

LEVEL OF SATISFACTION OF MACARONS INTO MACARROTS AMONG SENIOR HIGH SCHOOL HOME ECONOMICS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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This research explores the impact of customer satisfaction preferences for macarons, focusing on overall satisfaction, product preference, and perceived service quality. It aims to understand how these factors influence consumer behavior and purchasing decisions related to macarons. A quantitative approach was employed, collecting data through a survey administered to 50 senior high school Home Economics students at Bestlink. Cluster sampling was used to ensure diversity among respondents. The questionnaire consisted of three sections: demographic profile, satisfaction with macarons, and recommendations to improve macaron satisfaction. Data analysis involved calculating frequencies, percentages, and weighted means, with responses evaluated using a Likert scale. The study found that the appearance of the macarons significantly influences consumer preferences. A majority of respondents indicated that the authentic appearance of the macarons builds trust and satisfaction (weighted mean = 2.93), contributes to the perceived texture (weighted mean = 2.93), and affects the perceived flavor (weighted mean = 2.80). Most survey participants were male (27), and over half (54%) had experience in the food industry. These findings suggest that ethical and effective advertising strategies play a crucial role in shaping consumer behavior. The research highlights that transparency and honesty in product presentation enhance consumer satisfaction and loyalty, which strongly influence purchasing decisions. The researcher recommends prioritizing a balanced diet rich in vegetables, such as our product, the Macarrots, to support energy and overall well-being while consistently providing valuable nutritional information. To foster healthy eating habits in children, parents should lead by example, offer a variety of nutritious foods, involve children in meal preparation, and create a positive, relaxed mealtime environment.

RECOMMENDED CITATION

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