

CONSUMER PREFERENCES ON AIR-CONDITION STORAGE BUSINESSES IN NOVALICHES, QUEZON CITY

ABSTRACT

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This study evaluates how storage practices affect air-conditioner performance and operating costs among consumers in Novaliches, Quezon City. It focuses on off-season storage, dry storage methods, and routine cleaning to determine their impact on efficiency and total cost of ownership. By examining these factors, this study aims to identify best practices that maximize unit longevity and minimize energy expenses. This study employs a descriptive survey design targeting 30 air-conditioner owners in Novaliches, Quezon City, Metro Manila. Participants completed a structured questionnaire that addressed storage methods, perceived impacts on cooling efficiency, and operating cost challenges. Responses were scored on a four-point Likert scale, and composite weighted means were calculated for three variables—Efficiency, Quality, and Operation—to assess the prevalence of storage-related problems. Analysis showed that all three variables were regarded as “sometimes a problem.” Quality issues—such as corrosion or mold growth—ranked highest, with a composite weighted mean of 3.33. Operational challenges, including compressor startup and airflow inconsistencies, ranked second (mean = 3.31). Efficiency losses—reflected in longer run times and higher energy consumption—ranked third (mean = 3.30). The overall weighted mean across all variables was 3.31, indicating moderate concern among respondents. These findings indicated that improper storage practices contributed to reduced performance and increased costs. Quality degradation during storage led to higher maintenance expenses, while operational and efficiency issues elevated energy bills and repair frequency. It was recommended that consumers employ dry, climate-controlled storage environments, perform thorough pre-storage cleaning, and schedule professional maintenance before and after off-season periods. Implementing these measures was expected to preserve unit condition, improve year-round efficiency, and lower long-term operating costs.

RECOMMENDED CITATION

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