

ANALYZING THE PRODUCT OFFERINGS TOWARDS PURCHASE DECISION OF CUSTOMER IN FRIED RICE STATION

ABSTRACT

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This study aims to support Fried Rice Station, a local food business in Amparo, Caloocan City, by identifying the key factors that influence customers' dining choices. Despite its growing popularity due to affordable prices, quick service, and customizable meals, the business faces challenges in maintaining consistent food quality, controlling costs, and standing out in a highly competitive market. One major concern is the lack of a clear strategy for product development and customer retention, as current offerings are largely based on the owner's personal preferences. This research seeks to address these gaps by analyzing customer preferences, improving product development, formulating a competitive strategy, and enhancing customer loyalty. Ultimately, the study aims to help Fried Rice Station upgrade its menu and services to achieve long-term success and sustainability. This study utilized a correlational research design to examine the relationship between multiple variables without manipulation. A simple random sampling method was employed to select 80 respondents objectively and without bias. A survey questionnaire served as the main data-gathering tool, allowing the researchers to collect relevant information from the participants effectively. The findings show that the majority of respondents (37.5%) are between the ages of 15 and 21. In terms of gender, 55% are female. When it comes to monthly income, 36.25% earn less than ₱5, 000, indicating that affordability significantly influences their dining choices. For Statement of the Problem #2 (SOP#2), which focused on five variables—Features, Quality, Presentation, Customization Options, and Benefits—the highest mean score was in Benefits (2.96), suggesting that customers feel satisfied with the meals offered, making Fried Rice Station stand out. The lowest mean score was in Customization Options (2.77), indicating that while customers appreciate the ability to personalize their meals, this aspect could still be enhanced. The statistical analysis indicates an r-value of -0.1816, suggesting a weak negative correlation between product offerings and purchasing decisions. Additionally, the p-value of 0.1047 exceeds the 0.05 level of significance, indicating that the relationship is not statistically significant. Therefore, the null hypothesis (Ho) is accepted, confirming that product offerings do not have a significant impact on customer purchasing decisions at Fried Rice Station. However, the results point to limited product variety as a primary concern for customers. In response, it is recommended that the business owner expand the menu by introducing more meal options to better cater to customer preferences and improve customer satisfaction.

RECOMMENDED CITATION

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