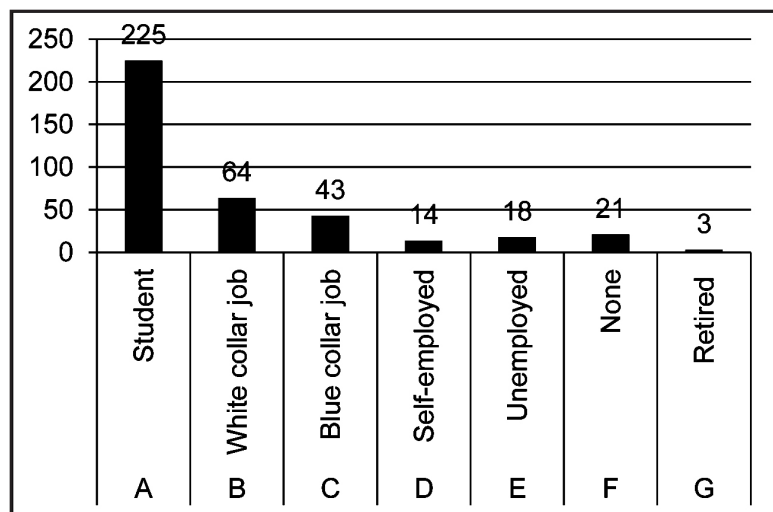


Figure 2. Occupation of respondents

Figure 3 showed that majority or 81% of the respondents are single, 16% are already married, 2% are widow and 1% separated. Results indicated that single individuals got the highest percentage because they had more time for “ukay-ukay” shopping. Obviously, married people are busy with work or family.

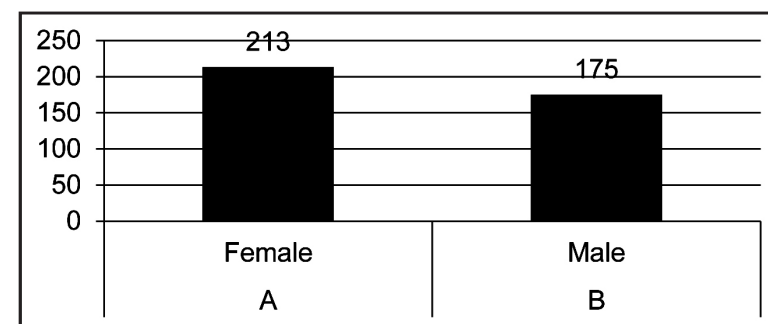


Figure 4. Sex of Respondents

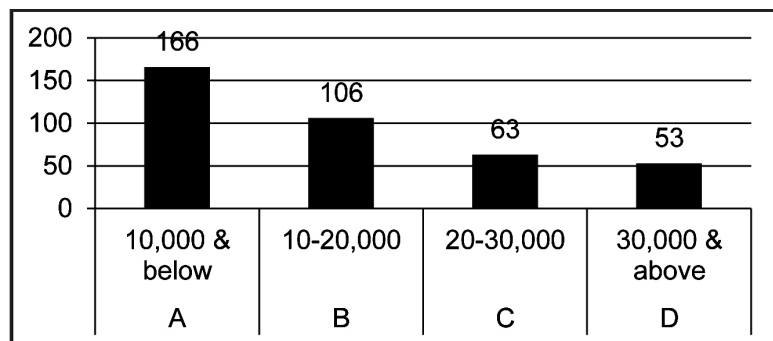


Figure 5. Family Income of Respondents

Figure 4 showed that there were more females who participated in the study as compared to male respondents. The former got 59% of the total respondents; the latter got only 41%. The study also confirmed with the article of Abueg (2010) which states that 53% of females buy ukay-ukay products, while males got only 47% who enjoys shopping.

Figure 5 showed that 43% of the respondent's family income is 10,000 & below, 27% has 10,001-20,000 income, 16% of them have 20,001-30,000 income and 14% are well off individuals who rated 30,000 & above monthly income.

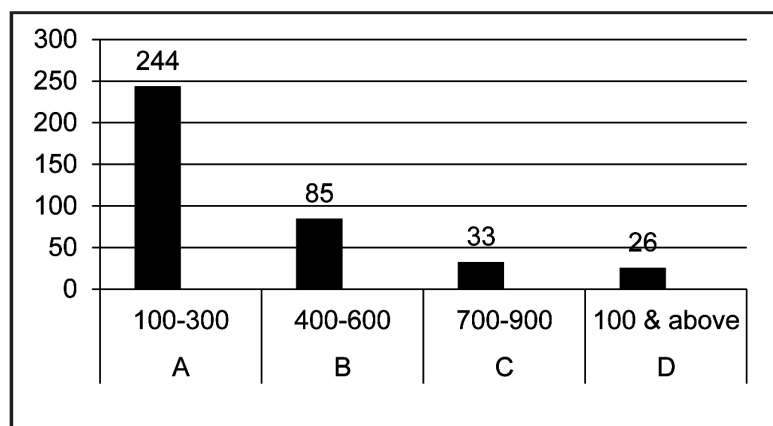


Figure 6. Budget of Respondents

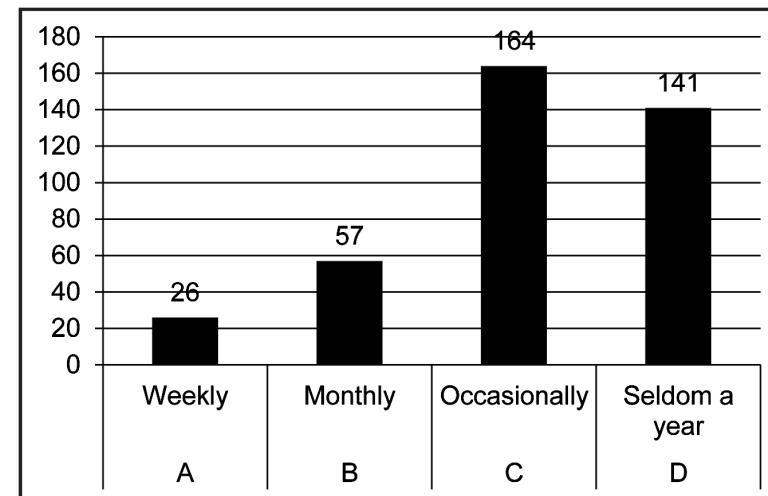


Figure 7. How often the respondents buy Ukay-ukay products?

Figure 6 showed that 63% of the common budget of the respondents was P100-300, 22% with P400-600, 9% with 700-900 and 6% with higher budget from P1,000 and above.

Figure 6 is related to Figure 5, since the respondents have enough income, they limit their budget at low prices. The prices of ukay-ukay items are affordable even to the poorest of the poor (Garrovillas, 2009). It just compensate with the highest result of the respondents common budget.

Figure 7 showed that 42% of the patrons bought "ukay-ukay" products occasionally, 36% went to ukay-ukay outlets seldom, 15% of them bought these products monthly, 7% of the respondents shopped weekly.

Respondents occasionally bought ukay-ukay. They usually bought these items if there's an important event like interviews & parties. Some of them used it for work or everyday use.

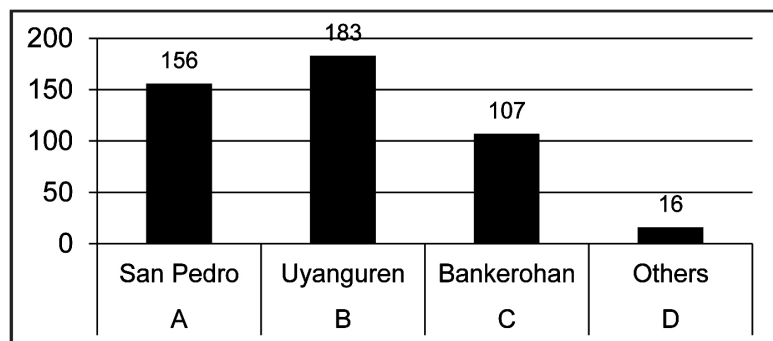


Figure 8. The place where respondents buy Ukay-ukay products

Figure 8 showed where the respondents usually buy ukay-ukay products in Davao City. It can be gleaned that 34% of them shopped at “ukay-ukay” stores/vendors in San Pedro, 40% in Uyanguren, 23% in Bankerohan and 3 % in other places within Davao City like Agdao St., Diaz Mall, Ponciano St., Aldevinco, Victoria Plaza. The information implies that ukay-ukay patrons prefer to Uyanguren. As observed Uyanguren is one of the most crowded place to shop but still, they continue to buy from the area. This trend was explained by Abueg (2010) that location doesn’t matter to all buyers as long as they could buy their needs.

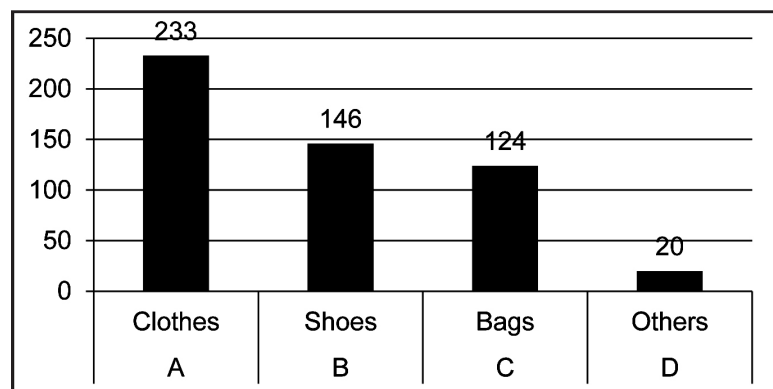


Figure 9. The kinds of Ukay-ukay products respondents buy

Figure 9 showed that 44% of the respondents preferred clothes, 28% of respondents favored shoes, 24% of them were into bags and 4% bought shorts, pants, jackets, comforter and others. Mostly young respondents chose clothes, shoes and bags that are branded and stylish. Employees preferred dress & corporate attires. Housewives chose home accessories. This information implies that an “ukay-ukay” patrons resort to it due a specific purpose – occasions or celebrations.

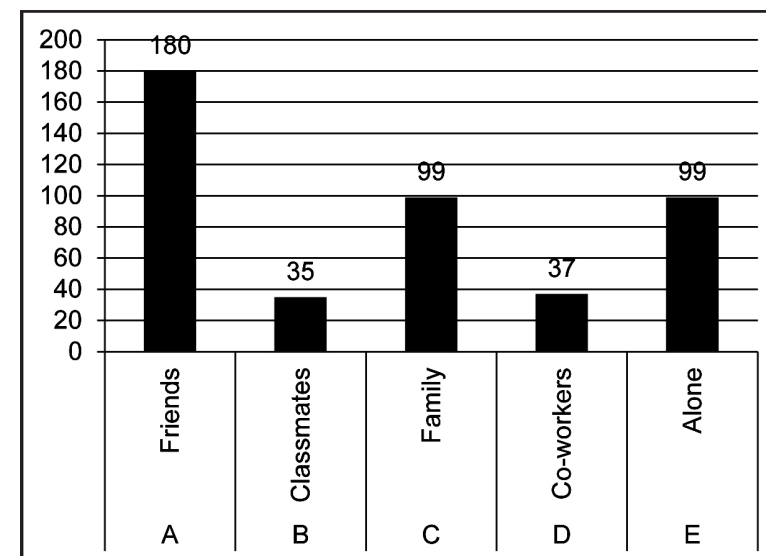


Figure 10. The people they usually go with

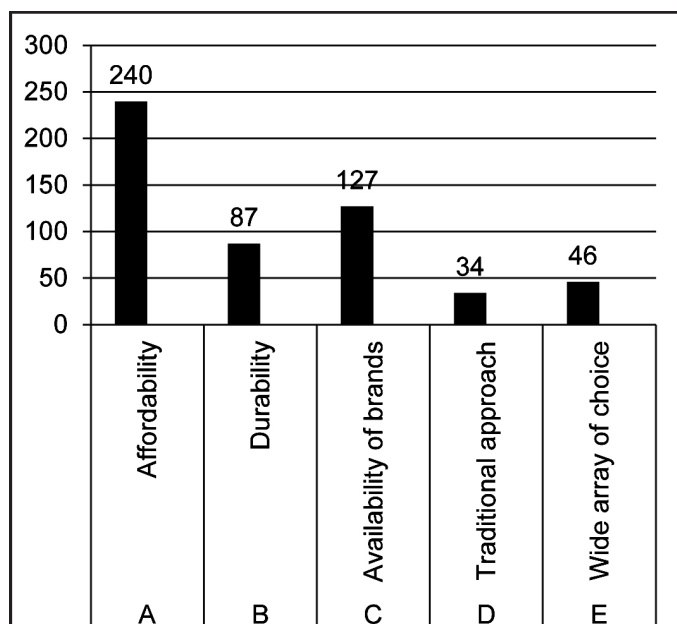


Figure 11. The factors which in buying ukay-ukay products

Figure 10 showed that majority or 40% of the respondents enjoyed shopping at “ukay-ukay” outlets when they are with friends; 22% of them loved to be with their families and 22% wants to shop alone while 8% of them were accompanied by their classmates & co-workers. These data connote that shopping “ukay-ukay” is most enjoyed with parents, relatives, family members, friends, classmates or co-workers. Although there are some who preferred to shop alone because they don’t want to burden others. They are comfortable and more focused choosing ukay-ukay items alone.

Figure 11 showing that 45% of the respondents were enticed to buy because of the affordability of the products; 16% because of durability; 24% because of the availability of branded products; 6% because of the traditional approach and 9% because of the wide array of choices.

Respondents were more influenced by the product’s affordability which is within their budget. Traditional store is more favorable to them because they can negotiate for a lower price unlike in malls wherein prices are fixed.

According to the study of Garovillas (2009), Ukay-ukay nowadays is fashionable with durable material for those with relatively low incomes. Even the items are second-hand; consumers may still prefer them because they feel like winners after a successful bargain hunt. Products are relatively homogenous with the new garments and accessories.

Some are looking for the important element which is the brand name that is attached to the goods. Its signature or label brings the image that the product is expensive, although some are just imitations.

Wide array of choices helps them choose new styles that can’t be seen in any department stores. For sure one do not want to walk along downtown then suddenly seeing someone wearing the same clothes she/he is wearing. This makes ukay-ukay products unique from the others.

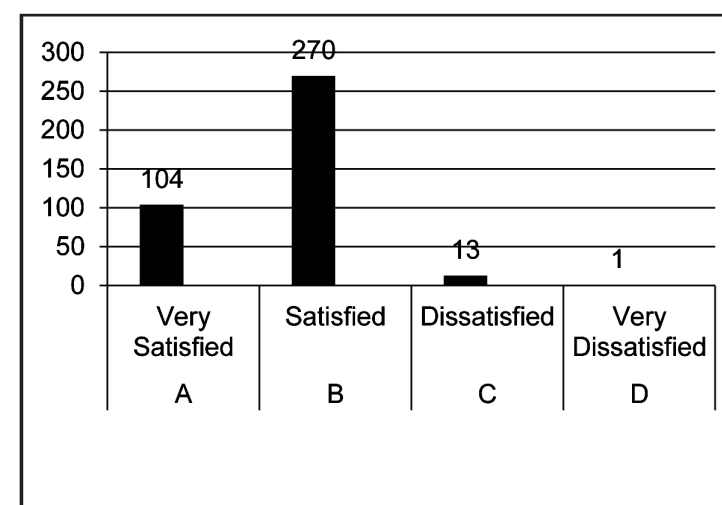


Figure 12. The Level of Satisfaction of respondents

Figure 12 shows that 26.8% of the respondents were very satisfied in buying ukay-ukay products, 70% of respondents were just satisfied, 3% of them were dissatisfied with regards to the products they bought and 0.20% of the respondents were very dissatisfied. Satisfied individuals experienced good quality products, while a dissatisfied one experienced low quality products. Customers tell others of their grief, possibly to warn against a specific establishment. Respondents based their decision according to the products they have acquired.

The results shows that the youth, ages 16-20, were the primary customers of ukay-ukay vendors. They find these retailed articles affordable that fits their budget as students. Single have more time to engage in ukay-ukay shopping because they don't carry so much responsibility compared with those who are married. Most purchasers of ukay-ukay products were female because we all know that they are more into shopping. Some males were not that inclined to this type of shopping but there were some who patronize these goods.

The family income of respondents usually ranges from 10,000 and below. This is the reason why most of the respondents preferred ukay-ukay because of affordability. Clothes were the best buys among other items. In terms of frequency, shoppers will buy from the ukay-ukay stalls when needed. Group references, like relatives, friends and co-workers, influenced the respondents in buying "ukay-ukay" products especially when choosing the items for occasions, office and parties.

Affordability is the major factor why the respondents bought from "ukay-ukay" shops. The minor factors on the other hand include: traditional approach such as durability, wide array of choices and availability of branded products.

REFERENCES

- Abueg, Luisito.** (2010). The Economics of Second hand Retail Trade: An Analysis of the Market for Ukay-ukay. *Philippine Journal of Development* (2005), Number 59, Volume XXXII 13 January 2013. <http://dirp4.pids.gov.ph/ris/pjd/pidspjd05-1ukay.pdf>
- Garovillas.** (2009). Retailing Management. <http://www.amazon.com/Loose-Leaf-Retailing-Management-Michael-Levy/dp/0077494199>
- Locsin, R.** (2007). Fashioning a Culture through Baguio City's Ukay-Ukay. Paper from the Conference "INTER: A European Cultural Studies Conference in Sweden", organised by the Advanced Cultural Studies Institute of Sweden (AC SIS) in Norrköping 11-13 June 2007. Conference. Proceedings published by Linköping University Electronic Press at www.ep.liu.se/ecp/025/. Retrieved on 15 February 2013. © The Author <http://www.ep.liu.se/ecp/025/039/ecp072539.pdf>
- Zerrudo, M. R.** (2013). Ukay-ukay, imported surplus: The skirt of globalization. *Sunstar-Lifestyle*. 17 July 2013 from <http://www.sunstar.com.ph/cagayan-de-oro/lifestyle/2013/06/29/ukay-ukay-imported-surplus-skirt-globalization-289941>

CELL PHONE NETWORKS SUBSCRIBER: UNCOVERING THE STORIES OF THE BUSINESSPEOPLE

*Bartolome F. Caputan, Jr., Iza Mae M. Gomia,
Rogelyn L. Panuncialman, Baby Jane R. Rubio,
Cristopher N. Sartagoda and Emma V. Sagarino*

ABSTRACT

Cellphones brought various benefits to users including business people because they facilitate communication conveniently. However, these gadgets' communication functions rely on cellphone networks. There are seven networks operating in the Philippines— Smart, Talk and Text, Sun, Red, Globe, and Touch Mobile which a user may subscribe to. This investigation was conducted to document the stories of business people particularly their cellphone network-related experiences. The researchers used the descriptive research design employing both the quantitative and qualitative methods. They used a two-part researchers-developed survey questionnaire to elicit information from 15 purposively chosen businessmen whose business offices are located in downtown areas of Davao City. The responses in Likert Scales were converted into mean while the experiences were categorized into positive or negative. The overall results illustrated that the respondents were amenable on the benefits of a cell phone coupled with reliable network particularly in facilitating business transactions and securing clients. The respondents' positive experiences were associated with promotions like unlimited texts and calls, which are widely disseminated. On other hand, negative experiences included poor signal in some provinces, delayed receipt of messages, charging of unsolicited text messages, and deactivation of sim card without prior notice and inaccessibility of loading stations.

Keywords: Marketing research, cellphone networks, cellphone subscribers, stories of business people, Davao City, Philippines

INTRODUCTION

Cell phone has become the ultimate means of business. We all know business means communication with partners, clients and workers. In every kind of business we need team spirit which cell phone can easily give. It maintains the chain from top to bottom any time in any place. You can easily send a message for your clients. The client can easily get their solution from the call center of the respective company. The main advantage of mobile phones is that you can be contacted at all times. If you are away from the office then staff or clients can still reach you, and if you do not want to be disturbed you simply turn your phone off and let messages go to voice mail. Even if you can only speak briefly a client will be more satisfied with actual contact with you rather than just getting a recorded message. It also means your staff can contact you when you are out of the office, which will lead to greater productivity. If they have to wait until you are back in the office before being able to ask a question, get your advice or refer a query to you, a lot of time is wasted while they have to put projects on hold. If they can reach you at any time while you are out of the office your staff will be able to work more efficiently and won't become frustrated. A whole network of staff or offices will be able to be in touch instantly, no matter where they are, and with effective employer to employee and general staff communication, your business will run a lot more efficiently (Patterson, 2011)

However, though cell phone plays an important role in making life simpler and more productive, still there are unexpected troubles a user might encounter. For a businessman it could certainly affect his business transactions first because of minimal network coverage where there are certain locations that have a limited signal like in the parking lot. There are also places which are considered dead zones where there is no signal at all. Second, is the network chaotic which usually happens during special holiday seasons or in a crowded spot wherein one cannot send messages, either could receive late messages or received the same messages for more than once. Third problem relates to reception issues especially during bad climate conditions like heavy rains, strong winds, lightning and even during a typhoon (Strasser, 2012).

This study involved businesspeople whose businesses are currently operating at the downtown areas of Davao City, like the owners of sari-sari store, restaurants,

boarding houses, laundry shops, internet café, and salons. Other respondents include bank officers, sales agents, and other business representatives.

The study was conducted to determine the importance of cell phones to businessmen. The study further documented the positive and negative experiences of businessmen regarding their subscribed network and how those experiences affect their daily business transactions.

Objectives

The main purpose of this study was to document the experiences of the businesspeople regarding the problems they have encountered with the cell phone network they subscribed to.

Particularly it investigated the importance of the use of cell phone among the study participants in the conduct of business transactions and the issues they are confronted with in line with the network they are using.

Conceptual Framework

This conceptual framework shows the relationship of the variables used in the conduct of the study in which businesspeople as the network subscribers to Smart, Sun, Tm and Globe represents the independent variable. On the other hand, the dependent variable consists of the importance of cell phone in the conduct of business transactions and the experiences which is either positive or negative.

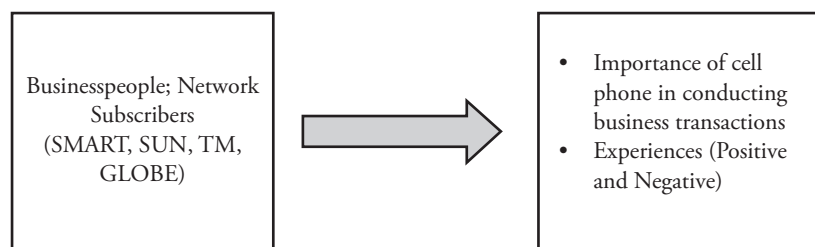


Figure 1. Conceptual Paradigm

METHOD

The researchers used the quantitative and qualitative method particularly descriptive research design that determine and provide a good description and ideas about the experiences of businesspeople with regards to their subscribed networks.

The researchers used a two-part survey questionnaire. The first part consists of item questions about the importance of cellular phones with responses in Likert Scale form. The second part includes the qualitative questions wherein the respondents answered the three open ended questions reflecting their experiences. A purposive sampling was used and the respondents were selected based on the category of their business.

The respondents were selected fifteen (15) businessmen, whose businesses are located in the downtown areas of Davao City particularly in San Pedro, Bonifacio, Claveria, Anda and Ilustre Streets.

The results of the survey particularly on the importance of cellular phones were tabulated and presented in mean while the qualitative responses are summarized and shown in matrix form. The mean level was categorized as follows:

- 3.26 to 4.00 = Strongly Agree
- 2.51 to 3.25 = Agree
- 1.76 to 2.50 = Disagree
- 1.00 to 1.75 = Strongly Disagree

RESULTS AND DISCUSSION

Table 1 showed the results on the importance of cell phone to daily transactions of business people particularly in Bonifacio Street, Davao City. The respondents strongly agreed that cellular phones are helpful to their daily transactions. They can reach their clients easily and it creates convenience.

The respondents agreed that cell phones facilitate business transactions at a lesser cost. It can increase productivity and efficiency. The overall mean on the importance of cell phone among the respondents is 3.10. This result implies that the respondents are amenable on the benefits of cell phone.

Table 1
Overall Results on the Importance
of Cell phone among the Respondents

ITEMS	MEAN	DESCRIPTION	INTERPRETATION
Helpfulness of cell phone to daily transactions	3.60	Strongly Agree	The respondents are highly amenable on the benefits of a cell phone.
Securing more clients	3.33	Strongly Agree	The respondents are highly amenable on the benefits of a cell phone.
Creating convenience	3.47	Strongly Agree	The respondents are highly amenable on the benefits of a cell phone.
Facilitating less costly transaction	2.93	Agree	The respondents are amenable on the benefits of a cell phone.
Saving communication cost	3.13	Agree	The respondents are amenable on the benefits of a cell phone.
Increased productivity	3.07	Agree	The respondents are amenable on the benefits of a cell phone.

Earning more	2.93	Agree	The respondents are amenable on the benefits of a cell phone.
Doing business without Cell phone	2.60	Agree	The respondents are amenable on the benefits of a cell phone.
Making magic in business	2.73	Agree	The respondents are amenable on the benefits of a cell phone.
Generate Efficiency	3.13	Agree	The respondents are amenable on the benefits of a cell phone.
Overall Mean	3.10	Agree	The overall results illustrate that the respondents are amenable on the benefits of a cell phone.

The Experiences of the Respondents in the Different Cell phone Networks

A. Smart

Smart is a friendly user network because it allows business people to communicate to their customers using other networks. This network is helpful to businessmen also as a cost saving tool according to some respondents. Many businessmen preferred to employ this network to communicate to clients and employees because it is widely used especially in the real estate and in networking industry, despite the negative feedbacks. The customers gain trust and confidence from the respondents through the use of this network also in establishing better customer relationship, thus, helping their businesses grow. Promos from this network provide ease and savings to clients and businessmen.

Compared to other networks, smart has many users because of its accessibility and the presence of new cell sites in the provinces make phone communications more clearer. Consequently, business transactions can be well facilitated, plus the wide array of loading stations. The drawbacks of this network are the limitations of promos even if the promo load is not consumed yet. A subscriber or user will

get deductions from his or her load out of the many unwanted and unexpected messages from the networks' up-sells and promotional updates.

According to respondents, whenever they go on a trip, the signal is limited or not available in which they could not send messages to their clients or they received delayed messages. The network also sends messages that are directly charged to the load balance. During emergency, they cannot make use of the promo because it follows a time schedule. (See Matrix 1).

Matrix 1

Experiences of the Respondents on Smart Network

POSITIVE	NEGATIVE	BENEFITS
Savings from promotions like unlimited texts to all networks for two days and unlimited texts and calls to smart users.	No signal when you are having out of town trip. And they deduct load without prior notice	Business people create a strong relationship to their customers.
You can easily contact your clients, and give updates about promos and discounts. You can also monitor your business even when you are out of town.	Cannot send message to clients which results to loss of income. Delayed receiving of text message.	Lower operational costs
Smart provides an easy way to communicate with; when you register in their unlimited calls you can easily reach your customers because of their faster communication.	Receive unexpected message that charge directly against the prepaid load.	They build strong relationship with their supplier wherein they are allowed to have credit.
Through smart, users gain more clients. Especially the people who are engaged in networking.	Prepaid loads will be zeroed even if unused. Not all the time you can avail their cheaper promos because, it has limitation. Whenever there is an emergency you cannot use the promo. Ex. From 5 to 10 Pm you are not allowed to use the promo. You have to wait after 10 pm.	Increased profitability from their loyal customers.

B. Sun

Matrix 2 showed the positive, negative and benefits that were experienced by the respondents in using Sun Cellular network. The network offered the cheapest registration for promos and freebies as compared to other networks, but the prepaid SIM card will automatically be deactivated without prior notice as one of its drawbacks. Many businessmen testified that they can save a lot of money by subscribing in this network. Further, the network had launched its Sun Power Unlimited Text 200. A new bundle offering to its customers for only P200 with one month unlimited SMS plus four 4 hours Sun to Sun calls and 500 free SMS to other networks.

Another problem of this network is the accessibility of the loading stations. There are only few loading stations for SUN. The weather would sometimes affect its signal especially during heavy rain and typhoon like in Davao Oriental, Davao Del Sur and Davao Del Norte. While the benefits of using the network are the ease of communicating to clients, customer and suppliers and it also facilitates trouble-free and faster transactions. (See Matrix 2)

Matrix 2

Experiences of the Respondents on Sun Network

POSITIVE	NEGATIVE	BENEFITS
Cheaper compared to other networks. Sun has the most promos	If you will not use regular load your SIM card will be deactivated without prior notice.	Save more
Text Unlimited Php200 wherein you can use it until 1month. Unlimited call and text for 3months for only Php500.	Few loading stations or stores are not accessible.	Hassle free transaction
Strong signal all over Davao and in some provinces.	Weather condition affects its signal such as heavy rain and typhoon.	You can communicate to clients and suppliers easier and faster. Facilitates transaction.

C. Globe

Information contained in Matrix 3 pertains to the evaluation as to negative, positive and benefits offered by Globe mobile network. One of the reasons why some businessmen patronize Globe is that it is accessible to users/businessmen and their customers/prospects. The users have cited that it has a very strong signal in the city but has a poor signal in some provinces like Davao Oriental, Davao Occidental, etc. Globe Mobile Network is considered most usable compared to other networks because its SIM card is cheaper. However, its loading station is not accessible although their cost per text and call is much lesser than the others. Some respondents also commented that by continuously loading, one can earn points wherein you can avail many promos without charges. On the other hand, businessmen using globe network indicated that it has below average customer service rating because additional charges from the network are always without prior notice. A subscriber can get many freebies and can save a lot of money by earning points. This establishes a good relationship with the customers.

Matrix 3

Experiences of the Respondents on Globe Network

POSITIVE	NEGATIVE	BENEFITS
Rooming SIM makes one easily communicate with clients around the globe that is not too costly. Reducing transportation costs.	Poor signal in some places	Maximize Profitability
Most usable mobile network.	Not accessible loading stations	Lower rate on every call. Minimize communication cost.
By continuously loading you can earn points for you to avail many promos.	Customer service is a bit below average. Add-ons are paid on top of your existing plan.	Establishes good relationship with the network. Lower loading rate

D. Touch Mobile

Matrix 4 showed the positive, negative and benefits that businessmen can get by subscribing Touch Mobile network with its tag line “Republika ng TM, Astig Tayo dito”. The network really is more usable mainly in many provinces. It has strong signal in many places especially in the rural areas compared with other networks. The clients that are using this SIM in few, and for the according to the businesspeople because of its strong signal in the provinces they easily develop strong customer relationship with the customer living in the provinces. The tips that they receive from TM helps them grow their business through it deducted Php 2.00 for every subscription and tips, it helps the business to have a long run success. They offered good freebies and good promos despite of unnoticeable malfunction of signal and load expiration businesspeople is still satisfied by using this mobile network because it deliver great customer service.

Matrix 4

Experiences of the Respondents on Touch Mobile

POSITIVE	NEGATIVE	BENEFITS
Its signal is very strong in provinces than the other network	Few clients are using this SIM	Businessmen can develop strong relationship with those clients living in provinces.
Good customer service by sending good business tips everyday on how to improve the business	Deduction of Php 2 per subscribing to its tips and updates	It helps the business to succeed
Offering good promos freebies to everyone		It delivers great customer satisfaction

REFERENCES

- Patterson, Steve.** (2011). The-Importance-of-Mobile-Phones-in-Business. 9 December 2012 . <http://ezinearticles.com>.
- Strasser, Patricia.** (2012). Issues Encountered with Cellphone Services. 8 December 2012. <http://articles.submityouarticle.com>.

**LEVEL OF KNOWLEDGE AND CONSUMER RESPONSE
ON INTEGRATED MARKETING COMMUNICATION OF
SELECTED FAST FOOD CENTERS IN DAVAO CITY**

*Kenneth Joseph A. Allida, Erma Marie G. De los Santos,
Christian Harvey T. Mateus, Melody Jobell A. Olivo, Luis Anton H. Pacana,
Stephanie Anne D. Soriano and Emma V. Sagarino*

ABSTRACT

Integrated Marketing Communication (IMC) as an approach to reach the target market of a particular brand or product is instrumental in achieving market-related objectives of various businesses. IMC requires large investment and for this reason the researchers were motivated to find whether the efforts of marketing agencies are really working. Thus, this investigation intended to gauge whether the consumers have really absorbed and responded well on the stimuli about Jollibee Foods and Mc Donalds on the last quarter of 2012. This study used the descriptive correlation design. It was conducted in the downtown area of Davao City, particularly in the streets of Ilustre, Bonifacio, Anda, San Pedro and CM Recto. A researcher-made questionnaire was used to collect data and this contains 6 multiple choice questions and 8 Likert-scaled questions. Results showed that 48.75% of the respondents are fairly knowledgeable towards sales promotion strategies used by the said fast food chains. Further, respondents are responsive towards these strategies such as provision of affordable meals and offerings of discounts. However, in this study, statistical data have not established the significant role of Integrated Marketing Communication to entice consumers to patronize fast food products.

Keywords: Marketing research, knowledge, integrated marketing communication, fast food centers, Davao City, Philippines

INTRODUCTION

Integrated Marketing Communication (IMC) is an approach to brand communications where the different modes work together to create a seamless experience for the customer and are presented with a similar tone and style that reinforces the brand's core message. Its goal is to make all aspects of marketing communication such as advertising, sales promotion, public relations, direct marketing, personal selling, online communications and social media work together as a unified force, rather than permitting each to work in isolation, which maximizes their cost effectiveness (Clow and Baack, 2006).

Marketers believe that quality products may not sustain its sales unless appropriate marketing communications are employed. Thus, IMC has been conceptualized to explore all the means in order to reach every member of the target market. For IMC to work well, it requires a lot of planning and right timing for its implementation.

Food establishments like fast food chains utilize IMC to attain a variety of objectives. Fast food chains offer a pleasant alternative to eating where in one can choose any variety of foods and offers a well prepared hot meal which is ready to eat. It gives advantages to those people who do not have the ability, time or will to cook at home. As of now, fast food chains continue applying the Integrated Marketing Communication (IMC) in developing new products or promotions and consequently tell the customers about it. IMC is becoming more significant in marketing practice because of the reduced cost effectiveness of mass media and media fragmentation.

As consumers spend more time online and on mobile devices, all exposures of the brand need to tie together so they are more likely to be remembered. Increasingly, the strategies of brands cannot be understood by looking solely at their advertising. Instead, they can be understood by seeing how all aspects of their communications ecosystem work together and in particular, how communications are personalized for each customer and react in real time, as in conversation.

With this, it is necessary for us to know the response of consumers on each

marketing and sales promotional activities on the fast food chains. There is a marketing war going on in fast food industry. Chains keep pushing the envelope; you end up getting some pretty bizarre things on the menus. The best marketing and sales promotion strategies are the key to attract more consumers and develop much higher profit.

Framework

Figure 1 shows the interplay of the variables of the study. The level of knowledge about marketing and sales promotion served as the independent variables. On the other hand, the dependent variables consisted of the response of the respondents towards fast food chains integrated marketing communication efforts such as advertising, sales promotion and coupons. It was presumed that favorable response towards IMC has something to do with how the consumers are well informed of these promotion endeavors.

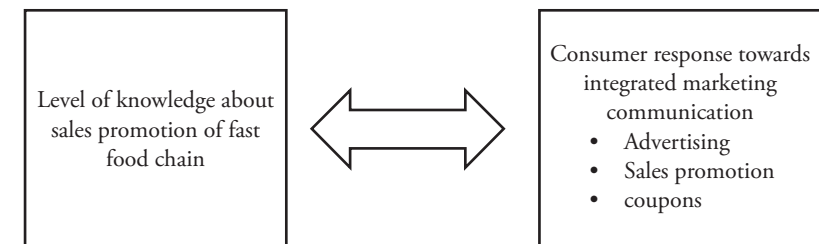


Figure 1. Conceptual Framework

The development of the contemporary business environment encourages company to implement integrated marketing communications (IMCs) widely. In actuality, IMCs are an effective tool with the help of which companies can promote their products and services and shape consumers' behaviour. At the same time, IMC is not a mere advertising. Instead, it is a complex mechanism with the help of which companies can shape their relationships with customers. IMC includes not only advertising, but also direct marketing, sales promotion,

public relations and personal selling. The integration of these elements and their effective application facilitated the development and launching of new products (Mohrman, 1998). In such a way, companies operating in the market or entering the market with a new product can use IMC to improve their position and get larger opportunities to extend their market share, sales, revenues, and overall marketing performance.

Advertising is essential to draw consumers' attention to the new product introduced in the market. Moreover, today, companies need to work on advertising the brand of the company but not the product alone because the creation of a positive brand image facilitates the introduction of the new product. Today, advertising involves both online and offline media. Online media include mainly Internet and the use of modern means of telecommunications that use Internet connection to spread and share information, including advertising. Companies should use the full potential of online media because the number of consumers using online media increases steadily and, what is more important, customers prefer to purchase online, instead of conventional shopping. In such a context, the role of online media can hardly be underestimated. On the other hand, offline media still play the dominant role, although the competition from the part of offline media increases steadily. The use of offline media is essential to reach the mass audience, especially if companies use television and renowned print media as well as radio. The use of advertising brings numerous benefits to companies because it attracts the attention of customers to the product, promotes the brand of the company, increases sales, and facilitates the market penetration.

In actuality, sales promotion is very prospective and effective element of IMC because it contributes to the rise of sales through the active promotion of the product and delivery of detailed information about the product to target customer groups. In such a situation, IMC can be very beneficial for companies which need to increase their sales or which are just entering the market with a new product, by which sales promotion attracts customers. Often discounts are used to accelerate sales and facilitate sales promotion.

According to a site on signs by tomorrow, there are four practical tips for implementing Integrated Marketing Communications (IMC). First, develop a strong brand identity. Any successful marketing initiative starts with a strong

brand. Second, develop clear brand standards. Even if you do not need a full-blown style guide, every business can benefit from some clearly outlined guidelines that will ensure consistency across your marketing and branding. Third, designate a "Brand Champion." Every organization should have one person who has primary responsibility for protecting your brand. If that person sees it being misrepresented, he or she should bring it to the attention of someone with the authority to make a change and ensure it is on the same page with the rest of your integrated marketing communications. And lastly, identify operational touch points. Stop for a moment and walk through your business process from the point of your customers.

Objectives

The purpose of the study was to determine the level of knowledge and degree of response of consumers towards IMC of fast food patrons – Jollibee and McDonalds. Particularly, it aimed to identify the socio-demographic profile – age, course and weekly allowance of the respondents; assessed how knowledgeable are the respondents towards sales promotional strategies used by Jollibee and McDonalds; gauged how responsive are the respondents towards these IMC and determined whether their level of knowledge and their level of response has significant relationship.

METHOD

This study adopted the descriptive correlation design. In this method, descriptive analysis has been done on the three variables of Integrated Marketing Communication (IMC) that may influence the knowledge level of consumers. The correlation analysis was used to determine which of the three variable tested has significant relationship to knowledge level of consumers. The process of descriptive research goes beyond mere gathering and tabulation of data. It involves the elements or interpretation of the meaning or significance of what is described. Correlation method of research involves the collection of data in order to determine the strength of relationship that exists between the two variables.

The setting of the study was in the downtown area of Davao City, particularly in the streets of Ilustre, Bonifacio, Anda, San Pedro and Claveria. The City of Davao is one of the most important cities in the Philippines and the chief city of the island of Mindanao. It is located in the province of Davao Del Sur, situated in the southeast of Mindanao. It is also one of the Philippines' most progressive cities. Its international airport and seaports are among the busiest cargo hubs in the southern part of the Philippines. The city itself is about 2,444 square kilometers or 943.6 square miles and is the biggest city in the world.

The researchers followed the following procedures in gathering the data:

1. Permission was obtained from the college dean of Accountancy and Business Administration to conduct the survey.
2. Distribution of the questionnaires to the respondents.
3. Retrieval of the questionnaires from the respondents.
4. Tallying the responses of the respondents.
5. Analysis and interpretation of data.

A researcher-made questionnaire was used as instrument in gathering and collecting data. It contained 14 closed ended items: 6 multiple choice and 8 Likert-scaled questions.

In determining the level of knowledge of consumers towards Integrated Marketing Communication (IMC), the raw scores that the respondents obtained were converted into intervals which range from 1-9 and were interpreted as follows:

Rating	Knowledge Level
0 - 3	Low
4 - 6	Average
7 - 9	High

In determining the relationship between the consumer's level of knowledge and response towards sales promotion, the Pearson-r correlation was used and subsequently the results were interpreted using the details as follows:

Rating	Interpretation
0.00 to + 0.20	Slight Correlation (Negligible relationship)
+ 0.21 to + 0.40	Low Correlation
+ 0.41 to + 0.60	Moderate Correlation
+ 0.61 to + 0.80	High Correlation
+ 0.81 to + 1.00	Very High Correlation

Before the questionnaire was administered to the respondents, it was submitted to experts to establish its content validity.

The sampling design used in this study was purposive sampling wherein the 400 respondents included in the sample were chosen based upon a variety of criteria which included respondents who dine at Jollibee and McDonald's, and their willingness to participate in the research.

RESULTS AND DISCUSSION

Presented in Table 1 is the socio-demographic profile of respondents in terms of age, course and weekly allowance. It shows that among the 400 respondents, 240 or 60% of them are ages 10 to 20 years old and 2 or 0.50% are 65 to 75 years old. In terms of course, 120 or 30% of the respondents belongs to business administration course and 2 or 0.50% are senior citizens. Regarding with their weekly allowance, 170 or 42.50% of the respondents have allowances ranging from to 250 to 500 pesos while 66 or 16.50% have 1,001 to 1,250 pesos.

Table 1
Socio-demographic Profile of Respondents

AGE	FREQUENCY	PERCENTAGE
10 to 20	240	60.00
21 to 31	127	31.75
32 to 42	19	4.75
43 to 53	11	2.75
54 to 64	1	0.25
65 to 75	2	0.50
Total	400	100
COURSE	FREQUENCY	PERCENTAGE
BA	120	30.00
Engineering/IT	29	7.25
Health Care	36	9.00
AB	37	9.25
Hospitality	18	4.50
Employed	82	20.50
Others (Marine Tech, Criminology)	18	4.50
High School	58	14.50
Senior Citizen	2	0.50
Total	400	100
WEEKLY ALLOWANCE	FREQUENCY	PERCENTAGE
250-500	170	42.50
501-700	91	22.75
701-1,000	73	18.25
1,001-1,250	66	16.50
Total	400	100

Presented in Table 2 is the fast food preference of consumers. The data show that as compared to Jollibee people patronize more McDonald's. Based on this survey, McDonald's is more patronized and they captured the taste preference of the people. Out of the 400 respondents, 208 or 52% of the fast food chain lovers preferred to consume McDonald's products, while 192 or 48% of them preferred to consume Jollibee products.

The rivalry between Jollibee and McDonald's is incomparable in terms of numbers of outlets; McDonald's has more than 31,000 outlets in more than 100 countries out of which 3,000 outlets are in Asia. Jollibee has only 600 outlets and over 50 international outlets. Jollibee Foods Corporation is not a household name when it comes to the global market. But in the Philippines, it is the king of the burger market. McDonald's is the world's largest food organization. One industry analyst said "if McDonald's is the Goliath of fast food, Jollibee is its Filipino David". On the other hand, their different form of strategic method as mode of reaching through consumers is very important.

According to Guthman (2003) globalization has facilitated many organizations to operate globally which consequently may have changed the buying behavior of consumers and increased awareness on global fast food brands. Telecommunications have contributed so much on the awareness among consumers about other cultures, lifestyles and brands. It has now been examined that foreign fast food brands are consumed more on a frequent bases in contrast to local ones. People feel modernized in consuming foreign fast foods which has brought a rise in the power of global brands.

Ritcher (2003) calls this phenomenon the "McDonaldisation" of our society that has embraced the all American meal throughout the globe. The McDonald's logo is one of the most easily recognizable company symbols throughout the world. The highly popular food franchise has many menu items as they serve up specials for breakfast, lunch, dinner and plenty of snack options for anyone who are hungry in between. They also offer guilty pleasures on their menus, such as French fries, sundae and hamburger. These elements are comfort foods for many people and can be filling as well as tasty. McDonald's is among the most affordable fast food chains which offer a value menu with many options that help keep dining costs low, which results to continuous patronization of consumers.

Table 2
Fast food preference of consumers

FAST FOOD PREFERENCE	FREQUENCY	PERCENTAGE
Jollibee	192	48
Mc Donald's	208	52
Total	400	100

Level of knowledge Towards Marketing and Sales Promotion

Presented in Table 3 is the level of knowledge of consumers towards marketing and sales promotion of Jollibee and McDonald's in Davao City. It can be seen that 195 or 48.75% of the respondents had average knowledgeable towards marketing and sales promotion strategies used by the said fast food chains. However, 147 or 36.75% are not that knowledgeable or have low knowledge and 58 or 14.50% of the respondents are highly knowledgeable about the marketing and sales promotion strategies used by Jollibee and McDonald's. These results implied various dynamics regarding different factors. The level of knowledge would matter for the consumers who actually dine at Jollibee and McDonald's, and those who do not mind TV commercials and other promotions. Such factors that figure often include: the span of time streaming on media upon the release of advertisements and promotions, the lifestyle of the consumers such as employees and other individuals, and the lack of marketing materials.

Table 3
Level of Knowledge towards Marketing and Sales Promotion

SCORE	FREQUENCY	PERCENTAGE
(0-3) LOW	147	36.75
(4-6) FAIR	195	48.75
(7-9) HIGH	58	14.50
Total	400	100.00

Presented in Table 4 is the consumer response towards marketing and sales promotion. Item number 6 with the statement, "I buy more if the budget meals that they offer are affordable" got the highest mean of 4.45 with a descriptive interpretation of "highly agree". While item number 3 with the statement, "I buy more if the endorser of the fast food chain is popular" got the lowest mean of 3.31 with an interpretation of "slightly agree". The over all mean of 4.00 implies that the respondents are responsive towards the marketing and sales promotion strategies used by Jollibee and McDonald's. Consumers would patronize fast food chains that have many menu items that are affordable – combo meals and frequent promotions for discounted items, counting on customers with budget sensitivity to be attracted to these options.

Table 4

Consumer Response towards Marketing and Sales Promotion

ITEMS	STATEMENTS	MEAN	DESCRIPTION	INTERPRETATION
1	If I view TV ads which convey new sales promotions, I am convinced to dine with Jollibee/McDonalds.	3.69	Agree	Respondents are responsive towards IMC.
2	I buy more if there is a sales promotion.	3.81	Agree Slightly	Respondents are responsive towards IMC.
3	I buy more if the endorser of the fast food chain is popular.	3.31	Agree	Respondents are slightly responsive towards IMC.
4	I buy more when there are discount coupons.	4.08	Agree	Respondents are responsive towards IMC.
5	Marketing strategies of fast food chains help me to patronize their products.	3.93	Agree	Respondents are responsive towards IMC.
6	I buy more if the budget meals that they offer are affordable.	4.45	Highly Agree	Respondents are very responsive towards IMC.
7	I buy more if the new products are delicious and healthy.	4.29	Highly Agree	Respondents are very responsive towards IMC.
8	I will always go to Jollibee/McDonalds if the service is fast and the place is clean.	4.44	Highly Agree	Respondents are very responsive towards IMC.
	Over-all Mean	4.00	Agree	Respondents are responsive towards IMC.

Data in Table 5 show whether the knowledge of the respondents about the Integrated Marketing Communication promoted by Jollibee and McDonald's has something to do with the patronage of the products offered by these two fast food chains. The Pearson-Correlation coefficient of 0.053 signifies that there is a negligible relationship but insignificant since p-value is greater than 0.05. This means that the role of Integrated Marketing Communication to entice consumers to patronize ones product has not been established.

Table 5

Significant Relationship between level of Knowledge and Level of Response

IMC	RESPONSE	INTERPRETATION	P-VALUE	DECISION
Knowledge	0.053	Negligible correlation	0.290	Accept Ho

As a whole, Integrated Marketing Communications helps Jollibee and McDonald's to develop brand awareness, increase consumer demand for a product category, enhance purchase actions, encourage repeat purchases, build customer traffic to physical stores, websites or other marketing channels, enhance firm/brand image, and most importantly it increases sales.

REFERENCES

- Clow, Kenneth E., Baack, Donald E.** (2006). Integrated Advertising, Promotion, and Marketing Communications, p. 108. Prentice Hall PTR. ISBN 978-0-13-186622-5.
- Guthman.** (2011). Consumer Preference of Foreign Fastfood Brands over Local Fastfood Brands. StudyMode.com. 1 February 2011. <http://www.studymode.com/essays/Consumer-Preference-Of-Foreign-Fastfood-Brands-668821.html>
- Mohrman, S. A.** (1998). Tomorrow's organization: Crafting winning capabilities in a dynamic world. San Francisco: Jossey-Bass.
- Ritzer, G.** (2011). For the Love of Food. 8 January 2013. http://jennifer-fortheloveoffood.blogspot.com/2011_03_01_archive.html

**THE BUSINESS CHARACTERISTICS OF UKAY-UKAY
ENTERPRISE IN DAVAO CITY**

*Wynsjohn L. Ancheta , Marlyner N. Belleza, Amor Bregilda M. Dagso,
Christian Kristopher A. Duque, Kenneth M. Faraon, Mae Stephanie Y. Lucas,
Marbie Ann B. Posadas and Emma V. Sagarino*

ABSTRACT

The proliferation of “ukay-ukay” vendors in Davao City is very evident especially that the city government has allowed them to sell in selected sidewalks in downtown streets from 9:00 PM onwards. The study was conceptualized to establish the characteristics of the “ukay-ukay” vendors on two dimensions: socio-demographic profile and their orientation and entrepreneurial skills. The business characteristics of the enterprise on the other hand were also documented particularly the capital, outlets, personnel, suppliers and gross sales. A validated researchers-made questionnaire was administered to 63 purposively chosen vendors. The survey has been completed within a month after which the results were tabulated. To meaning fully present the data, frequency counts and percentages were computed. Findings showed that there are more female than male respondents selling “ukay-ukay” products and are noted to be early adults. Most of them have been in this business for three to five years. The “ukay-ukay” businesses were established with a minimum capitalization of Php 30,000 to Php 50,000 and are run by few staff – two to four. Supplies are dominantly coming from Japan and Korea. The estimated monthly gross income range from Php 50,000 to Php 75,000. The choice of this kind of business emanated from the hobby or interest, the simplicity of its operations and its earning potentials. Respondents have rated themselves as experts in the field and are observed to be accommodating and friendly in dealing with their customers.

Keywords: “ukay-ukay” vendors, business characteristics, “ukay-ukay” enterprise, Davao City, Philippines

INTRODUCTION

The business world is currently facing a trifling issue that essentially causes further impairment to the fair competition in garments industry, the “ukay-ukay” (a Visayan term for dig-up which now refers to used items) industry. Ukay-ukay garments are now one of the most preferred items by fashionable individuals. This trend is creating an enormous problem among the producers and sellers of brand new garments in the Philippines. Among these are the malls, department stores, networking businesses such as Natasha and Boardwalk factories and the manufacturers of branded garments such as Lee, Penshoppe, Levis, Jag, Bench, and many more (Go, 2002).

In Davao City, this underground industry has grown bigger and bigger. Vendors of ukay-ukay garments are selling in various places such as main streets, public markets and sidewalks. The proliferation of these vendors in the city affects the buying behavior of “Dabawenyos” towards vintage clothing items (Abueg, 2002). Apparently, as of 2012 based on the records of Davao City Business Bureau, the number of registered “ukay-ukay” stores in Davao City has reached two hundred three.

This numerous number of “ukay-ukay” vendors in the Davao City has invoked the researchers’ interest to investigate this industry. In particular, this endeavour focused on establishing the “ukay-ukay” vendors’ profile, characterizing their business operation and exploring their entrepreneurial skills.

Framework

Figure 1 presents the conceptual framework of the study. The independent variables are the socio-demographic profile of ukay-ukay vendors in terms of its age, sex, civil status, number of children, business location and educational attainment. The dependent variables are the business characteristics of ukay-ukay enterprise in terms of its initial capital, number of outlets, number of persons involved in the operation, source of supply and gross sales and the ukay-ukay vendors’ service orientation, entrepreneurial skills and knowledge.

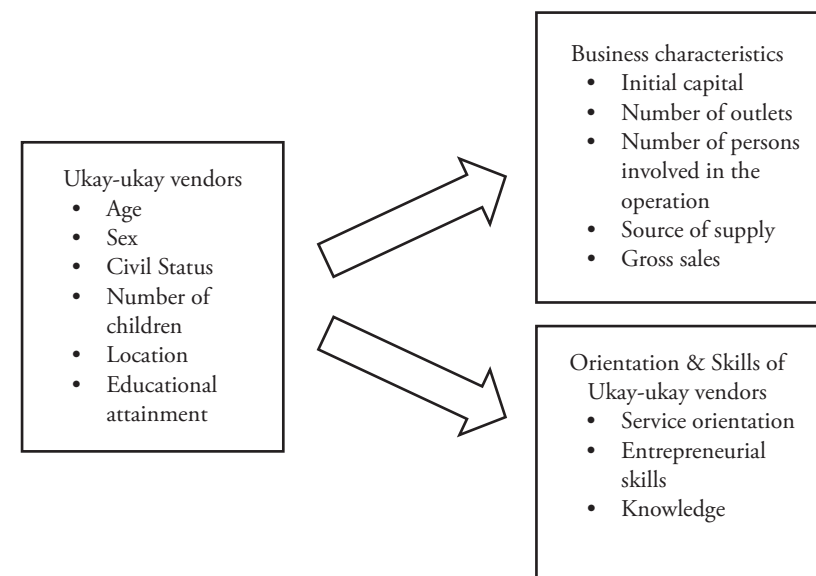


Figure 1. Conceptual Framework Showing the Variables of the Study

Objectives

Primarily this investigation focused on establishing the characteristics of the “ukay-ukay” vendors on two dimensions: first, socio-demographic profile (age, sex, civil status, number of children, and educational attainment and second, their orientation and business skills. Also, through this study, the business characteristics involving initial capital, number of outlets, number of persons involved in the operation, suppliers and monthly gross sales were determined.

METHOD

This is a descriptive study utilizing the survey method. The study was conducted in Davao City, Philippines. The Davao is the largest city in Mindanao. It is part of Metro Davao, the third most populous metropolitan area in the country. It is also the center of trade, commerce, and industry in Mindanao.

The survey covered 63 “ukay-ukay” outlet owners who served as the respondents. The purposive clustered sampling was used in the selection of these respondents within downtown area of the city. The research instrument used in the survey is research-made. The first part is composed of a multiple choice type of questionnaire. The second part is an open-ended questionnaire.

Prior to the administration of the data gathering, the research instrument was validated to establish its quality and appropriateness. On the other hand, letters inviting prospective respondents were distributed. After which, the researcher-administered survey was conducted for three weeks. Survey data were tabulated and consequently, corresponding frequencies and percentages were computed.

RESULTS AND DISCUSSION

Table 1 shows the socio-demographic profile of ukay-ukay vendors in Davao City. It showed that 40% of the ukay-ukay vendors are within age range of 31-40 years old.

There are more female respondents 78% as compared to males; 70% are married and 56% of these couples have two to five children. In terms of educational attainment, 53% are college undergraduate.

Their profile indicates that as compared to males there are more females selling “ukay-ukay” products. Most of them are early adults. Married individuals have more interest in selling ukay-ukay clothing than singles. The data imply that even a non-college degree holder is able to establish and manage an “ukay-ukay” business.

Table 1
Socio-Demographic Profile

AGE	FREQUENCY	PERCENTAGE
20-30	14	22
31-40	28	44
41-50	20	31
51-60	2	3
Total	64	100
GENDER		
Male	14	22
Female	50	78
Total	64	100
CIVIL STATUS		
Single	18	28
Married	45	70
Widow/Widower	1	2
Lived-in	0	0
Total	64	100
NUMBER OF CHILDREN		
None	15	23
Only One	11	17
Two-Five	36	56
Six-Nine	2	3
Ten Above	0	0
Total	64	100
EDUCATIONAL ATTAINMENT		
Elementary Graduate	2	3
High school Graduate	11	17
College Level	34	53
College Graduate	17	27
Total	64	100

Table 2
Initial Capital

CAPITAL RANGE	FREQUENCY	PERCENTAGE
30,000-50,000	34	53
50,000-70,000	14	22
70,000-90,000	4	6
90,000 above	12	19
Total	64	100

Table 2 shows the initial capital of the “ukay-ukay” enterprise in Davao City. Fifty-three percent had an initial capital of thirty to fifty thousand pesos. It means that business venture on “ukay-ukay” would only require low level of investment. On the other hand, as shown in Table 3 half of the respondents has only one outlet and 23% the has two or more outlets.

Table 3
Outlets

NUMBER OF OUTLETS	FREQUENCY	PERCENTAGE
Only one	32	50
Two	15	23
Three	5	8
Four & above	12	19
Total	64	100

Table 4
Number of Persons Involved in the Operation

NUMBER OF PERSONS	FREQUENCY	PERCENTAGE
Two to Four	54	84
Five to Seven	7	14
Eight to Ten	1	2
Eleven and Above	1	0
Total	64	100

Table 4 shows the number of persons involved in the operation. Eighty-four percent of them have two to four persons who help them in carrying out the business activities. This result implies that an “ukay-ukay” enterprise requires few persons in operating the business. Two to four persons can handle its day to day activities.

Table 5
Suppliers

CURRENT SUPPLIERS	FREQUENCY	PERCENTAGE
Japan	33	38
China	6	7
Korea	31	36
UK	5	6
USA	9	10
Virginia	1	1
Singapore	1	1
Thailand	1	1
Total	87	100

Table 5 reveals where the Davao City “ukay-ukay” supplies are sourced from. Thirty-six percent are from Korea and thirty-eight are from Japan. These data imply that Japan and Korea have good quality products and varieties, and they have beautiful, presentable and durable products such as dress, t-shirts, pants, handkerchief, bags, etc.

Table 6
Gross Sales Per Month

MONTHLY GROSS SALES	FREQUENCY	PERCENTAGE
50,000-75,000	45	70
75,000-100,000	11	17
100,000-125,000	6	9
125,000-150,000	1	2
150,000 & Above	1	2
Total	64	100

Table 6 shows the monthly gross sales of an ukay-ukay enterprise in Davao City. Seventy percent of them earn fifty to seventy-five thousand pesos of gross sales in a month. It shows the profitability of the business.

Table 7
Service Orientation

SERVICE ORIENTATION	FREQUENCY	PERCENTAGE
Accommodating and friendly	49	23
Passive	15	77
Total	64	100

Table 7 shows the level of service orientation of ukay-ukay vendors in Davao City. Seventy-seven of them are observed to be accommodating and friendly and few are passive. The good treatment received by customers usually serves as the spring board for establishing relationship with customers. More so, satisfying a customer is not only based on the product itself but also on the quality service. Logically, product and services are two factors that will achieve greater customer satisfaction.

Along this line, Young and Pagoso (2009) have stressed the importance of developing customer intimacy which eventually leads to customer loyalty. Apparently, the sustainability of every business endeavour primarily lies on the sufficiency of customer patronage.

Table 8
Number of Years in the “Ukay-ukay” Business

NUMBER OF YEARS	FREQUENCY	PERCENTAGE
Zero to Two	22	34
Three to Five	24	38
Six to Eight	12	19
Nine and Above	6	9
Total	64	100

Table 8 shows the number of years of an “ukay-ukay” vendor in the ukay-ukay industry. Generally as reflected in the data, 66% has sustained their business to a minimum of three years to as long as nine years or more. This information connotes that this kind of business endeavour is really profitable due to low overhead cost.

Table 9
Reasons Why They Choose this Kind of Business

REASONS	FREQUENCY	PERCENTAGE
Need of the People	4	6
Simple & Easy to Manage	19	30
Profitable	12	19
Affordable	2	3
Hobby/Interest	20	31
Just Trying if Clicked	1	2
Total	64	100

Table 9 presents the reasons why “ukay-ukay” vendors choose this kind of business. Thirty-one percent of them said that they choose this kind of business because it is their hobby and interest; and thirty percent said that the business is simple and easy to manage. Many businessmen recommend that when one decides to engage in business, he/she should choose something close to his/her heart for greater fulfillment. According to them success in a business endeavour is not solely indicated by the profit earned but by the joy that other factors may bring like one’s ability to provide employment, delighting customers through the provision of highly in demand products among others.

As regards to whether “ukay-ukay” vendors have mentors in developing their entrepreneurial skills, seventy-five percent said that they do not have any mentor in running the business. This information implies that everyone can manage a business like trading “ukay-ukay” without the help of someone.

Table 10
Reasons for Business Location

REASONS	FREQUENCY	PERCENTAGE
Best Place	2	3
More People/Foot Traffic	28	46
Accessible	11	17
Central Place	2	3
Downtown Area	8	13
Near Offices & Schools	5	8
Landmark	2	3
Less Rent	5	8
Total	64	100

Table 10 shows the reasons why ukay-ukay vendors choose Doña Segunda, Lizada Street and Diaz Mall as their business location. Forty-six percent of them chose those places because it is a foot traffic zone and very accessible. Most likely there are more prospective customers in the area. Consequently, these places mentioned, are now coined as “ukay ukay” capitals of Davao City.

Table 11
Knowledge about this Business

KNOWLEDGE ABOUT THIS BUSINESS	F	%
Slightly Knowledgeable	22	34
Learning Process	11	17
Expert	31	48
Total	64	100

Table 11 shows the level of knowledge about ukay-ukay enterprise. Since, they have already reached five years in this industry they may now be considered as experts in handling and managing it. It implies that selling “ukay-ukay” is a learning process. The longer you have been in the business, the more you are going to be an expert in handling it.

When the vendors were asked whether they have knowledge about the 4Ps – product, place, price and promotion, seventy-eight percent said that they are aware about it. More so, seventy-seven percent of them used strategies in line with the 4Ps.

REFERENCES

- Abueg, L. C.** 2011. The Economics of Ukay-ukay. 8 February 2013. <http://bulatlat.com/main/2011/04/18/the-economics-of-ukay-ukay/>
- Go, M. V.** 2002. RP-made garments 30% more expensive than competing products. Philippine Star. 07 February 2002:29
- Young and Pagoso.** (2009). Principles of Marketing. Manila, Philippines: Rex Bookstore.

THE CHARACTERISTICS OF MICRO-SCALE BUSINESS PEOPLE INVOLVED IN MOBILE STREET-FOOD VENDING IN DAVAO CITY

*Alma Mae S. Amor, Musa B. Colehem, Chemmee Ann L. Dechavez,
Anna Mae T. Carandang, Kristen Jill N. Penanueva,
Jethrone J. Ferrancullo and Almarie Joy T. Umbay*

ABSTRACT

The popularity of street food vending as a micro-scale enterprise necessitates characterization of the business people involved in transactions. Thus, this investigation determines the characteristics of the street food vendors in Davao City. Specifically, it was designed to determine the socio-demographic status such as civil status, income and educational attainment of the respondents. Furthermore, it aimed to find their characteristics as to capital, source of ingredients, number of people involved, and monthly gross sales. Utilizing the descriptive design, the study covered 18 street food vendors in Davao City. Data reveal that street food vending is one of the options that a high school graduate could engage in considering that this business undertaking requires low investment and entails a simple operation. However, due to the limited vision these group of entrepreneurs have, their income potential in this type of business venture is also low.

Keywords: food vending, micro-scale business, mobile street food, Davao City, Philippines.

INTRODUCTION

Street food-vending has become a significant part of the underground economy. In fact government has the plan to legalize street vending (philstar.com) Although it is commonly viewed in public spaces particularly in the streets along the way, its façade makes it more interesting. Street food is distinctive in the sense that it provides a basic need of the urban inhabitants (Winarno, & Allain, n.d.). Lack of information about this segment of the society make this study more interesting, because it provides awareness about the abrupt increase of people mostly business-minded to engage in such micro scale type of business. This makes us wonder if this industry is really profitable.

Street food is often seen as dirty, but this is mainly a problem with unlicensed vendors. While most street foods are not particularly nutritious, they are convenient, and the foods and vendor's carts and equipments are very much a part of the urban landscape. During break time from work and after classes, you can see people in all walks of life on crowding food stalls along the main streets in many areas are seen eating street foods. The taste of the food can be compared to that food being prepared at famous fast food chains and restaurants. The only difference is the price, since it is more affordable. Street food sellers are attracted to this occupation because of the possibility of earning relatively high incomes. The average earnings of a vendor may be three to ten times more than the minimum wage and they are often comparable to the wages of skilled laborers' employed in the formal sector. The start-up capital is low and affordable which makes it a one blink business. Putting up a business is not easy thing to do; therefore it needs two things: persistency and guts. These reviews would warrant the conduct of this study in order to have a holistic group of ideas regarding this micro-scale enterprise.

Primarily the study intended to determine the characteristics of the street food vendors in Davao City. Specifically, it was designed to determine the socio-demographic status such as civil status, income and educational attainment of the respondents. Furthermore, it aimed to find their characteristics as to capital, source of ingredients, number of people involved, and monthly gross sales.

METHOD

The study utilized the descriptive research design. A survey coupled with observation was conducted among 18 purposively chosen street food vendors. The researchers conducted the study at the four chosen streets in Davao City, where the presence of the micro-scale street vending are evident. In Bonifacio Street, Davao City near the University of the Immaculate Conception, Annex Campus, San Pedro Street in fronting San Pedro Cathedral, beside People's Park Davao Cultural-theme park located at the Camus Street-Corner Ilustre, Davao City and Sta. Ana Avenue beside Holy Cross College Davao College.

A researchers-made questionnaire was used in the data gathering. The collection of data was completed in three weeks. After which, survey results were tabulated and percentages were computed based on frequency counts.

RESEARCH AND DISCUSSIONS

Table 1 shows that the majority of the respondents are married (66%). The 28% on the other hand are single and the 6% are widow/widower.

Table 1
Civil Status

CIVIL STATUS	FREQUENCY	PERCENTAGE
Single	5	28
Married	12	66
Separated	0	0
Widow/Widower	1	6
Total	18	100

Table 2

Income level of the Respondents

INCOME LEVEL	FREQUENCY	PERCENTAGE
Php 5,000 and below	17	94
5,001-10,000	1	6
10,001-15,000	0	0
Total	18	100

Table 2 shows that the majority (94%) of the respondents are earning monthly income of Php 5,000 and below. This information implies that their income is very low which consequently could not sustain the needs of a family.

Table 3

Educational Attainments of the Respondents

EDUC. ATTAINMENT	FREQUENCY	PERCENTAGE
Elementary graduate	4	22
High school graduate	11	61
College graduate	0	0
College Level	3	17
Total	18	100

Table 3 shows that the majority of the respondents are high school graduates (61%), while 22% are elementary graduates and only 17% are on college level. The insufficient education among the respondents may explain why they landed in this kind of livelihood. It is a reality in the Philippines that even college graduates find it difficult to find a job due to the scarcity of demand for labor force.

Table 4
Initial Capital

LEVEL OF INITIAL CAPITAL	FREQUENCY	PERCENTAGE
Php 5,000 and below	16	88
5,001-10,000	1	6
10,001-15,000	1	6
Total	18	100

Table 4 shows that majority (88%) of the respondents have capital of Php 5,000 and below and 12% have capital within the range of 5001 to 15,000. These data connote that street food vending would only require minimum capitalization. This is one of the characteristics of a pure competition industry (Fajardo, 1995). Under this market structure any market player may just come and go because of the minimum capitalization required aside from the fact that most of these businesses do not secure business permits.

Table 5
Source of Food Supplies

RESPONSE	FREQUENCY	PERCENTAGE
Factory	3	17
Public Market	13	72
Homemade	2	11
Total	18	100

Table 5 shows that the 72% of the respondents obtained their food supplies from the public market, 17% gets it from the factory and 11% are homemade. This is understandable because it is public market where one could avail food items at relatively lower prices. Thus, it is just practical for street food vendors to procure their ingredients from the leading public market in Davao City which is located in Bankerohan.

Table 6
Number of Persons Employed

NUMBER OF PERSONS	FREQUENCY	PERCENTAGE
1 person	7	39
2 to 3	11	61
Total	18	100

Table 6 shows that 61% of the respondents employ 2 or three employees and 39% of the respondents have only 1 employee. Due to the simplicity of the operation of the business, only very few are involved.

REFERENCES

Fajardo. (1995). Economics. Rex Bookstore: Manila, Philippines.

Government to legalize street vending. 13 August 2013. www.philstar.com/headlines/91089/government-legalize-street-vending

Winardo, F. and Allain, A. (n.d.) street foods in developing countries: lessons from Asia. 13 August 2013. <http://www.fao.org/docrep/u3550t/u3550t08.htm>

PERCEPTION OF VENDORS AND CONSUMERS ABOUT SIN TAX LAW

*Shaun Kristopher D. Amada, Claudette C. Arboleda,
Resheny C. Ceden, Christine M. Costan, Maricor A. Roque
and Emma V. Sagarino*

ABSTRACT

Sin Tax Law has elicited many reactions from consumers and vendors of cigarettes. This issue brings to the limelight an old adage, “If taxpayers really wish to smoke, therefore, let them pay for their eventual healthcare.” This study primarily aimed to determine the various perceptions of the vendors and consumers as regards the Sin Tax Bill. The researcher used the descriptive design, specifically survey covering Davao City. Three hundred and eighty four consumer respondents and 30 vendors were chosen purposively for this study. They were asked to complete self-survey questionnaires eliciting qualitative and quantitative data. Results revealed many interesting things about smoking and the implementation of the law. Thus, the data covered diverse data which include information about the age when the smokers started the vice, the place the consumers buy the cigarettes, their budget for such commodity, the preferred brand, and many more. Majority has become more aware about the sin tax law but do not necessarily believe the taxes can successfully eliminate smoking.

Keywords: Business enterprise, sin tax law, consumers, vendors, cigarettes, Davao City, Philippines

INTRODUCTION

Cigarette smoking has advanced in the Philippines over the past generations affecting mostly everyone. The Global Adult Tobacco Survey has found that the country has about 17.3 million Filipinos aged 15 years old and above who are tobacco smokers with at least 13.8 million smoking daily (Valdemoro, 2010). According to a Philip Morris report, individuals started smoking at a young age – 16 to 20 for psychosocial reasons.

Evidently, many teenagers engage in smoking especially when they are off from their classes. Apparently, two of the factors why a lot of youth smoke are accessibility and affordability. It is in this premise that the Philippines passed laws aimed at discouraging users from continuing with their vice or discouraging new users from pursuing it. However, recent statistics show that these measures are not enough considering the growing population of smokers and increasing cigarette sales. This is why there is a need to introduce additional hurdle. Raising the retail prices of cigarettes seems to be the most logical solution today. If taxpayers wish to smoke, let them pay for their eventual healthcare. The Ninoy Aquino administration is pushing for the reform of excise tax in cigarettes to drastically increase taxes to keep this deadly product away from the young and the poor. However, the monopoly of Philip Morris and Fortune Tobacco of Lucio Tan is blocking this reform and is strongly lobbying for lower taxes. (Gamboa, 2012).

Corollary to the intentions of the government to lessen the number of Filipino smokers, the government approved the House Bill 5727, or the Sin Tax Bill. The law aims to restructure the existing taxes imposed on alcohol and tobacco goods. Duties on these products are potential revenue source that will help fund the Universal Health Care Program of the administration. Likewise, higher taxes – and consequently higher costs – are seen as deterrents to the consumption of “sin” products, whose adverse effects are mostly borne by the poorer segments of society.

Since the law is newly implemented this study would like to confirm or verify the level of awareness among tobacco consumers of these issues. Thus, the researchers felt the need to conduct this study.

OBJECTIVES

This study sought to determine the perceptions of the vendors and consumers as regards the Sin Tax Law. Specifically, this study wished to attain the following objectives:

1. to determine the socio-demographic profile of the respondents in terms of:
 - a) age
 - b) sex
 - c) civil status
 - d) income
 - e) occupation
2. to determine the contribution of the cigarette business in the economic sustenance of the vendors?
3. to establish the smoking-related profile of the consumers in terms of?
 - a) age when consumers start smoking
 - b) number of sticks puffed a day
 - c) source of cigarette
 - d) daily budget for cigarette
 - e) referred brand of cigarette
4. to determine the level of awareness of the consumers and vendors on the Sin Tax Law.
5. and to document the perceptions of the respondents regarding the Sin Tax Law.

METHOD

The study is a descriptive survey, utilizing both qualitative and quantitative approaches. It is qualitative in the sense that open ended questions were used to generate respondents and quantitative because results of our surveys are percentage based. The study was conducted in Davao City. It is one of the most important cities in the Philippines and the chief city of the island of Mindanao. The City of Davao is located in the province of Davao Del Sur, situated in the southeast portion of Mindanao. It is also known as the Durian and Waling-Waling capital of the Philippines (davao.gov.ph).

Our respondents included 384 consumers who are cigarette smokers and 30 vendors who are selling cigarettes who probably will be affected by the implementation of the sin tax law. These respondents were chosen through purposive sampling. Inclusion criteria include – both the vendors and consumers are from Davao City, with willingness and capacity to participate as respondents, and must either be selling cigarette or smoking.

To present meaningful quantitative data, frequency counts were used and these were converted into percentages, whereas for the qualitative information, three themes namely good, bad, and indifference were categorized.

RESULTS AND DISCUSSION

Consumers Socio-Demographic Profile

Table 1 shows the demographic profile of the consumers. As shown thirty seven percent are between age 21-30 and there are more male (68%) than female (29%) consumer respondents. Majority (58%) are single and 41% claim that they have monthly family income of 5,000 and below. Obviously, their level of income is very low – way behind the minimum wage of about 7,600 per month.

Table 1
Profile of the Consumers

PROFILE	FREQUENCY	PERCENTAGE
Age		
10-20	116	30
21-30	141	37
31-40	78	20
41-50	14	4
51-60	8	2
61-70	1	.3
No answers	26	7
Total	384	100
Sex		
Male	262	68
Female	110	29
No Answers	12	3
Total	384	100
Civil Status		
Single	221	58
Married	109	28
Widowed	3	0.8
No Answers	51	13
Total	384	100
Income		
5,000 and Below	156	41
5,001-10,000	85	22
10,001-15,000	41	11
15,001-20,000	15	4
20,000 and Above	10	3
No Answers	77	20
Total	384	100
Occupation		
Employed	136	35
Self-Employed	85	23
Government Employee	29	8
Students	94	24
No Answers	40	10
Total	384	100

There some data in the profile of the consumer respondents which are noteworthy such as 30% belonging to the youngest group that are already into smoking; more than one fourth (29%) are lady smokers and despite of their low income they continue to be slaves of this vice.

Age When They Started Smoking

Table 2 shows the information on regarding the age the consumer respondents started smoking. As revealed the highest percentage of 60% started smoking at a young age – between 10 to 20. These data are quite alarming because higher probability of developing illnesses attributable to smoking would most likely occur as they started smoking too early.

Table 2
Age When they Started Smoking

AGE STARTS SMOKING	FREQUENCY	PERCENTAGE
10-20	231	60
21-30	64	17
No Answers	89	23
Total	384	100

Number of Sticks Consumed per Day

Table 3 shows the number of sticks of cigarettes that consumers smoked per day. It can be noted that majority (61%) disclosed that they consume 1 to 10 sticks a day. This information is expected considering that many consumer respondents have low purchasing power as revealed in Table 1.

Table 3

Sticks consumed per day

STICKS CONSUMED PER DAY	FREQUENCY	PERCENTAGE
1-10	236	61
11-20	95	25
1-30	23	6
1-40	0	0
No Answers	30	8
Total	384	100

Where the Consumers Usually Buy Cigarettes

As regards to where smokers usually purchase their cigarette it is shown that 47% of the consumer respondents indicated sidewalk vendors, 41% “sari-sari” stores, and 16% convenience stores (Table 4). These data imply that a considerable number of consumer respondents are catered by sidewalk vendors. Many prefer to buy cigarettes from side walk vendors because of accessibility and consumers can only buy few sticks. Thus, most likely convenience stores or other grocery stores cannot provide them the cigarettes as these stores sell in packs.

Table 4

Where They buy Cigarettes

WHERE THEY BUY CIGARETTES	FREQUENCY	PERCENTAGE
Side Walk Vendors	183	47
Sari-Sari Stores	158	41
Convenience Stores	60	16
Total	384	100

Consumers Budget Cigarette Consumption

Table 5 shows the consumers budget for their cigarettes. Twenty six percent reported that their budget is only P10-P20 pesos a day and fourteen percent revealed an amount between 21-30 pesos. This information jives with the number of sticks they smoked per day which is between 1 to 10. It is also understandable that they have limited budget for cigarette considering that about 40% are earning low income at 5,000 and below.

Table 5

Budget on Cigarettes

BUDGET IN THEIR CIGARETTES	FREQUENCY	PERCENTAGE
10-20	101	26
21-30	52	14
31-40	32	8
41-50	22	6
51-60	17	4
60-70	22	6
No Answers	138	36
Total	384	100

Cigarette Brand Preference

Table 6 shows the cigarette brand that consumers prefer to buy. It can be noted that Marlboro is in the top list. Red filtered cigarettes are known to be saleable among the young smokers.

Table 6
Cigarette Brand They Prefer

BRAND	FREQUENCY	PERCENTAGE
Marlboro	131	34
Philip	30	8
More	27	7
Fortune	28	7
Hope	16	4
Bowling Gold	2	0.5
Winston	9	2
No Answers	141	37
Total	384	100

Awareness of the Consumers about Sin Tax Law

The awareness level of the consumers about Sin Tax Law is presented in Table 7. Almost half of the consumer respondents (48%) indicated that they are aware about the existence of the law, however, 23% is not aware about it. These data imply that there is a need to intensify the dissemination about the law and highlight its noble purpose which is to discourage people to pursue their smoking habits.

Table 7
Awareness of the Consumers about the Sin Tax Law

AWARENESS LEVEL	FREQUENCY	PERCENTAGE
Highly Aware	74	19
Aware	183	48
Not Aware	89	23
No Answers	38	10
Total	384	100

Consumer Perceptions on Sin Tax Law

About 13% of the consumer respondents expressed positive perceptions about the Sin Tax Law and these are as follows: “this law is a way of stopping people to smoke cigarettes so that they can protect their health and also to avoid being inflicted with fatal diseases.” They have also realized the possible good effect to the environment as they said “less smokers would mean less air pollution.”

Forty four percent, on the other hand, perceived that they will really be affected by the implementation of this law because of their low buying capacity and they believe that this law is not fair on their part. It is alarming to note, however, that 44% of the consumer respondents declared that they will not stop smoking because they can afford it and it is already part of their lifestyle. They do not care whether the prices of cigarettes will increase or not because it is a vice that they are not willing to stop. They also said “smoking is something they love and nothing can stop them from smoking.”

Vendors Socio-Demographic Profile

As to the profile of the vendor respondents, it can be gleaned in Table 8 that majority (54%) are within the age range of 21-40; there are more female (63%) than male respondents; 74% are married; and 44% earn monthly income P5,000 & below while 50% earn between P5,001 to 10,000 a month.

Table 8
Vendors Socio-Demographic Profile

PROFILE	FREQUENCY	PERCENTAGE
Age		
20 years old and below	1	3
21- 40 years old	16	54
41- 60 years old	12	40
No Answers	1	3
Total	30	100
Sex		
Male	11	37
Female	19	63
Total	30	100
Civil Status		
Single	7	23
Married	22	74
Widowed	1	3
Total	30	100
Income		
5,000 and Below	13	44
5001-10,000	15	50
10,001-15,000	1	3
15,001-20,000	1	3
20,000 and Above	0	0
Total	30	100

REFERENCES

Davao City. 13 August 2013. davao.gov.ph

Gamboa, R. (2012). Grim warnings on cigarette smoking. 15 August 2013. http://www.smokefree.doh.gov.ph/section_show.php?name=News&id=260

Tyas, S. and Pederson, L. (1989). Psychosocial factors related to adolescent smoking: a critical review of the literature. 15 August 2013. <http://tobaccocontrol.bmj.com/content/7/4/409.full>

Valdermo, A. (2010). Over 17M Filipinos are smokers, study shows. 15 August 2013. <http://newsinfo.inquirer.net/breakingnews/nation/view/20100318-259459/Over-17M-Filipinos-are-smokers-study-shows>

The Perception of the Vendors about Sin Tax Bill

Among the 30 respondents, 25 (83%) regard the Sin Tax Law positively. They said if the law has already been approved then we will abide by it if it will be implemented (okay lang mao nay balaod sundon na lang nato.) More so, they are optimistic about its deterring effect to smokers– “it is fine as long as smokers will give up smoking” (“okay lang kung mao nay makatabang na maka pa undang sa mga smokers na manigarilyo.”)

CONSUMERS' AWARENESS AND ACCEPTABILITY OF PRODUCTS GUARANTEEING INSTANT RESULTS:

Downy Isang Banlaw (ONE RINSE) AND *Knorr Rice Mate*

Romeo C. Asares, Jonna Mae T. Cortel, Phoebe Jane F. Disto,
Jerson D. Ta-a, Emma V. Sagarino and Renan P. Limjuco

ABSTRACT

There is an evolution of products guaranteeing instant results but the awareness and acceptability of potential buyers regarding these items need to be established. This study was conducted to determine the awareness and acceptability levels of *Downy Isang Banlaw* (One Rinse) and *Knorr Rice Mate* among the housewives, laundry women, and cook-housekeepers in Davao City. Specifically, it aimed to establish the socio-demographic profile of the respondents in terms of age, civil status, monthly income and occupation, determine the levels of awareness and acceptability of *Downy Isang Banlaw* (One Rinse) and *Knorr Rice Mate* among the target respondents in Davao City. This study also identified the factors that facilitate the awareness and acceptability of *Downy Isang Banlaw* (rinse) and *Knorr Rice Mate* among the customer respondents. The study utilized the descriptive research design to describe respondents' levels of awareness and acceptability of two "instant" products, specifically *Isang Banlaw* (One Rinse) and *Knorr Rice Mate* as regards their marketability. A survey was conducted among 100 purposively selected housewives or laundry women or cook-housekeepers. Findings revealed that there is a moderate level of awareness and acceptability among respondents regarding *Downy Isang Banlaw* (One Rinse) and *Knorr Rice Mate*. Further, based on the data gathered, most of the respondents were influenced by advertisements and recommendation by friends in establishing awareness and acceptability.

Keywords: Marketing research, awareness, acceptability, "instant" products, *Downy Isang Banlaw* (One Rinse), *Knorr Rice Mate*, survey, Philippines

INTRODUCTION

Ordinary consumers are always crazy about new products which promise instant results. This behavior among shoppers triggers manufacturers to invest a lot of money to create novel household items that deliver an almost amazing outcome, for example, that which produces more fragrant and delectable dish or commodities that complete the task in too short a time. Thus, the catchy phrase "with instant results" has become a common tagline in the labels of many newly launched grocery products in various forms today. Such is the case for *Downy Isang Banlaw* and *Knorr Rice Mate*.

Downy Isang Banlaw (One Rinse), a product of Procter & Gamble (P&G), is a fabric conditioner that rinses and freshens in just a single step; thus, effectively reducing water usage during the rinsing by around 60 percent. It is claimed by many that with *Downy Isang Banlaw*, households can save approximately 480 liters per month in water used for rinsing clothes (Flores, 2009). This fabric conditioner provides a helpful solution for water shortage because it only requires one rinse for all the clothes. P&G endorsed that using the product can also help career women reduce their time in rinsing the washed clothes; thus, it does not only lessen water consumption but, more importantly, also give them time to do other things in the house or to attend to the needs of their family members as well. Since *Downy Isang Banlaw* (One Rinse) is relatively new in the market, there is a need to advertise it more to the public. This promotion will help the target customers to become more aware to patronize this P&G product.

Another "instant" product known as *Knorr Rice Mate*, is involved with the most common food seen in Filipino dining tables— rice. According to Yan (2012), "rice is an essential component of traditional Filipino meals, its selection and preparation must be carefully taken into consideration. Low-grade rice may be cheaper but it is not worth sacrificing one's mealtime experience." Thus, it has to undergo a certain seasoning to make it flavorful regardless of the available viands for the meals. *Knorr Rice Mate*, according to a TV commercial, is going to make rice softer, whiter, more fragrant and more delectable. It has Vitamin A and iodine as bonus (Trying the *Knorr Rice Mate* Rice Conditioner, 2012). This product has several ingredients namely, Jasmine rice, sugar, maltodextrin, artificial pandan flavor, palm oil, nutrient premix, but as claimed, has no MSG.

Yan (2012) also explained that “with revolutionary rice improver mix *Knorr Rice Mate*, families everywhere can enjoy perfectly cooked white rice without going over their budgets. Tailor-made for the Pinoy palate with its infusion of Thai Jasmine Rice and Pandan extract, *Knorr Rice Mate* upgrades rice quality by improving its appearance, texture and aroma, making it whiter, softer and freshly harvested-smelling. Apart from the enhanced quality, *Knorr Rice Mate* helps make the typical Filipino diet more nutritious as it is fortified with vitamin A and iodine.”

The basis for the inclusion of some components of *Knorr Rice Mate*, specifically the artificial pandan flavor, can be traced from the old practice of putting pandan leaves on top of rice before serving to give it a specific smell to attract customers. This was common among “carenderias” but there are still households which use this rice-cooking technique. Nonetheless, many housewives and cook-housekeepers today try *Knorr Rice Mate* to enhance their food preparations. A recent survey done during a convention of nutrition experts has revealed that 94% of respondents prefer their rice seasoned with *Knorr Rice Mate* as opposed to plain rice. That assessment also showed that 96% of respondents believe that Knorr Rice Mate can improve the general acceptability of rice, while 97% of the group approve that it does not contain monosodium glutamate.

The scenarios presented have inspired the researchers to validate the behaviors of the early buyers of *Downy Isang Banlaw* (One Rinse) and the attendees of the convention who expressed satisfaction with the effect of *Knorr Rice Mate* in the taste of rice, against the opinion of the majority of customers who are housewives, laundry women, or cook-housekeepers here in Davao City.

Theoretical Framework

This study is anchored on the Kano model which is a theory developed in the 80's by Professor Noriaki Kano and his colleagues of Tokyo Rika University. The Kano et. al. (1996) model of customer satisfaction classifies attributes based on how they are perceived by customers and their effect on customer satisfaction. The model is based on three types of attributes, namely basic or expected attributes, performance or spoken attributes, and surprise and delight attributes.

The performance or spoken attributes are the expressed expectations of the customer. The basic or expected attributes are as the meaning implies the basic attributes without any major significance of worth mentioning. The third one, the surprise and delight attributes are those, which are beyond the customers' expectations. Kano model measures satisfaction against customer perceptions of attribute performance; grades the customer requirements and determines the levels of satisfaction.

Conceptual Framework

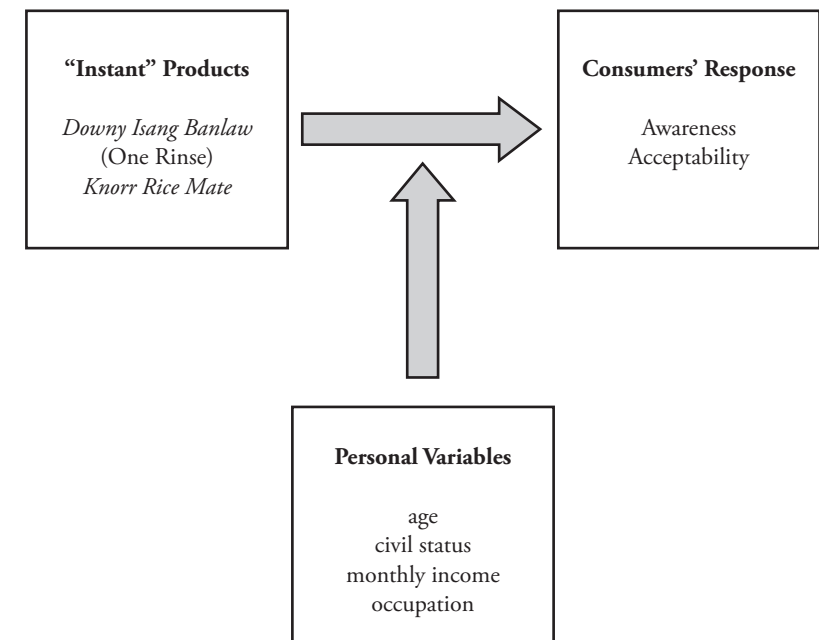


Figure 1. Conceptual Framework

Figure 1 shows the conceptual framework of this study. The independent variables are the “instant: products such as *Downy Isang Banlaw* (One Rinse) and *Knorr Rice Mate*, while the dependent variables are the awareness and acceptability levels of the respondents. Personal variables such as age, civil status, monthly income and occupation are the moderating variables.

Objectives of the Study

This research was conducted to determine the awareness and acceptability levels of *Downy Isang Banlaw* (One Rinse) and *Knorr Rice Mate* among the housewives, laundry women, and cook-housekeepers in Davao City. Specifically, it aimed to establish the socio-demographic profile of the respondents in terms of age, civil status, monthly income and occupation, determine the levels of awareness and acceptability of *Downy Isang Banlaw* (One Rinse) and *Knorr Rice Mate* among the target respondents in Davao City. This study also identified the factors that facilitate the awareness and acceptability of *Downy Isang Banlaw* (rinse) and *Knorr Rice Mate* among the customer respondents.

METHOD

The study utilized the descriptive research design to describe respondents' levels of awareness and acceptability of two “instant” products, specifically *Isang Banlaw* (One Rinse) and *Knorr Rice Mate* as regards their marketability. A survey was conducted among 100 purposively selected housewives or laundry women or cook-housekeepers who were waiting for some Graders from the University of the Immaculate Conception (UIC) Bajada Campus, Davao City, Philippines. The University was founded in 1905 by the Congregation of the Religious of the Virgin Mary (RVM). It has three campuses, the Fr. Selga Campus, Bolton Campus and Bajada Campus.

The 5-point Likert scaled research instrument was a 20-item researcher-made assessment tool consisting of 10 items for awareness and 10 items for acceptability which has been validated to establish its ability to attain the objectives of the study. It is composed of two parts – Respondents profile section which includes checklist items to indicate age, sex, civil status and occupation

of the respondents and Awareness and Acceptability sections which include five items to gauge the awareness and another five items to gauge the acceptability of the two products.

The mean levels were interpreted using the following scale 4.2-5.0 as Highly Aware/ Accepted, 3.4-4.1 as Aware / Accepted, 2.6-3.3 as Slightly Aware / Accepted, 1.8-2.5 as Not Aware / Accepted and 1.0-1.7 as Highly Not Aware / Accepted. Statistical tools used were frequency distribution, percentages and mean.

RESULTS AND DISCUSSION

Socio-demographic Profile

Table 1 shows the socio-demographic profile of the respondents. Most of the respondents have ages 36 to 45 (48%). Most of them were married housewives (68%) and earned a monthly income from 15,001-20,000 pesos (44%). This information means that they have the purchasing power to buy what they want and try the performance of the product that interest them. Most of the respondents are plain housewives (42%) and next in occupation category is for self-employed (29%).

Table 1
Socio-demographic Profile of the Respondents

AGE	FREQUENCY	PERCENTAGE
51 – above	13	13
46 – 50	19	19
41 – 45	25	25
36 – 40	23	23
31 – 35	7	7
25 – 30	13	13
Total	100	100
CIVIL STATUS		
Married	68	68
Widowed	15	15
Separated	17	17
Total	100	100
MONTHLY INCOME:		
20,001 – above	29	29
15,001 – 20,000	44	44
10,000 – 15,000	27	27
Total	100	100
OCCUPATION:		
Gov't Employee	3	3
Private Employee	16	16
Self-employed	29	29
Housewife	42	42
Teacher	6	6
Janitress	2	2
Nurse	2	2
Total	100	100

Table 2
Awareness Level on *Downy Isang Banlaw* (One Rinse)

ITEMS	MEAN	DESCRIPTION
1. <i>Downy Isang Banlaw</i> (One Rinse) as a fabric conditioner that enables consumer to lessen and save water consumption.	3.45	Aware
2. <i>Downy Isang Banlaw</i> (One Rinse) as a product of Procter & Gamble that was launched during the summer of 2011 in response to water crisis in the Philippines.	3.06	Slightly Aware
3. <i>Downy Isang Banlaw</i> (One Rinse) as a fabric conditioner that rinses and freshens in just a single step; thus, effectively reducing water usage during the rinsing by around 60 percent.	2.99	Slightly Aware
4. <i>Downy Isang Banlaw</i> (One Rinse) being available at leading supermarkets, groceries, and convenience stores nationwide.	3.17	Slightly Aware
5. <i>Downy Isang Banlaw</i> (One Rinse) as a fabric softener which makes ironing of clothes easier.	3.16	Slightly Aware
Overall Mean	3.17	Slightly Aware

Presented in Table 2 are the data for the awareness level of the respondents as regards *Downy Isang Banlaw* and its features and capabilities. Out of 5 items, Item 1 gets the highest mean of 3.45 which is equivalent to a qualitative description of Aware. This means that most of the respondents have knowledge of *Downy Isang Banlaw* as a fabric conditioner. Nevertheless, the rest of the items have just established slight awareness among these women group of consumers. The overall mean is only 3.16 which imply that housewives, laundry women, and cook-housekeepers were only slightly aware about the products' nature and availability. Thus, it can be inferred that despite of the campaign ads for this product since 2011, the respondents' awareness was not really heightened.

Table 3Acceptability Level for *Downy Isang Banlaw* (One Rinse)

ITEMS	MEAN	DESCRIPTION
1. Willingness to use <i>Downy Isang Banlaw</i> (One Rinse).	2.87	Slightly Accepted
2. Being satisfied with the effectiveness of <i>Downy Isang Banlaw</i> (One Rinse).	2.80	Slightly Accepted
3. Willingness to recommend <i>Downy Isang Banlaw</i> (One Rinse) to friends and other people.	2.65	Slightly Accepted
4. Using always <i>Downy Isang Banlaw</i> (One Rinse) for washing clothes.	2.82	Slightly Accepted
5. Patronizing <i>Downy Isang Banlaw</i> (One Rinse)	2.71	Slightly Accepted
Overall Mean	2.77	Slightly Accepted

Table 3 shows the acceptability level of *Downy Isang Banlaw* (One Rinse) among the chosen respondents from Davao City. All of the items reveal slight acceptance level as reflected by the moderate values of the mean for the intention or willingness of the respondents to utilize or recommend the product in household chores. The overall mean is only 2.77 which suggest that majority of these women have reservations towards the use of *Downy Isang Banlaw*. Some housewives expressed that a single rinsing of the clothes is not enough even with the use of *Downy Isang Banlaw*. It was alleged by some respondents that although the bubbles have been eliminated, the smell of the unclean clothes is still very evident.

Table 4Awareness Level on *Knorr Rice Mate*

ITEMS	MEAN	DESCRIPTION
1. <i>Knorr Rice Mate</i> as a rice conditioner that can make rice softer, whiter, more fragrant and more delectable.	3.48	Aware
2. <i>Knorr Rice Mate</i> having Vitamin A and iodine which make it more nutritious.	3.20	Slightly Aware
3. <i>Knorr Rice Mate</i> having a suggested retail price of P2.50 for every 5 g.	3.34	Aware
4. <i>Knorr Rice Mate</i> having no Monosodium Glutamate (MSG) component which poses bad effects on consumers' health.	3.12	Slightly Aware
5. <i>Knorr Rice Mate</i> having Thai Jasmine Rice and Pandan extracts that improve the aroma, color, and texture of rice.	3.05	Slightly Aware
Overall Mean	3.24	Slightly Aware

Table 4 shows data for the awareness level of *Knorr Rice Mate* among the housewives, laundry women, or cook-housekeepers in Davao City. The overall mean is only 3.24 which means that majority of the respondents were only slightly aware regarding this product's nature and features. Also, some mothers disclosed that they might have become only slightly aware of this rice conditioner because they usually tried the products even without knowing its contents as long as they see it promoted on the television. Thus, it means that their interest on using *Knorr Rice Mate* night have been due to ad campaign only and not because of their thorough knowledge of the product.

Table 5
Acceptability Level of *Knorr Rice Mate*

ITEMS	MEAN	DESCRIPTION
1. Willingness to use <i>Knorr Rice Mate</i> .	3.38	Slightly Accepted
2. Being satisfied with the effectiveness of <i>Knorr Rice Mate</i> .	3.13	Slightly Accepted
3. Willingness to recommend <i>Knorr Rice Mate</i> to friends and to other people.	3.21	Slightly Accepted
4. Willingness to testify that <i>Knorr Rice Mate</i> makes the quality of rice better in terms of appearance, texture, and aroma.	3.18	Slightly Accepted
5. Patronizing <i>Knorr Rice Mate</i> .	2.94	Slightly Accepted
Overall Mean	3.17	Slightly Accepted

Table 5 shows the acceptability level of *Knorr Rice Mate* among the selected respondents in Davao City. As shown by the table, the mean of all of the items only describe a slight acceptance of the product among the housewives, laundry women, or cook-housekeepers. The overall mean is only 3.17 which mean that most of the respondents have reservations as to the product's acceptability. After trying the *Knorr Rice Mate*, some women disclosed that the rice seasoned by this product must be consumed in one meal; otherwise, it is not good to eat anymore for the next mealtime.

Table 6
Factors that Influence the Patronage for *Downy Isang Banlaw* (One Rinse)

FACTORS	FREQUENCY	PERCENTAGE
Advertisement/ endorsement	45	45
Affordable	20	20
Effectiveness	6	6
Market testing results	4	4
Recommended by friends	25	25

Table 7
Factors that Influence the Patronage for *Knorr Rice Mate*

STATEMENT	TOTAL NUMBER	PERCENTAGE
Advertisement/ endorsement	43	43
Effectiveness	13	13
Market testing results	2	2
Recommended by friends	26	26
Others	16	16

Table 6 reveals the factors that influence the patronage for *Downy Isang Banlaw* (One Rinse). As shown, most of the respondents were influenced by advertisements (45%). The next factor is due to recommendation by friends (25%). Also, as shown by Table 7, the same profile is established for *Knorr Rice Mate*, that is, 43% for advertisement and 26 % for recommendation by friends. Thus, based on the gathered data, advertisement is one of the most influential factors in buying decision among the respondents. It is followed by recommendation by friends. The lowest factors are for the effectiveness and market testing results. It can be inferred from the data that the role of advertising is really important in introducing a new product. This may explain why there is only a slight acceptability on the products among the respondents. The data

suggest that the efforts of the company to introduce the product through TV is not enough to promote maximum awareness on the part of the potential buyers of the products investigated in this study. According to Simon Cotter (2013), “advertising is a favorable representation of product to make consumer, customers and general public be aware of product. It let the potential buyers, general public and end users to be aware and familiar with the brands and their goods and services.” Therefore, to portray the special attributes of *Downy Isang Banlaw* (One Rinse) and *Knorr Rice Mate*, more efforts are to be done in other forms of promotion strategies, such as integrated marketing communication.

REFERENCES

Cottes, S. (n.d.) Importance of Advertising. Retrieved from http://simoncottes.com/importance_of_advertising.html

Make meals a delicious feast with *Knorr Rice Mate*. Posted by Carrie B. Yan on 05/15/2012 06:48 PM

Kano, N., Seraku, N., et. al. 1996. “Must-be Quality and Attractive Quality”. *The Best on Quality*. 7: 165.

P&G promotes ‘green’ technologies among MNCs By Helen M. Flores. Updated March 8, 2009

Trying The *Knorr Rice Mate* Rice Conditioner. Posted on February 23, 2012 by marvin

