

The Influence of Korean Instant Noodle Product Attributes on Consumer Buying Behavior among Selected Senior High School Students in Poblacion, Valencia City

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DOI: <https://doi.org/10.47772/IJRISS.2026.100500391>

Received: 04 May 2026; Accepted: 09 May 2026; Published: 02 June 2026

ABSTRACT

Korean instant noodles have evolved beyond simple convenience food and have become a powerful cultural and social phenomenon among Filipino youth. Influenced by the rapid spread of Korean popular culture through TikTok, YouTube, K-dramas, and social media trends, senior high school students are increasingly drawn to Korean noodle brands as symbols of modern lifestyle, identity, and social belonging. This study examined the influence of product attributes—price, quality, taste, and brand image—on the consumer buying behavior of selected senior high school students in Poblacion, Valencia City. Anchored on Rational Choice Theory and supported by Means–End Chain Theory and Social Influence Theory, the study explored how rational thinking, emotional value, and peer influence shape students’ purchasing decisions. Using a quantitative descriptive-correlational research design, data were collected from 353 senior high school students through a structured survey questionnaire. Statistical tools such as weighted mean, Independent Samples t-test, One-Way ANOVA, Pearson correlation, and multiple regression analysis were utilized to determine significant relationships, differences, and predictors of consumer buying behavior. The findings revealed that respondents generally exhibited a high level of consumer buying behavior and positively perceived Korean instant noodle product attributes. Among the variables, price and brand image significantly influenced consumer buying behavior, indicating that affordability and social appeal strongly shape students’ purchasing decisions. Although quality and taste received favorable evaluations, they did not emerge as significant independent predictors when analyzed alongside other variables. This suggests that students already consider good taste and quality as expected standards rather than deciding factors in product selection. The study further revealed that today’s student consumers are highly influenced by social media exposure, peer recommendations, and brand popularity. Korean instant noodles are no longer viewed merely as food products but as trendy lifestyle items associated with Korean culture and online identity. The findings highlight the importance of balancing affordability, branding, and cultural relevance in attracting young consumers. The study provides valuable insights for marketers, retailers, and future researchers in understanding modern youth consumer behavior in the Philippines.

Keywords: Consumer Buying Behavior, Korean Instant Noodles, Product Attributes, Brand Image, Price, Youth Consumer Culture, Social Influence

INTRODUCTION

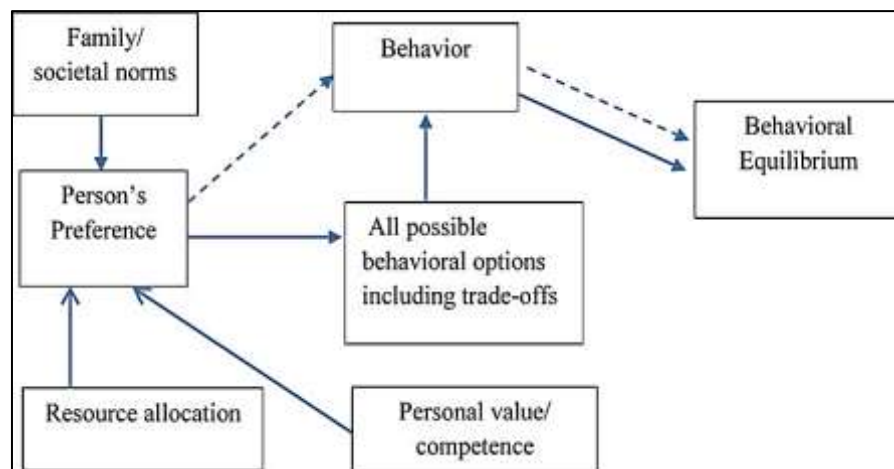
Understanding consumer buying habits is an essential part of market research, as it helps businesses, policymakers, and stakeholders anticipate trends and develop effective strategies. In the case of Korean instant noodles, this is particularly important in the Philippines, where these products account for 66.5% of all instant ramen noodle imports, representing 1,623 out of 2,441 total shipments (Volza, 2025). This dominance is fueled by several factors: the influence of Korean popular culture through K-pop, K-dramas, and online influencers; the appeal of bold and unique flavors; and the perception of Korean goods as trendy, high-quality, and culturally desirable (Chanda, 2023). For many Filipino consumers, particularly senior high school students, Korean instant noodles are more than a convenient meal—they are a lifestyle product tied to cultural prestige. Aggressive marketing campaigns, social media trends, and wide product availability in supermarkets, convenience stores,

and online platforms reinforce this popularity. However, despite their appeal, health concerns remain significant. A report from Kapuso Mo, Jessica Soho (KMJS) warned that excessive instant noodle consumption could have negative health effects, prompting discussions in communities like Poblacion, Valencia City, about finding a balance between convenience, taste, and wellness. 2 Research shows that purchasing decisions are shaped by multiple interconnected factors. Market Xcel Data Matrix (2023) states that consumer behavior is influenced by personal experiences, cultural traditions, and marketing strategies such as product positioning and advertising. For Korean instant noodles, four key product attributes— price, taste, quality, and brand image—play major roles in shaping consumer choices. Price-conscious Filipino buyers look for affordable options without compromising quality (Chanda, 2023). Korean instant noodles meet these expectations through competitive pricing, distinctive flavors, appealing aromas, long shelf life, and eye-catching packaging. The brand image of Korean instant noodles is further strengthened by the global presence of Korean media, portraying them as modern, fashionable, and part of a desirable lifestyle (Ong et al., 2023; Chanda, 2023). This cultural association makes them more than just food—they become symbols of identity and belonging. While their national market performance is well documented, little research has been done in smaller communities like Poblacion, Valencia City. This study aims to address that gap by examining how price, taste, quality, and brand image influence the buying behavior of senior high school students, providing insights that can guide local retailers and contribute to broader discussions on consumer behavior, cultural influence, and public health. In recent years, the growing popularity of Korean instant noodles among Filipino youth has been heavily amplified by digital media platforms such as TikTok, YouTube, Facebook, and Instagram. Viral mukbang videos, K-drama food scenes, influencer product reviews, and online food challenges have transformed Korean instant noodles into highly recognizable and socially desirable products among students. The Korean Wave, commonly known as Hallyu, has significantly shaped the lifestyle preferences and purchasing behavior of young consumers, particularly among senior high school students who are highly active on social media platforms. As a result, Korean instant noodles are no longer purchased solely for convenience or taste but are also consumed as part of social trends, online identity, and peer interaction. In Valencia City, where access to supermarkets, convenience stores, and online shopping platforms continues to expand, students are increasingly exposed to Korean food products and digital marketing campaigns. This growing exposure makes it important to examine the factors influencing students' buying behavior, particularly in understanding whether their decisions are driven more by practical considerations such as price and quality or by emotional and social factors such as brand popularity and cultural influence.

THEORETICAL FRAMEWORK

Anchor Theory

The Rational Choice Theory (Friedman and Hechter, 1988)

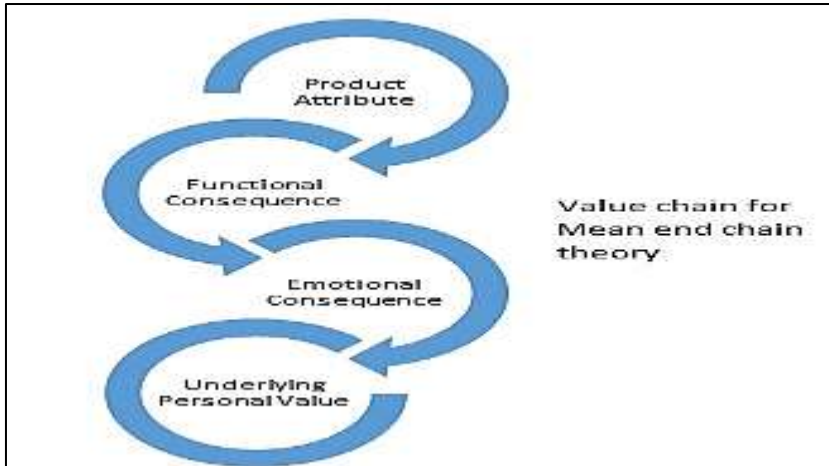


Rational Choice Theory (RCT) explained how people determined their actions. It suggested that individuals analyzed their alternatives to maximize satisfaction, paying attention to price, quality, taste, and brand (Cha et al., 2016). According to Cha and colleagues (2016), people considered several elements when deciding on their lifestyle and balanced the advantages and costs of doing what they preferred most. Before purchasing Korean

cup noodles, consumers evaluated the cost in relation to what they perceived as a fair price. They compared different brands and ensured that prices remained consistent. Consumers generally preferred products that matched their tastes, and the perception of a company often shaped their purchasing decisions, as many chose well-established brands. Cha et al. (2016) further explained that consumers took multiple factors into account to make the best possible decision when purchasing Korean instant noodles.

Support Theory 1

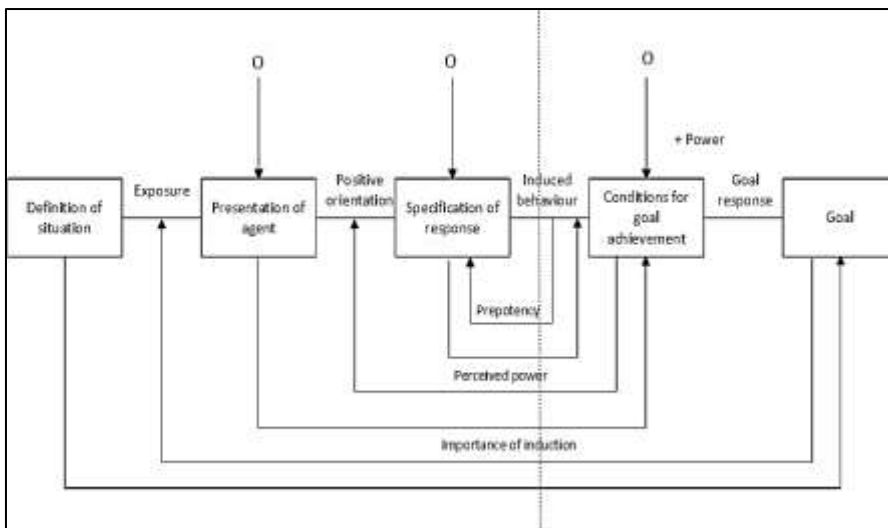
Means-End Chain Theory (Gutman,1982)



According to the Means-End Chain Theory (MEC), individuals decided which products to purchase based on their wants and needs. Gutman (1982) argued that this theory demonstrated how specific product features aligned with consumer values. Consumers were concerned with the price, quality, taste, brand image, and reputation or popularity of Korean instant noodles. Additionally, they considered what retailers provided for them. For example, price served as a means of accessing a reliable product, while high quality ensured satisfaction with the product itself. Taste contributed to a positive experience, and brand image influenced decisions depending on whether consumers trusted the brand, felt connected to its identity, or were familiar with it. Gutman (1982) emphasized that MEC theory clarified the relationship between product attributes and deeper consumer values. Ultimately, the optimization of well-being and emotional satisfaction shaped purchasing decisions.

Support Theory 2

Social Influence theory (Kelman,1958)



The Social Influence Theory (SIT) argued that social norms, culture, and advertising affected consumer choices. Individuals often changed their decisions after receiving recommendations from influential people, watching

endorsements on television, or listening to friends. In the case of Korean instant noodles, consumers were more likely to be influenced by those around them or by what they encountered online. Reviews and other digital content frequently prompted them to reconsider their views about these products. In an effort to please others and feel a sense of belonging, individuals tended to choose products that aligned with their peers' preferences. This explained why some consumers were drawn to popular brands or goods recommended by others. The SIT framework clarified how adapting to the behaviors and expectations of a group guided consumers in shaping their shopping habits (Davlembayeva and Papagiannidis, 2024).

Personal Discourse of the Theory

The descriptions of consumer decision-making in Rational Choice Theory, Means-End Chain Theory, and Social Influence Theory were distinct but compatible. Friedman and Hechter (1988) suggested that Rational Choice Theory viewed consumers as making rational decisions. For greater satisfaction, they selected their food based on its price, taste, brand preference, and quality. When consumers purchased Korean instant noodles, they applied this perspective by focusing on the brand, the quality of the product, the price, and its taste.

Furthermore, Gutman's (1982) Means-End Chain Theory emphasized the mental processes behind consumers' decisions. It indicated that individuals were motivated not only by a product's functional attributes and the emotions it evoked, but also by additional values. In this way, the enjoyment of food was connected to their emotions, while the significance of price, quality, or brand loyalty reflected deeper personal values.

Lastly, Social Influence Theory, as proposed by Kelman (1958), highlighted the impact of others in society in shaping purchasing behavior. Friends' recommendations and trending items on social networks significantly influenced how individuals shopped. A consumer was more likely to prefer a brand when it was recognized on social media or received positive online reviews. This demonstrated that purchasing behavior was shaped both by personal preferences and by the opinions of others. Taken together, these theories showed that rational thought, emotional values, and social influence collectively deepened the understanding of how consumers made decisions about what to buy.

Conceptual Framework

The main factors that influenced consumer behavior were price, quality, taste, and brand image, which served as the four independent variables in the study's conceptual framework. Variables such as age and gender were controlled while the relationship between these factors and consumer buying behavior was examined. This perspective considered whether product attributes affected consumer preferences and beliefs.

For many consumers, price indicated how Korean instant noodles compared in terms of worth and quality. It involved comparing prices, perceiving purchases as worth their cost, and observing that prices across stores did not fluctuate significantly (Zhao et al., 2021).

Quality referred to the appearance, texture, freshness, and overall reliability of Korean instant noodles. It was also shaped by how customers perceived consistent standards, whether when dining at a fast-food chain or preparing noodles at home (Safitri, Siregar, and Rafika, 2023).

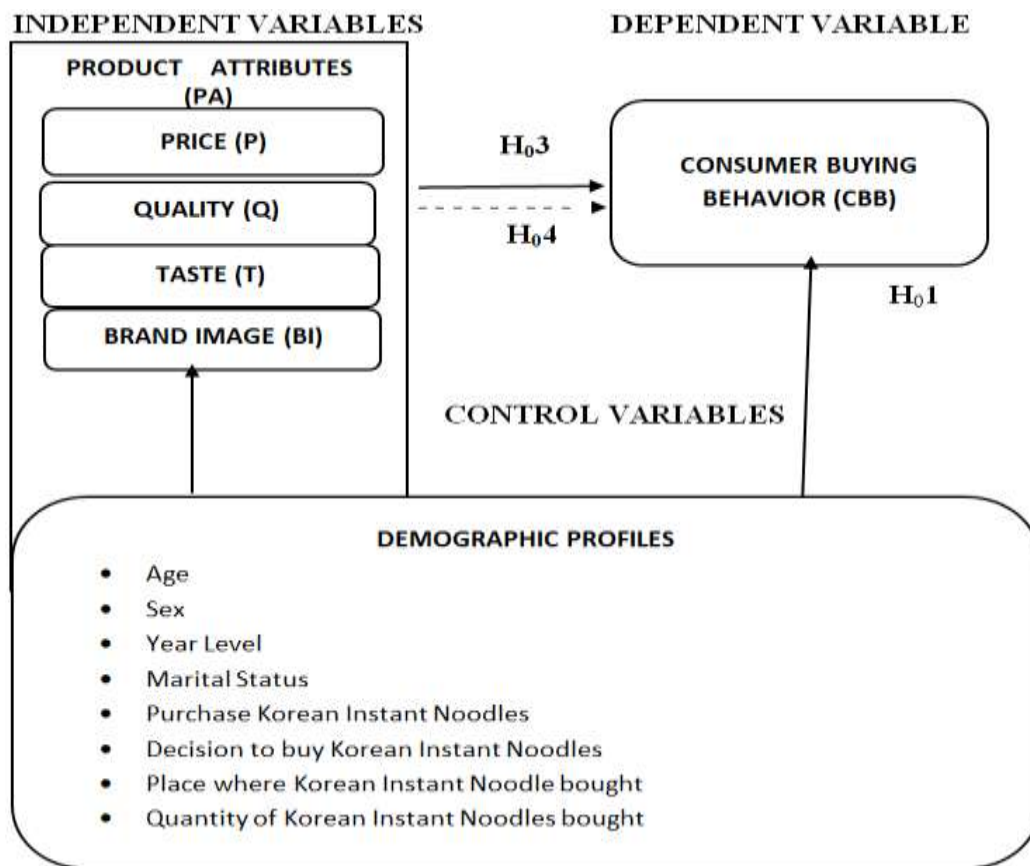
Taste encompassed the flavor, aroma, and spiciness of the noodles. Consumers evaluated whether sourness, umami flavor, and sweetness were appealing and whether they were satisfied with the choices available (Chen et al., 2022).

Brand image reflected consumers' thoughts and perceptions of a particular brand. Visibility, packaging, availability, and the extent to which a brand met expectations influenced this dimension (Rua, Saldanha, and Amaral, 2020).

Overall, consumer buying behavior referred to how individuals decided to purchase goods based on multiple sources of information. Digital reviews, recommendations from family and friends, past experiences, popular online content, and employee suggestions all guided their decisions (Appu et al., 2024)

Schematic Diagram of the Study

Figure 1. Conceptual Framework of the Study



Statement of the Problem

This study aim to determine the influence of Korean instant noodle product attributes on consumer buying behavior among selected senior high school students in Poblacion, Valencia City. Specifically, this study aim to determine:

1. What is the frequency of the respondents’ demographic profile, in terms of:
 - a. Age,
 - b. Sex,
 - c. Year level,
 - d. Marital Status,
 - e. Purchase Korean Instant Noodles,
 - f. Decision to buy Korean Instant Noodles,
 - g. Place where Korean Instant Noodle bought,
 - h. Quantity of Korean Instant Noodles bought?
2. What is the level of consumer buying behavior among senior high school students in Poblacion, Valencia City, in terms of: a. Price, b. Quality, c. Taste, and d. Brand image?

3. Is there a significant difference in consumer buying behavior when grouped according to demographic profiles?
4. Is there a significant difference in demographic profile when grouped compared to product attributes?
5. Is there a significant relationship between product attributes and consumer buying behavior?
6. Do product attributes on Korean instant noodles significantly influence consumers' buying behavior?

Hypotheses

The null hypothesis, a statement of no effect, is tested against our data, and we reject it if the p-value is less than 0.05.

Specific hypothesis statement:

H01: There is no significant difference in consumer buying behavior when grouped according to their demographic profiles.

H02: There is no significant difference in Product Attributes when consumers are grouped according to their demographic profiles.

H03: There is no significant relationship between product attributes and consumer buying behavior.

H04: Product attributes of Korean instant noodles do not significantly influence consumer buying behavior.

METHODOLOGY

This chapter thoroughly explained the techniques and procedures that were utilized in the study. It provided a clear and comprehensive overview of the research framework, study setting, population and sample, research instrument, data-gathering methods, statistical techniques, and ethical considerations. The methodology chapter ensured that the analysis was valid, reliable, and conducted with integrity. As a fundamental component of the research project, it served as a guide for readers to understand the processes of data collection, analysis, and interpretation. Each component was discussed in detail, highlighting its importance and contribution to the overall success of the study.

Research Design

The research design provided the framework for examining how the product attributes of Korean instant noodles influenced consumer buying behavior among senior high school students in Poblacion, Valencia City. The study employed a quantitative approach, which allowed the collection of numerical data to analyze consumer preferences and behaviors (Alkhafaji, 2024). Specifically, a descriptive research design was utilized to describe the characteristics of consumer buying behavior without manipulating the variables (Kramer, 1985). The study also incorporated a comparative design to determine differences between demographic groups in their responses to product attributes (Wind and Douglas, 1982). Furthermore, a correlational design was adopted to examine the relationships between product attributes—such as price, quality, taste, and brand image—and consumer buying behavior, without implying direct causation (Park and Kang, 2016). This multi-faceted design ensured that the study captured a comprehensive understanding of consumer behavior by describing, comparing, and correlating the variables under investigation.

Quantitative research methods were crucial for understanding consumer buying behavior in modern markets. This approach involved collecting and analyzing numerical data to uncover patterns, trends, and correlations related to consumer preferences and choices (Alkhafaji, 2024). Researchers used statistical models to examine relationships between variables such as product attributes and purchase decisions (Popescu et al., 2016). This method enabled the integration of past findings with new observations, thereby advancing the understanding of

consumer research (Alkhafaji, 2024). Quantitative research was particularly valuable for capturing the dynamic nature of consumer behavior in response to global events and societal changes (Alkhafaji, 2024).

Descriptive research aimed to gain familiarity with a phenomenon to achieve new insights (Kramer, 1985). The researcher observed, described, explored, and analyzed characteristics to assemble new knowledge where previous work had been lacking. This approach was considered the initial step in developing new knowledge that could lead to hypotheses for future testing (Kramer, 1985). Descriptive research was beneficial for understanding consumer preferences as it provided detailed insights without manipulating variables. When studying Korean instant noodle preferences, this method helped researchers understand what was typical or prevalent in consumer buying behavior (Boniar, Pylypenko, and Valiavska, 2023).

Comparative research examined differences and similarities in consumer behavior across different demographic groups (Wind and Douglas, 1982). This approach was valuable for understanding how age, gender, and cultural background influenced consumer preferences. Researchers used comparative methods to analyze how product attributes such as price, quality, taste, and brand image affected buying behavior across different consumer segments (Zhang, 2017). Companies developed more effective approaches for different target markets by comparing consumer responses to various marketing strategies. Comparative research helped identify which aspects of Korean instant noodle products appealed to different groups of senior high school students (Wind and Douglas, 1982).

Correlational research examined relationships between variables without manipulating them. Unlike experimental designs, correlational studies could not establish cause-and-effect relationships because all variables were measured simultaneously (Asamoah, 2014). This research method was beneficial for studying how product attributes like price, quality, taste, and brand image related to consumer buying behavior. Studies showed that product quality and ease of preparation significantly correlated with consumer purchasing decisions (Inoni, 2017). When researching Korean instant noodle preferences among senior high school students, correlational methods helped identify which product attributes had the strongest relationship with buying intentions (Lejiw and Fauzi, 2023).

Research Setting

Poblacion, Valencia City, Bukidnon, was a vibrant urban center in the heart of Bukidnon, Philippines, known for its expanding commercial areas and concentration of senior high schools. This made it an ideal location for examining youth consumer behavior, particularly regarding trending food products such as Korean instant noodles. The study, "The Influence of Korean Instant Noodle Product Attributes on Consumer Buying Behavior among Selected Senior High School Students in Poblacion, Valencia City, Bukidnon," investigated how product attributes—specifically price, quality, taste, and brand image— influenced students' purchasing decisions. The area's exposure to Korean culture, or Hallyu, had made Korean products, particularly food, increasingly popular among young consumers (Jin and Yoon, 2017). With many retail outlets and convenience stores offering these items, students frequently interacted with various brands, forming preferences based on affordability, flavor, and image (Cayaban et al., 2023). The research aimed to generate valuable insights into consumer behavior that could inform marketing strategies and product development for youth-focused food products in similar urban communities.

Research Participants

The study focused on identifying senior high school students who were consumers of Korean instant noodles from four institutions: Valencia Baptist Christian Academy, Inc., San Agustin Institute of Technology, Valencia Colleges (Bukidnon), INC and Valencia National High School. The inclusion criteria required participants to be currently enrolled students from the selected schools within Poblacion, Valencia City, and to have previously purchased or consumed Korean instant noodles. A stratified random sampling technique was employed to ensure that the sample accurately represented the population. This method involved dividing the population into subgroups based on school affiliation and selecting respondents proportionally from each institution (Singh & Masuku, 2014). Each subgroup was independently sampled to maintain fairness and representation according to the size of each school's student population. The exclusion criteria eliminated students who had never tried

Korean instant noodles to maintain the study’s focus on actual consumer behavior, as non-consumers would not have provided meaningful insights into product-related buying behavior. Participants were informed that they could withdraw from the study at any time without facing any consequences. This measure emphasized voluntary participation and protected the rights of the students throughout the process, assuring them that withdrawal would not affect their academic standing or treatment within their school environment (Bryman, 2016). The final sample size comprised 353 students, derived from a population of 4,207 using a 95% confidence level and a 5% margin of error, as calculated using Raosoft’s sample size calculator.

Table 1.1 Study Population and Samples Size Derivation Using Raosoft.com

Target Respondents	Population of the Respondents	Population Percentage	in Sample Size
Valencia Baptist Christian Academy, Inc.	124	2.95%	10
San Agustin Institute of Technology	536	12.74%	45
Valencia National High School	3476	82.65%	292
Valencia Colleges (Bukidnon), INC.	71	1.69%	6
Total	4,207	100%	353

The sample size for this study was calculated using the Raosoft sample size calculator, a reliable tool commonly employed in educational research. From a total population of 4,207 students across three institutions, the calculator determined that 353 respondents were sufficient to achieve valid results. The sample was distributed proportionally: 10 from Valencia Baptist Christian Academy, Inc., 45 from San Agustin Institute of Technology, 292 from Valencia National High School and 6 from Valencia Colleges (Bukidnon), INC. This proportional allocation ensured that each school was fairly represented in the study. According to Besekar, Jogdand, and Naqvi (2024), using sample size calculators helps researchers maintain accuracy and efficiency in their studies. Mukti (2025) further emphasizes that proper sample size determination is crucial for producing reliable and generalizable findings. By following these established methods, the study minimized sampling error and strengthened the validity of its conclusions. Overall, this approach is well-supported by current research and best practices in the field.

The study employed probability sampling, specifically stratified random sampling, to select participants from each institution. Stratified random sampling involved dividing the population into subgroups; in this case, the three schools served as the strata. Respondents were then randomly selected from each subgroup based on their proportion of the total population. This method ensured that all relevant subgroups were represented, which is particularly important in diverse educational settings. The process began by determining the number of students to sample from each school, followed by random selection within each group. Besekar, Jogdand, and Naqvi (2024) note that stratified random sampling reduces bias and improves the accuracy of research findings. Mukti (2025) also highlights that this technique is especially effective for studies involving populations of varying sizes or characteristics. By utilizing this approach, the study enhanced the credibility and generalizability of its results, aligning with current recommendations in educational research literature.

Research Instruments

The researchers utilized an adapted survey questionnaire. To validate the survey instruments, 30 senior high school students who consumed and purchased Korean instant noodles were selected from various schools throughout Poblacion, Valencia City. The researchers also used Cronbach's Alpha to examine the reliability and validity of the study's item questions. This statistical measure assessed the survey instruments' internal consistency, which ensured that the questions accurately measured the desired constructs. A Cronbach's alpha value of 0.70 or higher was considered acceptable, indicating that the survey questions were consistent and reliable (Saidi and Slew, 2019).

Table 1.2 Construct Description, Source, and Cronbach’s Alpha Reliability Score Result from a Pilot Test of Thirty (30) Samples

Construct	Description	Source	Cronbach’s Alpha (Reliability Score from Pilot Test)	Remarks
Price (P)	It is referring to the perceived cost of the product relative to its value, quality, and the consumer's willingness to pay, considering factors like price comparison, value for money, and price consistency across stores	Impact of Pricing and Product Information on Consumer Buying Behavior with Customer Satisfaction in a Mediating Role (Zhao et al., 2022)	0.872	All 10 item questions passed the Reliability Score of 0.7 or higher.
Quality (Q)	It is referring to the perceived attributes of the product, including packaging, freshness, texture, durability, and overall satisfaction with its consistency and resistance to spoilage, as well as the consumer’s appreciation of its appearance and quality for home consumption.	The influence of price, product quality, and service quality on customer satisfaction at Home Smart Rantau Prapat. (Safitri, Siregar, and Rafika, 2023).	0.843	All 7 item questions passed the Reliability Score of 0.7 or higher.

Table 1.2 Construct Description, Source, and Cronbach’s Alpha Reliability Score Result from a Pilot Test of Thirty (30) Samples (Continuation)

Construct	Description	Source	Cronbach’s Alpha (Reliability Score from Pilot Test)	Remarks
Taste (T)	It is referring to the sensory experience of flavor, aroma, and spiciness, including personal preferences for certain tastes like sour, umami, sweetness, and smoothness, as well as the overall enjoyment	Relationships between autistic traits, taste preference, taste perception, and eating behaviour (Chen et al., 2022).	0.831	All 9 item questions passed the Reliability Score of 0.7 or higher.
Brand Image (BI)	Examining the relationships		0.804	All 9 item questions passed the Reliability

	<p>and appropriateness of these flavors in the product.</p> <p>It is referring to the consumer's perception of the brand's reputation, recognition, attractiveness, and overall appeal, including factors such as the visibility of the brand, the quality of packaging, the availability in stores, and the alignment of product attributes with consumer expectations.</p>	<p>among product quality, customer satisfaction, and loyalty in the Bamboo Institute, Dili, Timor-Leste (Rua, Saldanha, and Amaral, 2020).</p>		<p>Score of 0.7 or higher.</p>
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Table 1.2 Construct Description, Source, and Cronbach's Alpha Reliability Score Result from a Pilot Test of Thirty (30) Samples (Continuation)

Construct	Description	Source	Cronbach's Alpha (Reliability Score from Pilot Test)	Remarks
<p>Consumer buying Behavior (CBB)</p> <p>OVERALL CRONBACH'S ALPHA</p>	<p>It is referring to the decision-making process influenced by various sources of information, including online reviews, store staff recommendations, personal experiences, viral content, and advice from friends, family, and experts, which guide the consumer's purchasing choices.</p>	<p>Impact of pricing and packaging on consumer buying behavior (Appu et al., 2024).</p> <p>0.901</p>	<p>0.893</p>	<p>All 13 item questions passed the Reliability Score of 0.7 or higher.</p> <p>All 48 item questions passed the Reliability Score of 0.7 or higher.</p>

Table presents the reliability results of a pilot test conducted on the survey instrument used in this study. The test involved 30 senior high school students from Poblacion, Valencia City and measured five primary constructs: Price, Quality, Taste, Brand Image, and Consumer Buying Behavior. Each construct consisted of a specific number of items adapted from reliable sources. Cronbach's Alpha was used to assess reliability, with 0.70 considered the acceptable standard. The Price construct obtained a score of 0.872, indicating high reliability. Quality scored 0.843, and Taste scored 0.831, both demonstrating strong internal consistency. The Brand Image construct scored 0.804, also meeting the acceptable threshold. Consumer Buying Behavior exhibited the highest reliability at 0.901. The overall Cronbach's Alpha for all 48 items was 0.893, confirming that the survey instrument was reliable and suitable for the study. These results indicate that the survey effectively measured the factors influencing students' buying behavior toward Korean instant noodles.

Table 1.3 Construct Item Questions to be Used in Actual Data Gathering

Construct	Item Questions	Total No. of Item Questions	Total Number of Item Questions Deleted After Pilot Test
Price P	<p>P1. I think Korean instant noodles are reasonably priced.</p> <p>P2. The price of Korean instant noodles is consistent across different stores.</p> <p>P3. I believe Korean instant noodles offer. good value for money.</p> <p>P4. When buying Korean instant noodles, I am concerned about both price and quality.</p> <p>P5. I compare prices of different Korean instant noodle brands to ensure I get the best value.</p> <p>P6. I try to maximize the quality of Korean instant noodles for the money I spend.</p> <p>P7. I want to feel like I'm getting my money's worth when I buy Korean instant noodles.</p> <p>P8. I look for lower prices on Korean instant noodles but only if they meet certain quality standards.</p> <p>P9. I check the price per serving of Korean instant noodles to compare brands.</p> <p>P10. I always check prices to ensure I get the best value for my money when buying Korean instant noodles.</p>	10	None

Table 1.3 Construct Item Questions to be Used in Actual Data Gathering (Continuation)

Construct	Item Questions	Total No. of Item Questions	Total Number of Item Questions Deleted After Pilot Test
Quality Q	<p>Q1. Korean instant noodles are well-packaged.</p> <p>Q2. The appearance and texture of Korean instant noodles are consistent.</p> <p>Q3. Korean instant noodles always seem fresh.</p> <p>Q4. The quality of Korean instant noodles for home consumption is fine.</p> <p>Q5. The Korean instant noodles' quality is good.</p> <p>Q6. I appreciate the artistic packaging of Korean instant noodles.</p>	7	None

Taste T	<p>Q7. Korean instant noodles are durable and resist spoilage well.</p> <p>T1. I think Korean instant noodles have excellent flavor.</p> <p>T2. The aroma of Korean instant noodles is appetizing.</p> <p>T3. I enjoy the spiciness of Korean instant noodles.</p> <p>T4. There are certain flavors in Korean instant noodles that I dislike (e.g., sour or umami).</p> <p>T5. I prefer Korean instant noodles that are not too heavily seasoned.</p> <p>T6. After tasting the Korean Instant noodles, I feel that the sour taste is very appropriate.</p> <p>T7. After tasting Korean Instant Noodles, I feel that the thickness and smoothness are very appropriate.</p> <p>T8. After tasting the Korean instant noodles, I feel that the umami taste is very appropriate.</p> <p>T9. After tasting the Korean instant noodles, I feel that the sweetness is very appropriate.</p>	9	None
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Table 1.3 Construct Item Questions to be Used in Actual Data Gathering (Continuation)

Construct	Item Questions	Total No. of Item Questions	Total Number of Item Questions Deleted After Pilot Test
Brand Image BI Consumer Buying	<p>BI1. I buy Korean instant noodles based on others' choices.</p> <p>BI2. Korean instant noodle brands are easily available in stores.</p> <p>BI3. I am aware of several Korean instant noodle brands.</p> <p>BI4. Korean instant noodles packaging is beautiful and attractive.</p> <p>BI5. Korean instant noodle brands are easy to recognize.</p> <p>BI6. The flavor names of Korean instant noodles are easy to say.</p> <p>BI7. The overall product attributes of Korean instant noodles are in accordance with my wishes.</p>	9	None

<p>Behavior CBB</p>	<p>BI8. Korean instant noodles are well-known and famous.</p> <p>BI9. Korean instant noodles are favorite product in the community.</p> <p>CBB1. I read online reviews before buying Korean instant noodles.</p> <p>CBB2. I like to ask store staff about Korean instant noodles before purchasing.</p> <p>CBB3. Seeing Korean instant noodles in person helps me decide to buy them.</p> <p>CBB4. Blogs influence my opinion about Korean instant noodle brands.</p> <p>CBB5. Viral content (videos, articles) affects my perception of Korean instant noodles.</p> <p>CBB6. I ask friends and family for recommendations on Korean instant noodles.</p> <p>CBB7. I seek expert opinions online about Korean instant noodles.</p> <p>CBB8. I check customer reviews on shopping sites before buying Korean instant noodles.</p> <p>CBB9. Talking to sales staff is important when buying Korean instant noodles.</p> <p>CBB10. I prefer to physically see Korean instant noodles before buying them.</p> <p>CBB11. Blogs help me learn about new Korean instant noodle products.</p> <p>CBB12. I consult loved ones before buying a new Korean instant noodle brand.</p> <p>CBB13. I read professional reviews before trying a new Korean instant noodle brand.</p>	<p>13</p>	<p>None</p>
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Table presents the final survey items that were used in the actual study. All 10 items under the Price construct were retained, focusing on students’ perceptions of fairness, value, and price comparisons. The Quality section retained seven items, emphasizing packaging, freshness, and product durability. For Taste, nine items were included to capture opinions on flavor, aroma, texture, and specific taste attributes such as spiciness and sweetness. The Brand Image construct retained all nine items, addressing brand appeal, familiarity, and recognition. Lastly, the Consumer Buying Behavior construct kept all 13 items, covering how students relied on reviews, recommendations, and in-store experiences when making purchasing decisions. No items were deleted, indicating that all questions met the standards for clarity and reliability.

Table 1.4 Interpretation Table of the Level of Agreement

Scale	Range Interval of Weighted Mean	Scale Description	Interpretation
7	6.148 - 7.000	Strongly Agree	Very extensively observed in selected Senior High School student Korean instant noodle consumers
6	5.290 - 6.147	Agree	Extensively observed in selected Senior High School student Korean instant noodle consumers
5	4.432 - 5.289	Almost Agree	Observed in observed in selected Senior High School student Korean instant noodle consumers
4	3.574 - 4.431	Nearly Agree	Moderately observed in selected Senior High School student Korean instant noodle consumers
3	2.716 - 3.573	Somewhat Disagree	Rarely observed in selected Senior High School student Korean instant noodle consumers
2	1.858 - 2.715	Disagree	Almost Not observed in selected Senior High School student Korean instant noodle consumers
1	1.000 - 1.857	Strongly Disagree	Not observed in selected Senior High School student Korean instant noodle consumers

Table provides an interpretation of the level of agreement based on a seven-point scale used to assess perceptions of Korean instant noodles. The scale ranged from 1 to 7, with corresponding weighted mean intervals for each level of agreement. Scores between 6.148 and 7.000 indicated "Strongly Agree," suggesting that the assessed attribute was extensively observed in Korean instant noodles. Scores between 5.290 and 6.147 represented "Agree," meaning the attribute was clearly observed. "Almost Agree," with a range of 4.432 to 5.289, reflected that the attribute was observed but not as strongly. Scores between 3.574 and 4.431 denoted "Nearly Agree," implying the attribute was moderately observed. The range from 2.716 to 3.573 corresponded to "Somewhat Disagree," indicating the attribute was rarely observed. Scores between 1.858 and 2.715 represented "Disagree," suggesting the attribute was almost not observed, and scores from 1.000 to 1.857 indicated "Strongly Disagree," meaning the attribute was not observed at all. This interpretation table facilitated understanding of the degree to which respondents agreed or disagreed with statements regarding Korean instant noodles, providing clear guidance for data analysis. The intervals ensured that responses were categorized accurately, allowing for precise assessment of student perceptions.

Table 1.5 Interpretation Table of the Variable Strong to No Correlation (Pearson r Coefficient) According to Hair et. Al. (2013)

Range of Coefficient		Description
From	To	
±0.81	±1.00	Very Strong Positive Correlation or Very Strong Negative Correlation
±0.61	±0.80	Strong Positive Correlation or Strong Negative Correlation
±0.41	±0.60	Moderate Positive Correlation or Moderate Negative Correlation
±0.21	±0.40	Weak Positive Correlation or Weak Negative Correlation
±0.00	±0.20	Weak to No Correlation

Table illustrates the interpretation of the strength of the relationship between two variables using Pearson’s r correlation coefficient, as explained by Hair et al. (2013). Values between ± 0.81 and ± 1.00 indicated a very strong relationship, meaning that both variables increased or decreased together significantly. A range of ± 0.61 to ± 0.80 represented a strong relationship, slightly weaker than the previous category. Values between ± 0.41 and ± 0.60 indicated a moderate relationship, reflecting a noticeable but not highly consistent connection. When the coefficient ranged from ± 0.21 to ± 0.40 , the relationship was considered weak, showing some association but not very reliable. Finally, values between ± 0.00 and ± 0.20 signified little to no relationship. This interpretation guide was valuable for the study, such as in examining whether constructs like Price or Taste influenced the frequency of students’ purchases of Korean instant noodles, providing clarity on whether observed relationships were meaningful or occurred by chance.

Table 1.6 Interpretation Table of the Variable Strength and Magnitude of the Relationship (Pearson r Coefficient) According to Cohen (1988)

Range of Coefficient		Description
From	To	
± 0.50	± 1.00	Large Positive or Large Negative Relationship
± 0.30	± 0.49	Medium Positive or Medium Negative Relationship
± 0.10	± 0.29	Small Positive or Small Negative Relationship
± 0.00	± 0.09	No Strength and Magnitude of Relationship

Table presents the interpretation of the strength of relationships between two variables using Pearson’s r, based on Cohen’s (1988) guidelines. Values between ± 0.50 and ± 1.00 indicated a significant relationship, representing a strong connection in which one variable noticeably affected the other. Values from ± 0.30 to ± 0.49 denoted a medium relationship, reflecting a moderate but meaningful association. Coefficients between ± 0.10 and ± 0.29 indicated a small relationship, suggesting a connection that existed but was not very strong and might have limited practical impact. Finally, values from ± 0.00 to ± 0.09 suggested no relationship between the variables. This interpretation framework assisted researchers in determining whether the data reflected minor or substantial links. For instance, when examining how the Taste or Price of Korean instant noodles influenced students’ buying behavior, this guide clarified the strength of the observed effects. Cohen’s approach was particularly useful because it indicated not only the presence of a relationship but also its practical significance, allowing for meaningful interpretation of real-world implications.

Data Gathering Procedure

The data collection process for this study was carefully planned and carried out in an organized and respectful manner. Once the researchers received official approval from the adviser and ethics committee, they contacted school administrators in Poblacion, Valencia City, to request permission to survey selected senior high school students. Prior to distributing the questionnaires, the purpose of the study was explained to the participants, and informed consent was obtained, ensuring that students understood their responses would remain confidential and be used solely for research purposes.

Data were collected through printed questionnaires, distributed at convenient times to avoid disrupting classes. The researchers were present to clarify any questions and to encourage honest and thoughtful responses. After collection, each questionnaire was carefully checked to ensure that all required information was provided. The responses were then encoded, organized, and cleaned to remove errors or incomplete data, a crucial step in preparing for accurate analysis. Throughout the process, ethical guidelines were strictly followed to ensure that data collection was respectful, transparent, and efficient.

To maintain a structured workflow, the researchers developed a time management plan outlining the entire research process—from proposing the topic in January 2025 to the final defense in December 2025. Each month was dedicated to specific activities, including writing chapters, validating the questionnaire, collecting and analyzing data, and preparing for the final oral defense. This schedule was designed to prevent last-minute work and allow sufficient time for revisions, ensuring that the research was conducted carefully and thoroughly.

Table 1.7

TASK	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
Topic Selection												
Chapter 1 Writing												
Chapter 2 Writing												
Revision (Ch 1–2)												
Instrument Dev.												
Instrument Approval												
Data Collection												
Data Checking												
Data Analysis												
Thesis Writing												
Finalization												

Data Analysis

Various statistical tools were utilized to thoroughly address the research questions in this study. Descriptive statistics were employed to summarize and describe the basic characteristics of the data collected from the respondents.

Frequencies and percentages were computed to present the demographic profile of the participants, while means and standard deviations were used to assess the levels of consumer buying behavior across the dimensions of Price, Quality, Taste, and Brand Image.

Comparative analysis tools, including the Independent Samples t-test and One-Way ANOVA, were applied to determine significant differences in consumer buying behavior across different demographic groups. Pearson r correlation analysis was conducted to examine the relationships and test the significance between product attributes and consumer buying behavior.

Finally, linear regression analysis was used to assess the predictive influence of product attributes on consumer buying behavior. All statistical analyses were performed using SPSS version 26, a comprehensive statistical software recognized for its reliability and ease of interpretation (Rahman & Muktadir, 2021).

The corresponding statistical tools for each Statement of the Problem (SOP) are presented in Table 1.8

Statistical Tools to be Used for the Study

SOP	Analysis	Statistical Tool
SOP 1	Descriptive	Analyze > Descriptive Statistics > Frequencies
SOP 2	Descriptive	Analyze > Descriptive Statistics > Descriptives (Mean, Std. Deviation)
SOP 3	Comparative	Analyze > Compare Means > Independent Samples t-test; One-Way ANOVA
SOP 4	Comparative	Analyze > Compare Means > Independent Samples t-test; One-Way ANOVA
SOP 5	Correlational	Analyze > Correlate > Bivariate (Pearson r)
SOP 6	Correlational	Analyze > Regression > Linear

RESULTS AND DISCUSSION

This chapter presents the study's findings in alignment with the predefined research objectives. It encompasses a comprehensive discussion of each result's implications, scrutinizing its alignment with existing literature to establish congruence or divergence with the study's outcomes. The presentation and analysis of these findings are strategically structured to offer a better understanding of its significance within the broader academic context. Moreover, the integration of supporting literature aids in contextualizing and validating the observed results, contributing to a comprehensive comprehension of the study's contributions and their implications for future research endeavors.

Construct reliability means how consistent or dependable a questionnaire or survey is in measuring what it is supposed to measure. It checks if the items under one topic or idea give similar results when answered by different people or at different times. If the reliability is high, it means the questions are clear, related, and produce steady results. This helps the researcher trust that the data gathered is accurate and consistent.

Construct validity, on the other hand, tells if the questions really measure what they are meant to measure. It makes sure that the instrument reflects the true meaning of the concept being studied. Both reliability and validity are very important because they show that the tool used in the research is effective and trustworthy. When both are achieved, the results of the study become more accurate, meaningful, and useful in drawing good conclusions.

Table 1.9 Reliability and Validity Test of the Research Instrument

Standard Value		>0.5	>0.6	>0.5	> or = to 0.7
Constru ct	Item	FL	CR	AVE** *	Cronbach's Alpha
Price	P1. I think Korean instant noodles are reasonably priced.	0.554	0.858	0.380	0.924
	P2. The price of Korean instant noodles is consistent across different stores.	0.577			
	P3. I believe Korean instant noodles offer good value for money.	0.664			
	P4. When buying Korean instant noodles, I am concerned about both price and quality.	0.671			

	P5. I compare prices of different Korean instant noodle brands to ensure I get the best value.	0.670			
	P6. I try to maximize the quality of Korean instant noodles for the money I spend.	0.537			
	P7. I want to feel like I'm getting my money's worth when I buy Korean instant noodles.	0.638			
	P8. I look for lower prices on Korean instant noodles but only if they meet certain quality standards.	0.519			
	P9. I check the price per serving of Korean instant noodles to compare brands.	0.708			
	P10. I always check prices to ensure I get the best value for my money when buying Korean instant noodles.	0.593			
Quality	Q1. Korean instant noodles are well-packaged.	0.672	0.813	0.385	0.910
	Q2. The appearance and texture of Korean instant noodles are consistent.	0.520			
	Q3. Korean instant noodles always seem fresh.	0.645			
	Q4. The quality of Korean instant noodles for home consumption is fine.	0.619			
	Q5. The Korean instant noodles' quality is good.	0.539			
	Q6. I appreciate the artistic packaging of Korean instant noodles.	0.707			
	Q7. Korean instant noodles are durable and resist spoilage well.	0.622			
Taste	T3. I enjoy the spiciness of Korean instant noodles.	0.607	0.690	0.359	0.832
	T4. There are certain flavors in Korean instant noodles that I dislike (e.g., sour or umami).	0.669			
	T5. I prefer Korean instant noodles that are not too heavily seasoned.	0.549			
	T9. After tasting the Korean instant noodles, I feel that the sweetness is very appropriate.	0.564			
Brand Image	BI1. I buy Korean instant noodles based on others' choices.	0.617	0.794	0.357	0.872
	BI2. Korean instant noodle brands are easily available in stores.	0.656			

	BI3. I am aware of several Korean instant noodle brands.	0.607			
	BI4. Korean instant noodles packaging is beautiful and attractive.	0.688			
	BI5. Korean instant noodle brands are easy to recognize.	0.541			
	BI8. Korean instant noodles are well-known and famous.	0.517			
	BI9. Korean instant noodles are favorite product in the community.	0.538			
Consumer Buying Behavior	CBB4. Blogs influence my opinion about Korean instant noodle brands.	0.603	0.882	0.456	0.923
	CBB5. Viral content (videos, articles) affects my perception of Korean instant noodles.	0.616			
	CBB6. I ask friends and family for recommendations on Korean instant noodles.	0.658			
	CBB7. I seek expert opinions online about Korean instant noodles.	0.618			
	CBB8. I check customer reviews on shopping sites before buying Korean instant noodles.	0.745			
	CBB9. Talking to sales staff is important when buying Korean instant noodles.	0.654			
	CBB11. Blogs help me learn about new Korean instant noodle products.	0.754			
	CBB12. I consult loved ones before buying a new Korean instant noodle brand.	0.635			
	CBB13. I read professional reviews before trying a new Korean instant noodle brand.	0.772			
Overall Alpha for Product Attributes Concept*					0.971
Overall Alpha (ALL 37 Item Questions)**					0.977
<p>*Originally, there were 35 item questions for Product Attributes Concept (Price, Quality, Taste, and Brand Image). Due to lower than 0.5 communalities value and lower than 0.5 factor loading values, the following item questions were deleted: T1, T2, T6, T7, T8, BI6, and BI7. Thus, only 28 item questions for product attributes (10 for Price, 7 for Quality, 4 for Taste, and 7 for Brand Image) to be utilized for deeper analysis.</p>					

**For Overall alpha, there were only 37 item questions accounted. Originally it were 48 item questions (both IV and DV). There were seven item questions deleted from IV and four item questions deleted from DV - Consumer Buying Behavior (CBB1, CBB2, CBB3, and CBB10).

***All values from Average Variance Extracted (AVE) were lower than the standard value of 0.5 or higher. Except AVE, all measures passed the standard requirements for good validity test scores.

n = 353

The Factor Loading (FL) values ranged from 0.519 to 0.772, indicating that most items were strongly correlated with their respective constructs, meaning each statement effectively measured its intended aspect such as price, quality, taste, brand image, or consumer buying behavior. The Composite Reliability (CR) values exceeded the standard 0.6 threshold for all constructs, confirming that the items within each dimension consistently represented the same concept. Meanwhile, the Average Variance Extracted (AVE) values ranged from 0.357 to 0.456, which are slightly below the ideal 0.5 benchmark, implying that while the constructs captured a substantial portion of the variance from their indicators, there remains room for refinement to enhance convergent validity. The Cronbach’s Alpha values, which ranged from 0.832 to 0.924 for each construct and up to 0.977 overall, demonstrated excellent internal consistency across all items, proving that the instrument produced stable and reliable results. The deletion of items with factor loadings below 0.5 improved the reliability and validity of the final instrument. Overall, these values suggest that the research instrument was statistically strong, with sufficient reliability and acceptable validity to measure the influence of Korean instant noodle product attributes on consumer buying behavior among senior high school students in Valencia City.

Significant Research Results

The findings of this study effectively address the research problem by clearly establishing how product attributes influence the consumer buying behavior of Korean instant noodles among senior high school students in Poblacion, Valencia City. The results confirm that the measurement instrument was both reliable and valid, accurately capturing students’ evaluations of price, quality, taste, brand image, and their corresponding buying behavior. Descriptive findings showed that students generally held favorable perceptions of all product attributes, reflecting widespread acceptance of Korean instant noodles within this consumer group. However, inferential analyses demonstrated that price and brand image exerted the strongest influence on buying behavior, highlighting students’ emphasis on affordability, perceived value, and brand appeal when making purchase decisions. While quality and taste were positively rated, they did not emerge as significant independent predictors when assessed alongside other attributes, indicating that these factors serve as expected standards rather than decisive drivers of choice. Overall, the results underscore that consumer buying behavior is shaped primarily by rational value assessment and brand-related perceptions, providing actionable insights for Korean instant noodle brands to strategically align pricing and branding efforts with the preferences of student consumers. Demographic Profile in Terms of Frequency

Table 1.10 Demographic Profiling of the Respondents

Demographic Variable	Category	Frequency	Percentage
Age	15 years old	2	0.6
	16 years old	21	5.9
	17 years old	128	36.3
	18 years old	110	31.2
	19 years old	59	16.7

	20 years old	31	8.8
	21 years old	1	0.3
	27 years old	1	0.3
Sex	Male	165	46.7
	Female	188	53.3
Year Level	Grade-11	134	38
	Grade-12	219	62
Marital Status	Single	349	98.9
	Married	4	1.1
Purchase Korean Instant Noodles	Yes	294	83.3
	No	59	17
Decision to buy Korean Instant Noodles	Planned	208	58.9
	Impulse	145	41.1
Place where Korean Instant Noodle bought	Open market	110	31.2
	Supermarket	243	68.8
Quantity of Korean Instant Noodles bought	A Carton	69	19.5
	Loose packs	284	80.5
Note: n=353			

Table 1.10 presents the demographic profile of 353 senior high school respondents from Valencia City, Bukidnon. The majority of the respondents were aged 17 years old (36.3%) and 18 years old (31.2%), indicating that most participants were in late adolescence. In terms of sex, females (53.3%) slightly outnumbered males (46.7%), showing a balanced gender distribution. Most of the respondents were in Grade 12 (62%), while 38% were in Grade 11. Nearly all were single (98.9%), reflecting the typical marital status of high school students. A large portion of respondents (83.3%) reported purchasing Korean instant noodles, suggesting strong product engagement among youth consumers. More than half (58.9%) stated that their purchase decisions were planned, while 41.1% bought impulsively. The majority (68.8%) preferred buying from supermarkets rather than open markets (31.2%), likely due to product accessibility and variety. Most respondents (80.5%) purchased Korean instant noodles in loose packs rather than by the carton (19.5%), implying that smaller quantities suit their consumption habits and budgets. Overall, the demographic data indicate that young, single, and predominantly female students are active consumers of Korean instant noodles, with their purchases largely influenced by convenience and affordability.

Level of Product Attributes in terms of Price P, Quality Q, Taste T, and Brand Image BI and Consumer Buying Behavior CBB of Selected Senior High School Students in Valencia City, Bukidnon as Respondents Purchasing Korean instant noodle

Range, Minimum, Maximum, Mean, and Standard Deviation are essential descriptive statistical measures used to summarize and interpret quantitative data. The range represents the spread or difference between the highest

and lowest values in a dataset, providing a quick view of data variability (Gravetter and Wallnau, 2017). The minimum is the smallest observed value, while the maximum is the largest, both of which help identify the boundaries of the dataset (Field, 2018). The mean, often referred to as the average, is the sum of all data values divided by the number of observations, and it indicates the dataset’s central tendency or typical value (Cohen, Manion, & Morrison, 2018). Meanwhile, the standard deviation (Std. Dev.) measures the amount of variation or dispersion of data from the mean; a smaller standard deviation suggests that values are close to the mean, while a larger one indicates greater variability (Pallant, 2020). Together, these statistics offer a concise numerical summary that describes how the data are distributed, helping researchers interpret patterns and consistency within their study results.

Table 1.11 Level of Product Attributes in terms of Price P, Quality Q, Taste T, and Brand Image BI and Consumer Buying Behavior CBB of Selected Senior High School Students in Valencia City, Bukidnon as Respondents Purchasing Korean instant noodle

Construct	Range	Min.	Max.	Mean	Std. Dev.	Scale Description	Descriptive Interpretation
Price (P)	5.00	2.00	7.00	5.881	1.265	Agree	Extensively observed in selected Senior High School student Korean instant noodle consumers
Quality (Q)	5.00	2.00	7.00	5.878	1.318	Agree	Extensively observed in selected Senior High School student Korean instant noodle consumers
Taste (T)	6.00	1.00	7.00	5.878	1.354	Agree	Extensively observed in selected Senior High School student Korean instant noodle consumers
Brand Image (BI)	5.00	2.00	7.00	5.857	1.268	Agree	Extensively observed in selected Senior High School student Korean instant noodle consumers
Overall Product Attributes	5.00	2.00	7.00	5.966	1.254	Agree	Extensively observed in selected Senior High School student Korean instant noodle consumers
Consumer Buying Behavior (CBB)	5.00	2.00	7.00	5.994	1.268	Agree	Extensively observed in selected Senior High School student Korean instant noodle consumers
Note: n=353							

Table 1.11 presents the respondents’ level of agreement on product attributes—Price, Quality, Taste, and Brand Image—and their Consumer Buying Behavior toward Korean instant noodles. Based on the results, all constructs obtained mean scores ranging from 5.857 to 5.994, which fall under the “Agree” category according to Table 2.4 Level of Agreement Interpretation, indicating that these attributes are extensively observed among the

respondents. The highest mean was recorded for Consumer Buying Behavior (Mean = 5.994, SD = 1.268), suggesting that students strongly recognize their purchasing tendencies toward Korean instant noodles. Price (Mean = 5.881, SD = 1.265) and Quality (Mean = 5.878, SD = 1.318) were also rated highly, showing that affordability and product quality significantly influence their choices. Similarly, Taste (Mean = 5.878, SD = 1.354) and Brand Image (Mean = 5.857, SD = 1.268) received high agreement levels, implying positive perceptions of Korean noodle flavors and branding. The Overall Product Attributes mean of 5.966 indicates a consistently favorable evaluation across all dimensions. The range values (5.00 to 6.00) and standard deviations (1.254 to 1.354) reveal moderate consistency in responses, showing that most students share similar opinions. These findings demonstrate that the respondents generally perceive Korean instant noodles as high in quality, well-priced, tasty, and well-branded products that influence their buying behavior. Overall, the results suggest that product attributes play an important role in shaping consumer attitudes and purchasing decisions among senior high school students.

Significant Difference (between socio-demographic profile to Consumer Buying Behavior) – Using Compare Means > Independent Samples t-Test, One Way ANOVA

Independent Samples t-Test

An Independent Samples t-Test is a statistical procedure used to determine whether there is a significant difference between the means of two independent groups (e.g., male vs. female respondents) on a particular variable (Pallant, 2020). It compares group averages to assess if observed differences are due to random variation or an actual effect (Gravetter & Wallnau, 2017). The Levene’s Test checks the assumption of homogeneity of variances, meaning it tests whether the two groups have equal variances; if the test is not significant ($p > 0.05$), equal variances are assumed (Field, 2018). The t-value represents the ratio of the difference between group means to the variability of the data—it indicates how many standard errors the means are apart (Cohen, Manion, & Morrison, 2018). The degrees of freedom (df) are related to the sample size and help determine the critical value of t needed for statistical significance. The p-value shows the probability that the observed difference occurred by chance; if $p < 0.05$, the result is considered statistically significant (Gravetter & Wallnau, 2017). Lastly, the mean difference indicates the actual numerical gap between the two group means, helping to interpret the magnitude and direction of the effect. Together, these statistics allow researchers to conclude whether group differences are statistically meaningful or simply due to random variation.

Consumer Buying Behavior compared to Variable Sex

Table 1.12 The Differences in Level of Consumer Buying Behavior Between Male and Female Students in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Sex	aLevene's Test (0.010) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Consumer Buying Behavior Between Male and Female Students in Selected Senior High School in Valencia City, Bukidnon	-3.433	351.000	<.001	-0.399	Ho1 Not Accepted

*There was a significant difference between the sex of the respondents and the level of consumer buying behavior perceived by students in selected senior high school in Valencia City, Bukidnon with p-value < 0.001.

Table 1.12 reveals a statistically significant difference in consumer buying behavior between male and female senior high school students in Valencia City, Bukidnon, as evidenced by a t-value of -3.433 and a p-value of less than 0.001. Since the p-value is lower than the 0.05 level of significance, the null hypothesis is rejected. The

negative mean difference (-0.399) indicates that female students exhibit higher consumer buying behavior than male students. This result supports the findings of Ugbonhe et al. (2021), who explained that women are generally more emotionally driven and more attentive to brand recognition and marketing cues, while men tend to focus on product usefulness and practicality. In the context of Korean instant noodles, female students may be more influenced by branding, peer recommendations, and media exposure, which strengthens their buying behavior. Although cultural and environmental factors may reduce gender differences, sex remains a significant factor influencing consumer buying behavior among senior high school students.

Consumer Buying Behavior compared to Variable Grade Level

Table 1.13 The Differences in Level of Consumer Buying Behavior Between Grade 11 and Grade 12 Students in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Grade Level	^a Levene's Test (0.237) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Consumer Buying Behavior Between Grade 11 and Grade 12 Students in Selected Senior High School in Valencia City, Bukidnon	0.159	351.000	0.873	0.019	Ho1 Accepted
*There was no significant difference between the grade level of the respondents and the level of consumer buying behavior perceived by students in selected senior high school in Valencia City, Bukidnon with p-value > 0.05 or p-value = 0.873.					

Table 1.13 presents the Independent Samples t-test results comparing the level of Consumer Buying Behavior between Grade 11 and Grade 12 students in selected senior high schools in Valencia City, Bukidnon. The analysis yielded a t-value of 0.159 with 351 degrees of freedom and a p-value of 0.873, which exceeds the 0.05 level of significance, indicating no statistically significant difference between the two grade levels. This finding suggests that both Grade 11 and Grade 12 students demonstrate comparable attitudes and behaviors in purchasing Korean instant noodles. Based on the Level of Agreement Interpretation (Table 2.4), both groups fall under the "Agree" category, implying that consumer buying behavior is consistently and extensively observed across grade levels. The minimal mean difference of 0.019 further confirms the negligible variation between the two groups. In addition, Levene's Test yielded a value of 0.237, indicating that the assumption of equal variances was met and that the results of the t-test are reliable. Overall, these findings imply that academic level does not significantly influence students' purchasing behavior, as both Grade 11 and Grade 12 students exhibit similar purchasing patterns, preferences, and motivations toward Korean instant noodles.

Consumer Buying Behavior compared to Variable Marital Status

Table 1.14 The Differences in Level of Consumer Buying Behavior Between Single and Married Students in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Marital Status	^a Levene's Test (0.553) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Consumer Buying Behavior Between Single and Married Students	0.171	351.000	0.864	0.095	Ho1 Accepted

in Selected Senior High School in Valencia City, Bukidnon						
*There was no significant difference between the marital status of the respondents and the level of consumer buying behavior perceived by students in selected senior high school in Valencia City, Bukidnon with p-value > 0.05 or p-value = 0.864.						

Table 1.14 presents the Independent Samples t-test results comparing the level of Consumer Buying Behavior between single and married senior high school students in Valencia City, Bukidnon. The analysis yielded a t-value of 0.171 with 351 degrees of freedom and a p-value of 0.864, which is greater than the 0.05 level of significance, indicating no statistically significant difference between the two groups. This result suggests that marital status does not significantly influence students' purchasing behavior toward Korean instant noodles. Based on the Level of Agreement Interpretation (Table 2.4), both single and married respondents fall under the "Agree" category, signifying that consumer buying behavior is consistently observed regardless of marital status. The small mean difference of 0.095 further confirms the minimal variation between the two groups. In addition, Levene's Test produced a value of 0.553, indicating that the assumption of equal variances was satisfied and that the results of the t-test are statistically reliable. Although the majority of respondents were single (98.9%), the findings suggest that marital status has little to no effect on how students perceive, evaluate, and purchase Korean instant noodles, reflecting consistent consumer tendencies across this demographic variable.

Consumer Buying Behavior compared to Variable Purchased and Do not Purchased Korean Instant Noodles

Table 1.15 The Differences in Level of Consumer Buying Behavior Between Respondents who purchase and do not purchased Korean instant noodles in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Respondents who Purchased and Do not Purchased Korean Instant Noodles	^aLevene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Consumer Buying Behavior Between Respondents who purchase and do not purchased Korean instant noodles in Selected Senior High School in Valencia City, Bukidnon	12.672	351.000	<.001	1.660	Ho1 Not Accepted

*There was a significant difference between the purchasing of Korean Instant Noodles of the respondents and the level of consumer buying behavior perceived by students in selected senior high school in Valencia City, Bukidnon with p-value < 0.001.

Table 1.15 presents the Independent Samples t-test results comparing the level of Consumer Buying Behavior between respondents who purchase and those who do not purchase Korean instant noodles in selected senior high schools in Valencia City, Bukidnon. The analysis yielded a t-value of 12.672 with 351 degrees of freedom and a p-value of < 0.001, which is lower than the 0.05 level of significance, indicating a statistically significant difference between the two groups. This finding demonstrates that students who purchase Korean instant noodles exhibit a substantially higher level of consumer buying behavior than those who do not. Based on the Level of Agreement Interpretation (Table 2.4), purchasing respondents fall under the "Agree" category, reflecting extensively observed consumer buying behavior, whereas non-purchasing respondents show a comparatively lower level of agreement. The large mean difference of 1.660 further confirms the pronounced variation in behavior between the two groups. In addition, Levene's Test yielded a significance value of < 0.001, indicating that the assumption of equal variances was met and that the results of the t-test are reliable. Overall, these findings suggest that actual purchasing experience strengthens students' engagement with and responsiveness to key

decision-making factors—such as price, brand image, and perceived value—highlighting that direct product consumption plays a critical role in shaping consumer buying behavior toward Korean instant noodles.

Consumer Buying Behavior compared to Variable Planned or Impulse Buying

Table 1.16 The Differences in Level of Consumer Buying Behavior Between Respondents who Decided to Purchased Korean instant noodles Planned or Impulse in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Respondents Planned or Impulse Buying	^a Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Consumer Buying Behavior Between Respondents who Decided to Purchased Korean instant noodles Planned or Impulsed in Selected Senior High School in Valencia City, Bukidnon	4.387	351.000	<.001	0.512	Ho1 Not Accepted

*There was a significant difference between the buying decisions of the respondents and the level of consumer buying behavior perceived by students in selected senior high school in Valencia City, Bukidnon with p-value < 0.001.

Table 1.16 presents the Independent Samples t-test results comparing the level of Consumer Buying Behavior between respondents who made planned purchases and those who purchased impulsively Korean instant noodles among selected senior high school students in Valencia City, Bukidnon. The analysis yielded a t-value of 4.387 with 351 degrees of freedom and a p-value of < 0.001, indicating a statistically significant difference between the two groups. This finding shows that students who engaged in planned purchasing exhibited a higher level of consumer buying behavior compared to those who made impulsive purchases. Based on the Level of Agreement Interpretation (Table 2.4), both groups fall under the “Agree” category, signifying that consumer buying behavior is generally evident among respondents, though it is more pronounced among planned buyers. The mean difference of 0.512 indicates a meaningful variation in buying patterns between the two groups. In addition, Levene’s Test yielded a significance value of < 0.001, confirming that the assumption of equal variances was satisfied and that the results of the t-test are statistically reliable. Overall, these results suggest that deliberate and well-considered purchasing decisions enhance students’ engagement with product attributes and value assessment, while impulsive buying tends to be driven more by situational or emotional cues, reinforcing the role of rational evaluation in shaping consumer buying behavior toward Korean instant noodles.

Consumer Buying Behavior compared to Variable Open Market or Super Market

Table 1.17 The Differences in Level of Consumer Buying Behavior Between Respondents who Decided to Purchased Korean instant noodles from Open Market and Supermarket in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Respondents Open Market or Super Market	^a Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Consumer Buying Behavior Between Respondents who Decided to Purchased Korean instant noodles from Open Market and Supermarket	-3.397	351.000	<.001	-0.426	Ho1 Not Accepted

in Selected Senior High School in Valencia City, Bukidnon					
*There was a significant difference between the place where the respondents bought the product and the level of consumer buying behavior perceived by students in selected senior high school in Valencia City, Bukidnon with p-value < 0.001.					

Table 1.17 presents the Independent Samples t-test results comparing the level of Consumer Buying Behavior between respondents who purchased Korean instant noodles from open markets and those who bought from supermarkets in selected senior high schools in Valencia City, Bukidnon. The analysis yielded a t-value of -3.397 with 351 degrees of freedom and a p-value of < 0.001, indicating a statistically significant difference between the two groups. This result suggests that the place of purchase significantly influences consumer buying behavior, with supermarket buyers exhibiting a higher level of engagement compared to those purchasing from open markets. Based on the Level of Agreement Interpretation (Table 2.4), both groups fall under the “Agree” category, indicating that consumer buying behavior is extensively observed across purchasing locations, although it is more pronounced among supermarket purchasers. The mean difference of -0.426 further supports this finding, demonstrating stronger buying behavior among students who purchase from supermarkets. In addition, Levene’s Test produced a significance value of < 0.001, confirming that the assumption of homogeneity of variances was met and that the results of the t-test are statistically reliable. Overall, these findings imply that structured retail environments—such as supermarkets—may enhance consumer engagement by offering greater convenience, product variety, and brand visibility, thereby shaping students’ buying behavior toward Korean instant noodles.

Consumer Buying Behavior compared to Variable Purchased in a Carton or Loosed Packs

Table 1.18 The Differences in Level of Consumer Buying Behavior Between Respondents Quantity of Purchased of Korean Instant Noodles in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Respondents Purchased in a Carton or Loosed Packs	aLevene's Test (0.416) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Consumer Buying Behavior Between Respondents Quantity of Purchased of Korean Instant Noodles in Selected Senior High School in Valencia City, Bukidnon	-1.436	351.000	0.152	-0.213	Ho1 Accepted

*There was no significant difference between the quantity of purchased of the respondents who bought the product and the level of consumer buying behavior perceived by students in selected senior high school in Valencia City, Bukidnon with p-value > 0.05.

Table 1.18 presents the Independent Samples t-test results comparing the level of Consumer Buying Behavior between respondents who purchased Korean instant noodles in cartons and those who bought them in loose packs among selected senior high school students in Valencia City, Bukidnon. The analysis yielded a t-value of -1.436 with 351 degrees of freedom and a p-value of 0.152, which is greater than the 0.05 level of significance, indicating no statistically significant difference between the two groups. This finding suggests that the quantity of noodles purchased does not significantly influence consumer buying behavior. Based on the Level of Agreement Interpretation (Table 2.4), both groups fall under the “Agree” category, signifying that consumer buying behavior is consistently and extensively observed regardless of purchase quantity. The small mean difference of -0.213 further supports the minimal variation between the two groups. In addition, Levene’s Test produced a value of 0.416, indicating that the assumption of equal variances was satisfied and that the results of the t-test are statistically reliable. Overall, these findings imply that whether students purchase Korean instant

noodles in bulk or in smaller quantities, their motivations, preferences, and purchasing patterns remain largely consistent, suggesting that purchase quantity is not a key determinant of consumer buying behavior among the respondents.

One-Way ANOVA

One-Way ANOVA is a statistical procedure used to determine whether there are significant differences between the means of three or more independent groups, allowing researchers to assess group variations in a single factor (Field, 2020). Before conducting ANOVA, Levene’s Test is applied to check the assumption of homogeneity of variances, which ensures that the compared groups have roughly equal variance levels (Pallant, 2020). When Levene’s Test indicates equal variances, the standard ANOVA results are appropriate; however, if the assumption is violated, adjusted alternatives such as Welch ANOVA may be used (Gravetter and Wallnau, 2021).

In ANOVA-related analyses, the t value commonly appears in post-hoc tests or pairwise comparisons that help identify which specific groups significantly differ from one another after a significant overall ANOVA result is found (George and Mallery, 2019). The Standard Error represents the estimated average deviation of a sample mean from the true population mean, serving as an indicator of precision in mean comparisons (Hinton, 2019). Finally, the Sig. or p-value reflects the probability that the observed group differences occurred by chance, and a p-value below the conventional threshold of 0.05 indicates statistically significant differences among the group means (Field, 2020).

Consumer Buying Behavior compared to Variable Age

Table 1.19 The Differences in Level of Consumer Buying Behavior Perceived by Respondents in Selected Senior High School in Valencia City, Bukidnon when Grouped According to Age

Level of Consumer Buying Behavior Perceived by Respondents in Selected Senior High School in Valencia City, Bukidnon when Grouped According to Age	
	P-value
Consumer Buying Behavior	0.564
*There was no significant difference between the respondents' age profile and the level of consumer buying behavior as perceived by respondents in selected senior high school in Valencia City, Bukidnon	

Table 1.19 presents the One-Way ANOVA results comparing the level of Consumer Buying Behavior among respondents when grouped according to age in selected senior high schools in Valencia City, Bukidnon. The analysis yielded a p-value of 0.564, which is greater than the 0.05 level of significance, indicating no statistically significant difference in consumer buying behavior across age groups. This finding suggests that students, regardless of age, demonstrate similar purchasing attitudes and behaviors toward Korean instant noodles. Based on the Level of Agreement Interpretation (Table 2.4), all age groups fall under the “Agree” category, signifying that consumer buying behavior is extensively observed across the sample. The consistency in responses may be attributed to shared developmental stages, comparable budget constraints, and uniform exposure to marketing trends, peer influence, and popular culture among senior high school students. Overall, the results indicate that age is not a determining factor in shaping students’ consumer buying behavior, as both younger and older respondents within this population exhibit comparable levels of engagement in purchasing Korean instant noodles.

Significant Difference (between socio-demographic profile to Product Attributes) – Using Compare Means > Independent Samples t-Test, One Way ANOVA

Independent Samples t-Test

Product Attributes (Price, Quality, Taste, Brand Image and Overall Attributes) compared to Variable Sex

Table 1.20 The Differences in Level of Product Attributes Between Male and Female Students in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Sex compared to Price	^a Levene's Test (0.017) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Male and Female Students in Selected Senior High School in Valencia City, Bukidnon	-3.509	351.000	<.001	-0.396	Ho2 Not Accepted
Variable/Construct Between Sex compared to Quality	^b Levene's Test (0.170) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Male and Female Students in Selected Senior High School in Valencia City, Bukidnon	-3.059	351.000	0.002	-0.362	Ho2 Not Accepted
Variable/Construct Between Sex compared to Taste	^c Levene's Test (0.022) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Male and Female Students in Selected Senior High School in Valencia City, Bukidnon	-3.208	351.000	<.001	-0.401	Ho2 Not Accepted
Variable/Construct Between Sex compared to Brand Image	^d Levene's Test (0.005) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Male and Female Students in Selected Senior High School in Valencia City, Bukidnon	-3.379	351.000	<.001	-0.404	Ho2 Not Accepted
Variable/Construct Between Sex compared to Overall Product Attributes	^e Levene's Test (0.069) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Male and Female Students in Selected Senior High School in Valencia City, Bukidnon	-3.443	351.000	<.001	-0.391	Ho2 Not Accepted

*There was a significant difference between the sex of the respondents and the level of product attributes as perceived by students in selected senior high school in Valencia City, Bukidnon with p-value < 0.001 for price, taste, brand image and overall product attributes; and, p-value = 0.002 for quality.

Table 1.20 presents the Independent Samples t-test results comparing the level of Product Attributes—price, quality, taste, brand image, and overall product attributes—between male and female senior high school students in Valencia City, Bukidnon. The findings reveal statistically significant differences across all attributes ($p < 0.05$), indicating that sex significantly influences how students evaluate Korean instant noodle products. Although both male and female respondents fall under the “Agree” category based on the Level of Agreement Interpretation (Table 2.4), the consistently negative t-values indicate that female respondents demonstrated stronger agreement across most attributes. This suggests that female students tend to be more attentive to factors such as price fairness, flavor appeal, and brand presentation. These results are consistent with earlier studies which found that female consumers are generally more involved in food-related decision-making and place greater emphasis on product quality, brand image, and value perception compared to males (Becerra & Goos, 2023; Sobaih, 2023; Fatrisia et al., 2024). Overall, the findings highlight the importance of considering gender-based differences in evaluating product attributes when developing marketing strategies for Korean instant noodles.

Product Attributes (Price, Quality, Taste, Brand Image and Overall Attributes) compared to Variable Grade Level

Table 1.21 The Differences in Level of Product Attributes Between Grade 11 and Grade 12 Students in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Grade Level compared to Price	^a Levene's Test (0.316) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Grade 11 and Grade 12 Students in Selected Senior High School in Valencia City, Bukidnon	0.299	351.000	0.765	0.035	Ho2 Accepted
Variable/Construct Between Grade Level compared to Quality	^b Levene's Test (0.660) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Grade 11 and Grade 12 Students in Selected Senior High School in Valencia City, Bukidnon	0.636	351.000	0.525	0.078	Ho2 Accepted
Variable/Construct Between Grade Level compared to Taste	^c Levene's Test (0.463) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Grade 11 and Grade 12 Students in Selected Senior High School in Valencia City, Bukidnon	0.889	351.000	0.375	0.116	Ho2 Accepted

Variable/Construct Between Grade Level compared to Brand Image	^d Levene's Test (0.477) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Grade 11 and Grade 12 Students in Selected Senior High School in Valencia City, Bukidnon	1.107	351.000	0.269	0.138	Ho2 Accepted
Variable/Construct Between Grade Level compared to Overall Product Attributes	^e Levene's Test (0.266) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Grade 11 and Grade 12 Students in Selected Senior High School in Valencia City, Bukidnon	0.775	351.000	0.439	0.092	Ho2 Accepted
*There was no significant difference between the grade level of the respondents and the level of product attributes perceived by students in selected senior high school in Valencia City, Bukidnon with p-value > 0.05.					

Table 1.21 presents the Independent Samples t-test results comparing the level of Product Attributes—price, quality, taste, brand image, and overall product attributes—between Grade 11 and Grade 12 students in selected senior high schools in Valencia City, Bukidnon. The findings show no statistically significant differences across all variables ($p > 0.05$), indicating that students from both grade levels perceive Korean instant noodle attributes in a similar manner. Based on the Level of Agreement Interpretation (Table 2.4), both groups fall under the “Agree” category, suggesting that these product attributes are extensively observed regardless of academic level. The minimal mean differences further support the consistency of perceptions between Grade 11 and Grade 12 students. These results align with local studies in the Philippine context which indicate that senior high school students, regardless of grade level, tend to share similar consumption preferences due to comparable budget constraints, exposure to the same media influences, and shared school environments (Wartaka and Sumardjono, 2020; Monzon, 2023; Philippine Daily Tribune, 2023). Moreover, Filipino youth consumers are often influenced more by price accessibility and brand familiarity than by academic standing, leading to uniform evaluations of food products such as instant noodles (Talavera, 2023). Overall, the findings suggest that academic level does not significantly affect students’ perceptions of Korean instant noodle product attributes, reflecting consistent consumer evaluations within the senior high school population.

Product Attributes (Price, Quality, Taste, Brand Image and Overall Attributes) compared to Variable Marital Status

Table 1.22 The Differences in Level of Product Attributes Between Single and Married Students in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Marital Status compared to Price	^a Levene's Test (0.188) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Single and Married Students in Selected	0.048	351.000	0.962	0.026	Ho2 Accepted

Senior High School in Valencia City, Bukidnon					
Variable/Construct Between Marital Status compared to Quality	^b Levene's Test (0.177) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Single and Married Students in Selected Senior High School in Valencia City, Bukidnon	0.056	351.000	0.955	0.032	Ho2 Accepted
Variable/Construct Between Marital Status compared to Taste	^c Levene's Test (0.240) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Single and Married Students in Selected Senior High School in Valencia City, Bukidnon	0.889	351.000	0.375	0.531	Ho2 Accepted
Variable/Construct Between Marital Status compared to Brand Image	^d Levene's Test (0.222) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Single and Married Students in Selected Senior High School in Valencia City, Bukidnon	0.881	351.000	0.379	0.504	Ho2 Accepted
Variable/Construct Between Marital Status compared to Overall Product Attributes	^e Levene's Test (0.218) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Single and Married Students in Selected Senior High School in Valencia City, Bukidnon	0.502	351.000	0.616	0.273	Ho2 Accepted
*There was no significant difference between the marital status of the respondents and the level of product attributes perceived by students in selected senior high school in Valencia City, Bukidnon with p-value > 0.05.					

Table 1.22 presents the Independent Samples t-Test results comparing the level of Product Attributes—Price, Quality, Taste, Brand Image, and Overall Product Attributes—between single and married senior high school students in Valencia City, Bukidnon. The results show p-values greater than 0.05 for all variables, including Price (0.962), Quality (0.955), Taste (0.375), Brand Image (0.379), and Overall Product Attributes (0.616), indicating no significant difference between single and married respondents. This means that marital status does not influence how students perceive the product attributes of Korean instant noodles. According to Table 2.4 Level of Agreement Interpretation, both single and married groups fall under the “Agree” category, signifying that the product attributes are extensively observed across both categories. The t-values near zero and minimal mean differences (ranging from 0.026 to 0.531) show that their evaluations are nearly identical. The Levene’s Test results confirm that the assumption of equal variances was met, ensuring the validity of the test. Since the majority of respondents are single, these results primarily reflect the perspective of typical senior high school

consumers. Overall, the findings indicate that marital status does not significantly affect students' perception of the price, quality, taste, and brand image of Korean instant noodles.

Product Attributes (Price, Quality, Taste, Brand Image and Overall Attributes) compared to Variable Purchased or Do not Purchased Korean Instant Noodles

Table 1.23 The Differences in Level of Product Attributes Between Respondents who Purchase and Do Not Purchased Korean instant Noodles in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Respondents who Purchased and Do not Purchased Korean Instant Noodles compared to Price	^a Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who purchase and do not purchased Korean instant noodles in Selected Senior High School in Valencia City, Bukidnon	14.776	351.000	<.001	1.783	Ho2 Not Accepted
Variable/Construct Between Respondents who Purchased and Do not Purchased Korean Instant Noodles compared to Quality	^b Levene's Test (.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who purchase and do not purchased Korean instant noodles in Selected Senior High School in Valencia City, Bukidnon	13.781	351.000	<.001	1.781	Ho2 Not Accepted
Variable/Construct Between Respondents who Purchased and Do not Purchased Korean Instant Noodles compared to Taste	^c Levene's Test (.003) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who purchase and do not purchased Korean instant noodles in Selected Senior High School in Valencia City, Bukidnon	13.722	351.000	<.001	1.880	Ho2 Not Accepted
Variable/Construct Between Respondents who Purchased and Do not Purchased Korean Instant Noodles compared to Brand Image	^d Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who purchase and do not purchased Korean instant noodles in Selected Senior High School in Valencia City, Bukidnon	14.667	351.000	<.001	1.876	Ho2 Not Accepted
Variable/Construct Between	^e Levene's Test (<.001) Homogeneity of Variance Assumed				

Respondents who Purchased and Do not Purchased Korean Instant Noodles compared to Overall Product Attributes	t	df	Sig. (2-tailed) or P-value*	Mean Difference	Hypothesis Decision
Level of Product Attributes Between Respondents who purchase and do not purchased Korean instant noodles in Selected Senior High School in Valencia City, Bukidnon	15.305	351.000	<.001	1.830	Ho2 Not Accepted
*There was a significant difference between the purchasing of Korean Instant Noodles of the respondents and the level of product attributes perceived by students in selected senior high school in Valencia City, Bukidnon with p-value < 0.001.					

Table 1.23 presents the Independent Samples t-test results comparing the level of Product Attributes—price, quality, taste, brand image, and overall product attributes—between respondents who purchase and those who do not purchase Korean instant noodles in selected senior high schools in Valencia City, Bukidnon. The results revealed statistically significant differences across all variables ($p < 0.001$), indicating that purchasing status strongly influences how students perceive product attributes. Although both groups fall under the “Agree” category based on the Level of Agreement Interpretation (Table 2.4), purchasing respondents consistently reported higher levels of agreement. The large t-values (ranging from 13.722 to 15.305) and substantial mean differences (from 1.781 to 1.883) confirm a pronounced gap in perceptions between buyers and non-buyers. These findings are consistent with local studies which emphasize that Filipino consumers who have direct product experience tend to evaluate food products more favorably due to familiarity, perceived value, and consumption satisfaction (Monzon, 2023; Philippine Daily Tribune, 2023; Monde Nissin Corporation, 2025). Furthermore, experiential consumption has been shown to reinforce positive perceptions of price fairness, quality consistency, and brand trust among Filipino youth consumers (Talavera, 2023). The Levene’s Test results (all < 0.001) further confirmed the assumption of homogeneity of variances, supporting the reliability of the analysis. Overall, the results demonstrate that actual purchasing experience plays a critical role in shaping students’ evaluation of Korean instant noodle attributes, with buyers exhibiting significantly higher appreciation and agreement compared to non-buyers.

Product Attributes (Price, Quality, Taste, Brand Image and Overall Attributes) compared to Variable Planned or Impulse Buying

Table 1.24 The Differences in Level of Product Attributes Between Respondents who Decided to Purchased Korean instant noodles Planned or Impulse in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Respondents Planned or Impulse Buying compared to Price	^aLevene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who Decided to Purchased Korean instant noodles Planned or Impulse in Selected Senior High School in Valencia City, Bukidnon	4.950	351.000	<.001	0.558	Ho2 Not Accepted
^bLevene's Test (<.001) Homogeneity of Variance Assumed					

Variable/Construct	Between Respondents Planned or Impulse Buying compared to Quality	t	df	Sig. (2-tailed) or P-value*	Mean Difference	Hypothesis Decision
Level of Product Attributes	Between Respondents who Decided to Purchased Korean instant noodles Planned or Impulse in Selected Senior High School in Valencia City, Bukidnon	5.014	351.000	<.001	0.589	Ho2 Not Accepted
Variable/Construct	Between Respondents Planned or Impulse Buying compared to Taste	^c Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
		t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes	Between Respondents who Decided to Purchased Korean instant noodles Planned or Impulse in Selected Senior High School in Valencia City, Bukidnon	4.837	351.000	<.001	0.603	Ho2 Not Accepted
Variable/Construct	Between Respondents Planned or Impulse Buying compared to Brand Image	^d Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
		t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes	Between Respondents who Decided to Purchased Korean instant noodles Planned or Impulse in Selected Senior High School in Valencia City, Bukidnon	4.579	351.000	<.001	0.548	Ho2 Not Accepted
Variable/Construct	Between Respondents Planned or Impulse Buying compared to Overall Product Attributes	^e Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
		t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes	Between Respondents who Decided to Purchased Korean instant noodles Planned or Impulse in Selected Senior High School in Valencia City, Bukidnon	5.084	351.000	<.001	0.574	Ho2 Not Accepted

*There was a significant difference between the buying decisions of the respondents and the level of product attributes perceived by students in selected senior high school in Valencia City, Bukidnon with p-value < 0.001.

Table 1.24 presents the Independent Samples t-test results comparing the level of Product Attributes—price, quality, taste, brand image, and overall product attributes—between respondents who purchased Korean instant noodles through planned buying and those who bought impulsively among selected senior high school students in Valencia City, Bukidnon. The results indicate statistically significant differences across all variables (p < 0.001), demonstrating that purchase decision style significantly influences how students perceive product

attributes. Although both groups fall under the “Agree” category based on the Level of Agreement Interpretation (Table 2.4), planned buyers consistently reported stronger agreement levels than impulsive buyers. The t-values ranging from 4.579 to 5.084 and mean differences between 0.548 and 0.603 reflect a clear and meaningful variation in perceptions. These findings are supported by local studies suggesting that Filipino students who engage in planned purchasing are more likely to evaluate products based on price fairness, perceived quality, and brand credibility, while impulsive buying is often driven by situational cues and emotional triggers (Wartaka and Sumardjono, 2020; Monzon, 2023; Talavera, 2023). The Levene’s Test results (< 0.001) further confirm the assumption of homogeneity of variances, validating the reliability of the analysis. Overall, the results suggest that deliberate and rational purchasing decisions enable students to assess and appreciate Korean instant noodle attributes more critically, leading to higher levels of agreement compared to impulsive buyers.

Product Attributes (Price, Quality, Taste, Brand Image and Overall Attributes) compared to Variable Open Market or Super Market

Table 1.25 The Differences in Level of Product Attributes Between Respondents who Decided to Purchased Korean Instant Noodles from Open Market and Supermarket in Selected Senior High School in Valencia City, Bukidnon

Variable/Construct Between Respondents Open Market or Super Market	^a Levene's Test ($<.001$) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who Decided to Purchased Korean instant noodles from Open Market and Supermarket in Selected Senior High School in Valencia City, Bukidnon	-4.395	351.000	$<.001$	-0.530	Ho2 Not Accepted
Variable/Construct Between Respondents Open Market or Super Market	^b Levene's Test ($<.001$) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who Decided to Purchased Korean instant noodles from Open Market and Supermarket in Selected Senior High School in Valencia City, Bukidnon	-3.910	351.000	$<.001$	-0.495	Ho2 Not Accepted
Variable/Construct Between Respondents Open Market or Super Market	^c Levene's Test ($<.001$) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who Decided to Purchased Korean instant noodles from Open Market and Supermarket in Selected Senior High School in Valencia City, Bukidnon	-3.897	351.000	$<.001$	-0.522	Ho2 Not Accepted

Variable/Construct Respondents Open Market or Super Market	^d Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who Decided to Purchased Korean instant noodles from Open Market and Supermarket in Selected Senior High School in Valencia City, Bukidnon	-3.535	351.000	<.001	-0.455	Ho2 Not Accepted
Variable/Construct Respondents Open Market or Super Market	^e Levene's Test (<.001) Homogeneity of Variance Assumed				Hypothesis Decision
	t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes Between Respondents who Decided to Purchased Korean instant noodles from Open Market and Supermarket in Selected Senior High School in Valencia City, Bukidnon	-4.118	351.000	<.001	-0.500	Ho2 Not Accepted
*There was a significant difference between the place where the respondents bought the product and the level of product attributes perceived by students in selected senior high school in Valencia City, Bukidnon with p-value < 0.001.					

Table 1.25 presents the Independent Samples t-test results comparing the level of Product Attributes—price, quality, taste, brand image, and overall product attributes—between respondents who purchased Korean instant noodles from open markets and those who bought from supermarkets in selected senior high schools in Valencia City, Bukidnon. The findings revealed statistically significant differences across all variables ($p < 0.001$), indicating that the place of purchase significantly influences students’ perceptions of Korean instant noodle attributes. Although both groups fall under the “Agree” category based on the Level of Agreement Interpretation (Table 2.4), supermarket buyers consistently exhibited stronger levels of agreement than open-market buyers. The negative t-values, ranging from -3.535 to -4.395 , along with mean differences between -0.455 and -0.530 , further confirm that respondents who purchase from supermarkets tend to rate product attributes more favorably.

These results are supported by local literature which suggests that organized retail environments such as supermarkets enhance consumers’ perceptions of product quality, brand credibility, and price fairness due to better product display, availability, and assurance of authenticity (Philippine Daily Tribune, 2023; Monzon, 2023). The Levene’s Test results (< 0.001) confirmed the assumption of homogeneity of variances, validating the reliability of the analysis. Overall, the findings suggest that students who buy Korean instant noodles from supermarkets develop more positive evaluations of product attributes compared to those purchasing from open markets, highlighting the role of retail environment in shaping consumer perceptions.

Product Attributes (Price, Quality, Taste, Brand Image and Overall Attributes) compared to Variable Purchased in a Carton or Loosed Packs compared to Price

Table 1.26 The Differences in Level of Product Attributes Between Respondents Quantity of Purchased of Korean Instant Noodles in Selected Senior High School in Valencia City, Bukidnon

	^a Levene's Test (0.489) Homogeneity of Variance Assumed	
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Variable/Construct	Between Respondents Purchased in a Carton or Loosed Packs compared to Price	t	df	Sig. (2-tailed) or P-value*	Mean Difference	Hypothesis Decision
Level of Product Attributes	Between Respondents Quantity of Purchased of Korean Instant Noodles in Selected Senior High School in Valencia City, Bukidnon	-1.378	351.000	0.169	-0.199	Ho2 Accepted
Variable/Construct	Between Respondents Purchased in a Carton or Loosed Packs compared to Quality	^bLevene's Test (0.055) Homogeneity of Variance Assumed				Hypothesis Decision
		t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes	Between Respondents Quantity of Purchased of Korean Instant Noodles in Selected Senior High School in Valencia City, Bukidnon	-0.950	351.000	0.343	-0.143	Ho2 Accepted
Variable/Construct	Between Respondents Purchased in a Carton or Loosed Packs compared to Taste	^cLevene's Test (0.971) Homogeneity of Variance Assumed				Hypothesis Decision
		t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes	Between Respondents Quantity of Purchased of Korean Instant Noodles in Selected Senior High School in Valencia City, Bukidnon	-1.597	351.000	0.111	-0.254	Ho2 Accepted
Variable/Construct	Between Respondents Purchased in a Carton or Loosed Packs compared to Brand Image	^dLevene's Test (0.823) Homogeneity of Variance Assumed				Hypothesis Decision
		t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes	Between Respondents Quantity of Purchased of Korean Instant Noodles in Selected Senior High School in Valencia City, Bukidnon	-0.890	351.000	0.374	-0.136	Ho2 Accepted
Variable/Construct	Between Respondents Purchased in a Carton or Loosed Packs compared to Overall Product Attributes	^eLevene's Test (0.136) Homogeneity of Variance Assumed				Hypothesis Decision
		t	df	Sig. (2-tailed) or P-value*	Mean Difference	
Level of Product Attributes	Between Respondents Quantity of Purchased of Korean Instant Noodles in Selected Senior High School in Valencia City, Bukidnon	-1.263	351.000	0.208	-0.183	Ho2 Accepted

*There was no significant difference between the quantity of purchased of the respondents who bought the product and the level of product attributes perceived by students in selected senior high school in Valencia City, Bukidnon with p-value > 0.05.

Table 1.26 presents the Independent Samples t-test results comparing the level of Product Attributes—price, quality, taste, brand image, and overall product attributes—between respondents who purchased Korean instant

noodles in cartons and those who bought them in loose packs among selected senior high school students in Valencia City, Bukidnon. The findings indicate no statistically significant differences across all variables ($p > 0.05$), suggesting that purchase quantity does not influence students' perceptions of Korean instant noodle attributes. Based on the Level of Agreement Interpretation (Table 2.4), both groups fall under the "Agree" category, signifying that these attributes are extensively observed regardless of whether students purchase in bulk or in smaller quantities.

The minimal mean differences further confirm the consistency of perceptions between the two groups. These results are consistent with local and related studies which found that Filipino student consumers prioritize perceived value, affordability, and brand familiarity over purchase volume when evaluating food products (Wartaka & Sumardjono, 2020; Monzon, 2023). Additionally, research in the Philippine context suggests that bulk purchasing among students is often driven by convenience or budget management rather than differences in product evaluation, resulting in similar perceptions of quality, taste, and brand image (Talavera, 2023). Overall, the findings indicate that the volume of purchase has little effect on how senior high school students assess the product attributes of Korean instant noodles.

One-Way ANOVA

Product Attributes (Price, Quality, Taste, Brand Image and Overall Attributes) compared to Variable Age

Table 1.27 The Differences in Level of Product Attributes Perceived by Respondents in Selected Senior High School in Valencia City, Bukidnon when Grouped According to Age

Level of Product Attributes Perceived by Respondents in Selected Senior High School in Valencia City, Bukidnon when Grouped According to Age	P-value
Price	0.212
Quality	0.426
Taste	0.209
Brand Image	0.725
Overall Product Attributes	0.396
*There was no significant difference between the respondents' age profile and the level of product attributes as perceived by respondents in selected senior high school in Valencia City, Bukidnon	

Table 1.27 presents the One-Way ANOVA results comparing the level of Product Attributes—price, quality, taste, brand image, and overall product attributes—when respondents were grouped according to age in selected senior high schools in Valencia City, Bukidnon. The results indicate no statistically significant differences across all variables, with p-values exceeding the 0.05 level of significance (Price = 0.212, Quality = 0.426, Taste = 0.209, Brand Image = 0.725, and Overall Product Attributes = 0.396). This finding suggests that students of different ages share similar perceptions of Korean instant noodle attributes. Based on the Level of Agreement Interpretation (Table 2.4), all age groups fall under the "Agree" category, indicating that these product attributes are extensively observed regardless of age. The consistently high mean scores across attributes further reflect a shared level of satisfaction and agreement among respondents. These results are consistent with related literature which notes that Filipino adolescents tend to exhibit uniform food preferences due to shared cultural exposure, similar media consumption, and common peer influences, particularly within the same educational setting (Wartaka & Sumardjono, 2020; Talavera, 2023). Moreover, the widespread popularity and accessibility of Korean instant noodles contribute to consistent evaluations across age groups (Monzon, 2023). The Levene's Test confirmed that the assumption of equal variances was satisfied, validating the ANOVA results. Overall, the

findings indicate that age does not significantly influence students' evaluation of Korean instant noodle product attributes.

Significant Relationship – Using Correlate > Bivariate Technique > Pearson R Coefficient

Correlation Analysis is a statistical method used to determine the strength and direction of the relationship between two quantitative variables, helping researchers understand whether changes in one variable are associated with changes in another. In SPSS, the Bivariate Technique is applied when examining the relationship between exactly two variables at a time, allowing researchers to test if these variables move together positively or negatively. This method provides a numerical summary of how closely the variables are linked, making it essential in social science and behavioral research. It helps identify whether relationships are weak, moderate, or strong, and whether they follow a consistent linear pattern.

The Pearson R Coefficient, also known as Pearson's r, is the most commonly used measure of linear correlation for continuous variables. Pearson's r ranges from -1 to +1, where values close to +1 indicate a strong positive relationship, values close to -1 show a strong negative relationship, and values near 0 suggest no linear relationship. In SPSS, the Pearson r output includes a p-value that determines whether the relationship is statistically significant. A p-value less than 0.05 typically indicates that the correlation is unlikely due to chance, meaning the relationship is statistically meaningful. Through the Correlate > Bivariate command in SPSS, researchers can compute Pearson's r and interpret both the strength and significance of the relationship, enabling accurate and data-driven conclusions.

Table 1.28 The Relationship Between Product Attributes to Consumer Buying Behavior Among Student Respondents in Selected Senior High School in Valencia City, Bukidnon

Construct	Mean	Std. Deviation	(1)	(2)	Interpretation DV to IV (1)		Remarks
					According Hair et al. (2013)	According to Cohen (1988) ^a	
(1) Consumer Buying Behavior (DV)	5.761	1.107	(0.923)				
(2) Overall Product Attributes (IV)	5.653	1.081	.882**	(0.971)	Very Strong Positive Correlation	Large Positive Relationship	Ho3 not accepted
**. Correlation is significant at the 0.01 level (2-tailed).							
^a Direction and Strength of the variables' relationship							
Values in the diagonal with parenthesis are the Cronbach's Alpha							
n=353							

Table 1.28 presents the correlation analysis examining the relationship between Overall Product Attributes and Consumer Buying Behavior among selected senior high school students in Valencia City, Bukidnon. The results show a Pearson correlation coefficient (r) of 0.882 with a p-value of < 0.001, indicating a very strong and statistically significant positive relationship, thus leading to the rejection of H03, which states that there is no significant relationship between product attributes and consumer buying behavior. This finding implies that improvements in students' perceptions of product attributes—such as price fairness, perceived quality, taste appeal, and brand image—are strongly associated with increased buying behavior toward Korean instant noodles. Based on the Level of Agreement Interpretation (Table 2.4), both variables fall under the “Agree” category, signifying that these constructs are extensively observed among respondents. The high reliability

coefficients for Overall Product Attributes ($\alpha = 0.971$) and Consumer Buying Behavior ($\alpha = 0.923$) further confirm the consistency of the measurements. These results are supported by local studies which emphasize that Filipino youth consumers tend to base their purchasing decisions on perceived value and overall product appeal, particularly for affordable food items such as instant noodles (Monzon, 2023; Talavera, 2023; Philippine Daily Tribune, 2023). Overall, the findings affirm that product attributes play a critical role in shaping consumer buying behavior, reinforcing the importance of value-based evaluation in the purchasing decisions of senior high school students.

Table 1.29 The Relationship Between Product Attributes (Price, Quality, Taste, and Brand Image) to Consumer Buying Behavior Among Student Respondents in Selected Senior High School in Valencia City, Bukidnon

Construct	Mean	Std. Deviation	(1)	(2)	(3)	(4)	(5)	Interpretation DV to IV (1)		Remarks
								According Hair et al. (2013)	According to Cohen (1988) ^a	
(1) Consumer Buying Behavior (DV)	5.761	1.107	(0.923)							
(2) Price (IV)	5.609	1.076	^b .879**	(0.924)				Very Strong Positive Correlation	Large Positive Relationship	Ho3 not accepted
(3) Quality (IV)	5.674	1.123	.839**	.905**	(0.910)			Very Strong Positive Correlation	Large Positive Relationship	Ho3 not accepted
(4) Taste (IV)	5.650	1.188	.832**	.882**	.902**	(0.832)		Very Strong Positive Correlation	Large Positive Relationship	Ho3 not accepted
(5) Brand Image (IV)	5.677	1.137	.824**	.855**	.871**	.888**	(0.872)	Very Strong Positive Correlation	Large Positive Relationship	Ho3 not accepted

** . Correlation is significant at the 0.01 level (2-tailed).

^aDirection and Strength of the variables' relationship

Values in the diagonal with parenthesis are the Cronbach's Alpha

n=353

^bPrice obtained the highest correlation (Pearson R Coefficient = 0.879 and p-value < 0.001) to Consumer Buying Behavior; followed by Quality, Taste, and Brand Image. Overall Product Attributes had a very strong positive correlation and large positive relationship to Consumer Buying Behavior as perceived by the students from selected senior high school in Valencia City, Bukidnon.

Table 1.29 presents the correlation analysis results examining the relationship between the four dimensions of Product Attributes—price, quality, taste, and brand image—and Consumer Buying Behavior among selected senior high school students in Valencia City, Bukidnon. The results indicate that all product attribute dimensions have statistically significant relationships with consumer buying behavior ($p < 0.001$). Among the attributes, price registered the highest Pearson correlation coefficient ($r = 0.879$), followed by quality ($r = 0.839$), taste ($r = 0.832$), and brand image ($r = 0.824$). According to the guidelines of Hair et al. (2013) and Cohen (1988), all correlations fall within the very strong positive relationship category. This finding suggests that as students' favorable perceptions of these attributes increase, their buying behavior toward Korean instant noodles also

strengthens. Based on the Level of Agreement Interpretation (Table 2.4), all variables fall under the “Agree” category, indicating that both product attributes and consumer buying behavior are extensively observed among respondents. The Cronbach’s alpha values, ranging from 0.832 to 0.924, further confirm the reliability and internal consistency of the measurement scales. These findings are supported by local literature which emphasizes that Filipino youth consumers prioritize affordability and perceived value when making food-related purchasing decisions, with price often serving as the strongest determinant, followed by quality, taste, and brand familiarity (Monzon, 2023; Talavera, 2023; Philippine Daily Tribune, 2023). Overall, the results demonstrate that favorable perceptions of product attributes—particularly price—play a crucial role in driving students’ purchasing intentions and consumer buying behavior toward Korean instant noodles.

Significant Influence – Using Regression > Linear Technique > Beta (β) Coefficient

Regression analysis is a statistical technique used to determine the strength and direction of the relationship between an independent variable (predictor) and a dependent variable (outcome) (Field, 2018). Specifically, linear regression examines how changes in one or more predictors can explain variations in the outcome variable using a straight-line equation (Pallant, 2020). The R value, or correlation coefficient, indicates the strength and direction of the linear relationship between variables, with values closer to ±1 showing a stronger relationship (Gravetter and Wallnau, 2017). The R² (R-squared) value represents the proportion of variance in the dependent variable that can be explained by the independent variable(s); for example, an R² of 0.78 means that 78% of the variability is explained by the model (Cohen, Manion, & Morrison, 2018). The Adjusted R² adjusts the R² value based on the number of predictors in the model, providing a more accurate estimate of explanatory power, especially when multiple variables are included (Field, 2018). The Durbin-Watson statistic tests for autocorrelation in the residuals of a regression model; values close to 2 indicate that residuals are independent, while values far from 2 suggest correlation among them (Pallant, 2020). Lastly, the Beta coefficient (β) shows the standardized strength and direction of the influence of each independent variable on the dependent variable, where higher absolute values of β indicate stronger predictive effects (Gravetter and Wallnau, 2017). Together, these statistics help researchers assess the validity, strength, and reliability of predictive relationships in quantitative studies.

Table 1.30 Simple Linear Regression (Enter Method) Analysis on Significant Predictor of Variables Product Attributes and Consumer Buying Behavior

Model	R	R ²	Adjusted R ²	Durbin Watson*
1	.879a	0.772	0.772	
2	.885b	0.783	0.782	
3	.888c	0.789	0.787	
4	.892d	0.796	0.793	1.863
Note: n = 353				
a Predictors: (Constant), PRICE_MEAN				
b Predictors: (Constant), PRICE_MEAN, QUALITY_MEAN				
c Predictors: (Constant), PRICE_MEAN, QUALITY_MEAN, TASTE_MEAN				
d Predictors: (Constant), PRICE_MEAN, QUALITY_MEAN, TASTE_MEAN, BRAND_IMAGE_MEAN				
Constant to all Models. Dependent Variable: Consumer Buying Behavior				

***Autocorrelation issue - check Durbin-Watson value should be between 2 and 4. In this case, there was a slight auto-correlation issue (the Durbin-Watson value was 1.863).**

***The R-Square value tells how much of the variance in the DV was explained by the model. In this case, the value was between 0.772 and 0.796 means between 77.20% to 79.60% of the variance in the Product Attributes influenced the Consumer Buying Behavior of students from selected Senior High School in Valencia City, Bukidnon. In other words, this study's findings, which ranged from 77.20% to 79.60%, highly fit the whole model used in the research.**

Table 1.30 presents the results of the Simple Linear Regression Analysis examining the influence of Product Attributes—specifically price, quality, taste, and brand image—on Consumer Buying Behavior among selected senior high school students in Valencia City, Bukidnon. The models produced R values ranging from 0.879 to 0.892 and R² values between 0.772 and 0.796, indicating that approximately 77.20% to 79.60% of the variance in consumer buying behavior can be explained by product attributes. This finding demonstrates a strong predictive relationship between product attributes and buying behavior, consistent with studies showing that perceived value, affordability, and brand-related cues significantly influence food purchasing decisions among Filipino youth (Wartaka and Sumardjono, 2020; Monzon, 2023). The Adjusted R² values, which closely approximate the R² values, confirm the robustness and goodness of fit of the regression models. The Durbin–Watson value of 1.863 further indicates minimal autocorrelation, satisfying the assumption of independent residuals. The incremental increase in R² as quality, taste, and brand image were added suggests that these attributes collectively strengthen the predictive power of the model, supporting prior research that consumer buying behavior is shaped by the combined evaluation of price, product experience, and brand perception rather than by a single attribute alone (Talavera, 2023; Philippine Daily Tribune, 2023). Overall, the results reinforce the assertion that product attributes are strong predictors of consumer buying behavior toward Korean instant noodles, aligning with the Rational Choice Theory proposition that consumers make purchasing decisions based on perceived utility and value maximization

Table 1.31 Simple Linear Regression (Enter Method) Analysis on Significant Predictor of Variables Consumer Planned Behavior and Purchase Intention

Model	Variables	Standardized Coefficients (β)**	t	p-value	Collinearity Tolerance*	VIF*	Hypothesis Decision	Remarks
1								
	(Constant): Consumer Buying Behavior (DV)							
	Price (IV)	0.879	34.521	<.001	1.000	1.000	Ho4 NOT accepted	Significantly influence Consumer Buying Behavior
2								
	(Constant): Consumer Buying Behavior (DV)							
	Price (IV)	0.660	11.285	<.001	0.181	5.521	Ho4 NOT accepted	Significantly influence Consumer Buying Behavior

	Quality (IV)	0.242	4.132	<.001	0.181	5.521	Ho4 NOT accepted	Significantly influence Consumer Buying Behavior
3								
	(Constant): Consumer Buying Behavior (DV)							
	Price (IV)	0.590	9.549	<.001	0.158	6.324	Ho4 NOT accepted	Significantly influence Consumer Buying Behavior
	Quality (IV)	0.131	1.933	0.054	0.132	7.551	Ho4 Accepted	Significantly influence Consumer Buying Behavior
	Taste (IV)	0.193	3.174	0.002	0.163	6.142	Ho4 NOT accepted	Significantly influence Consumer Buying Behavior
4								
	(Constant): Consumer Buying Behavior (DV)							
	Price (IV)**	0.553	8.930	<.001	0.153	6.537	Ho4 NOT accepted	Significantly influence Consumer Buying Behavior
	Quality (IV)	0.082	1.196	0.232	0.126	7.927	Ho4 Accepted	Significantly influence Consumer Buying Behavior
	Taste (IV)	0.103	1.556	0.121	0.135	7.431	Ho4 Accepted	Significantly influence Consumer Buying Behavior
	Brand Image (IV)	0.188	3.290	0.001	0.180	5.570	Ho4 NOT accepted	Significantly influence Consumer Buying Behavior

Note: n = 353

Constant to all Models. Dependent Variable: Consumer Buying Behavior

*Multi-collinearity issue - check Tolerance value should be more than 0.3 and VIF value should be less than 4. In this case, there was a multi-collinearity issue (Tolerance value was less than 0.3 and VIF values was more than 4.)

**As to Model 4, the main factor influencing consumer buying behavior was price ($\beta=0.553$ and $p\text{-value} < .001$) and was followed by brand image ($\beta=0.188$ and $p\text{-value} = 0.001$). Although in Model 2 and 3, taste had a significant influence on consumer buying behavior, but when brand image was added to the model (see Model 4), it was found that taste had no significant influence on consumer buying behavior already. For quality, only when price was considered that the quality was significantly influence consumer buying behavior (see model 2), but when taste and brand image was added (see model 3 and 4), quality was found to have no significant influence in consumer buying behavior.

Table 1.31 presents the results of the regression coefficients analysis identifying which Product Attributes—price, quality, taste, and brand image—significantly predict Consumer Buying Behavior among selected senior

high school students in Valencia City, Bukidnon. The findings reveal that price ($\beta = 0.553, p < 0.001$) and brand image ($\beta = 0.188, p = 0.001$) have statistically significant positive effects on consumer buying behavior, indicating that these variables are the strongest predictors in the model. In contrast, quality and taste did not show significant effects when all attributes were analyzed simultaneously, suggesting that these factors function as baseline expectations rather than decisive drivers of purchase decisions. The significant t-values and p-values below 0.05 confirm the meaningful contribution of price and brand image in explaining variations in students' buying behavior. These results are consistent with local studies showing that Filipino student consumers prioritize affordability and brand familiarity when purchasing instant food products, particularly within limited budgets (Monzon, 2023; Talavera, 2023; Philippine Daily Tribune, 2023). Although the tolerance values below 0.30 and VIF values above 4 indicate the presence of multicollinearity—expected due to the conceptual relatedness of product attributes—the overall model remains interpretable, with price emerging as the dominant predictor. Based on the Level of Agreement Interpretation (Table 2.4), respondents generally fall under the “Agree” category, indicating that perceptions of product attributes are extensively observed. Overall, the regression results support the study’s theoretical proposition by demonstrating that price and brand image play a substantial role in shaping consumer buying behavior, reinforcing the Rational Choice Theory assumption that students’ purchasing decisions are driven primarily by value maximization and perceived utility rather than sensory attributes alone.

Table 1.32 Simple Linear Regression (Enter Method) Analysis on Significant Predictors of Variables Product Attributes (As Overall) and Consumer Buying Behavior

Model	R	R ²	Adjusted R ²	Durbin Watson*
1	.882a	0.778	0.777	1.947
Note: n = 353				
a Predictors: (Constant), OVERALL_PRODUCT_ATTRIBUTES_MEAN				
Constant to all Models. Dependent Variable: Consumer Buying Behavior				
*Autocorrelation issue - check Durbin-Watson value should be between 2 and 4. In this case, there was a slightly auto-correlation issue (the Durbin-Watson value was 1.947)				
*The R-Square value tells how much of the variance in the DV was explained by the model. In this case, the value was 0.778 which means 77.80% of the variance in the Product Attributes (as overall) influenced the consumer buying behavior of student respondents of selected Senior High School in Valencia City, Bukidnon. In other words, this study's findings, which ranged 77.80%, fit the whole model used in the research.				

Table 1.32 presents the results of the Simple Linear Regression Analysis examining the influence of Overall Product Attributes on Consumer Buying Behavior among selected senior high school students in Valencia City, Bukidnon. The model yielded a strong correlation coefficient ($R = 0.882$) and an R^2 value of 0.778, indicating that 77.80% of the variance in consumer buying behavior is explained by students’ overall evaluation of product attributes, namely price, quality, taste, and brand image. This finding suggests that students’ collective assessment of these attributes has a substantial effect on their purchasing behavior toward Korean instant noodles. The Adjusted R^2 , which closely approximates the R^2 value, confirms the stability and reliability of the regression model. In addition, the Durbin–Watson statistic of 1.947 indicates minimal autocorrelation among residuals, satisfying the assumption of independence. Based on the Level of Agreement Interpretation (Table 2.4), respondents generally fall under the “Agree” category, signifying that both product attributes and consumer buying behavior are extensively observed. These results are consistent with related local studies which emphasize that Filipino student consumers evaluate food products holistically, with overall perceived value and brand appeal strongly influencing purchase decisions (Monzon, 2023; Talavera, 2023; Philippine Daily Tribune, 2023). Overall, the findings confirm that favorable overall product attributes exert a strong and positive influence

on consumer buying behavior, reinforcing the view that students’ purchasing decisions are guided by rational evaluation of combined product benefits.

Table 1.33 Simple Linear Regression (Enter Method) Analysis on Significant Predictors of Variables Product Attribute (As Overall) and Consumer Buying Behavior

Mo del	Variables	Standar dized Coefficie nts (β)**	t	p- value	Collin earity Toler ance*	VIF*	Hypothesis Decision	Remarks
1								
	(Constant): Consumer Buying Behavior (DV)							
	Overall Product Attributes (IV)**	0.882	35.066	<.001	1.000	1.000	Ho4 NOT accepted	Significantly influence Consumer Buying Behavior

Note: n = 353

Constant to all Models. Dependent Variable: Purchase Intention

*Multi-collinearity issue - check Tolerance value should be more than 0.3 and VIF value should be less than 4. In this case, there was no multi-collinearity issue (Tolerance value was more than 0.3 and VIF values was less than 4.)

**The total mean of four dimensions under product attributes concepts showed that there was a significant influence on consumer buying behavior (p-value <.001).

Table 1.33 presents the results of the Simple Linear Regression Analysis examining the effect of Overall Product Attributes on Consumer Buying Behavior among selected senior high school students in Valencia City, Bukidnon. The findings reveal a standardized beta coefficient (β) of 0.882 with a p-value of < 0.001, indicating a strong and statistically significant positive influence of overall product attributes on consumer buying behavior. This result implies that as students’ perceptions of the combined product attributes—price, quality, taste, and brand image—improve, their buying behavior toward Korean instant noodles correspondingly increases. The high t-value of 35.066 further confirms the robustness and significance of this relationship. In addition, the Tolerance (1.000) and VIF (1.000) values indicate the absence of multicollinearity, ensuring the reliability and stability of the regression model. Based on the Level of Agreement Interpretation (Table 2.4), respondents fall under the “Agree” category, signifying that the influence of product attributes on consumer buying behavior is extensively observed.

These findings are consistent with related local studies which emphasize that Filipino student consumers tend to evaluate food products holistically, with overall perceived value, affordability, and brand appeal strongly shaping purchase intentions and actual buying behavior (Monzon, 2023; Talavera, 2023; Philippine Daily Tribune, 2023). Overall, the results clearly demonstrate that overall product attributes exert a significant and positive influence on consumer buying behavior, reinforcing the importance of value-based evaluation in students’ purchasing decisions toward Korean instant noodles.

DISCUSSIONS AND IMPLICATIONS OF RESEARCH RESULTS

The results of the study imply that the consumer buying behavior of senior high school students toward Korean instant noodles is significantly influenced by product attributes, particularly price and brand image, thereby validating both the theoretical framework and the findings presented in the Review of Related Literature. Consistent with Rational Choice Theory (Friedman and Hechter, 1988) and local studies cited in Chapter 2, the

significant influence of price confirms that senior high school students are highly budget-conscious and base their purchasing decisions on affordability, price consistency, and perceived value for money (Kosasih et al., 2021; Fatrisia et al., 2024). This price sensitivity can be explained by students' reliance on limited daily allowances as their primary source of purchasing power, which compels them to carefully manage expenses and prioritize products that fit within their financial constraints (Tacardon et al., 2023). This is further supported by the price-related indicators, which show that students actively compare prices, assess price per serving, and seek to maximize quality relative to cost, indicating rational and value-oriented decision-making. The emphasis on getting "money's worth" suggests that price is not viewed in isolation but evaluated alongside acceptable quality standards, reflecting practical spending behavior among Filipino youth.

The strong effect of brand image supports the Means–End Chain Theory (Gutman, 1982) and Social Influence Theory (Kelman, 1958), indicating that students associate Korean instant noodle brands with popularity, peer approval, and cultural relevance linked to Korean media exposure. Additionally, the findings confirm that viral content such as videos and online articles significantly affects students' perceptions, demonstrating a bandwagon effect and social conformity, wherein students align their preferences and purchase intentions with widely accepted and peer-endorsed brands. This pattern is consistent with local studies emphasizing that Filipino youth consumers are highly influenced by social media trends, shared online experiences, and collective approval (Saadah et al., 2023; Agdigos et al., 2022). Although quality and taste were positively perceived, their lack of significant influence suggests that these attributes function as basic expectations rather than primary decision factors for Filipino students. Local research explains that Filipino youth consumers often prioritize practicality, familiarity, and affordability over detailed sensory evaluation, particularly for low-cost and frequently consumed convenience foods such as instant noodles (Tacardon et al., 2023; Monzon, 2023). Moreover, Filipino students commonly personalize instant noodles by adding local ingredients and seasonings, which reduces the importance of the original product's taste and quality in shaping purchase decisions (Talavera, 2023). In terms of marketing implications, the results indicate that senior high school students possess a value-oriented and socially driven mindset; thus, marketing strategies should emphasize affordable and consistent pricing, strong brand visibility, culturally relevant promotions, and socially engaging digital content to effectively influence purchasing decisions.

Descriptive Frequency of Respondents Profile

The demographic profile shows that most respondents were 17–18-year-old, female, single Grade 12 students, confirming that Korean instant noodles are primarily consumed by youth consumers who are highly influenced by peers and social trends. This finding supports Fatrisia et al., (2024) and Saadah et al., (2023), who noted that younger consumers are more receptive to trend-driven food products shaped by social interaction and digital exposure. The high purchase rate (83.3%) indicates that Korean instant noodles have become part of students' regular consumption, aligning with Sobaih (2023), who emphasized the role of convenience foods in students' daily routines. The presence of both planned (58.9%) and impulsive buying (41.1%) supports the Means-End Chain Theory, showing that students balance budget considerations with emotional and social motivations (Gutman, 1982; Apriani et al., 2024). Preference for supermarkets supports Wartaka and Sumardjono (2020), who explained that clean environments, brand variety, and product visibility increase buyer confidence. The tendency to buy loose packs rather than cartons reflects limited allowances and supports Saadah et al., (2023), who found that students favor affordable and flexible purchasing options. The dominance of female buyers aligns with Mafazah and Mukaram (2024), who observed that women place greater importance on packaging, safety, and visual appeal. These findings also support Zulfadli et al., (2023), emphasizing that visual cues and product presentation strongly influence youth food choices. Overall, the results validate prior studies showing that peer influence, affordability, and accessibility shape student buying behavior. However, this study adds local insight by showing that Filipino senior high school students integrate global K-culture trends with values of practicality and social belonging. Even in a smaller city like Poblacion, Valencia City, youth consumption patterns reflect global influences filtered through modest spending habits and group-oriented behavior. Thus, the findings confirm the relevance of Social Influence Theory and existing RRL in explaining Filipino students' buying behavior toward Korean instant noodles.

Descriptive Level of Agreement of Respondents on Social Media Advertisements and Purchase Intention

The results revealed that respondents generally agreed with statements relating to social media advertisements and their effect on purchase intention, indicating that such advertisements are widely observed and influential among senior high school students, consistent with findings on Filipino youth’s high digital engagement (Monzon, 2023). Most respondents rated their agreement at a high level, suggesting that exposure to advertisements on platforms such as Facebook, Instagram, TikTok, and YouTube strongly shapes awareness and desire to purchase, as noted in local studies on digital marketing effectiveness (Philippine Daily Tribune, 2023). These findings imply that digital platforms play a critical role in influencing how students evaluate and decide to buy products like Korean instant noodles (Talavera, 2023). Students aged 17–18 years belong to a generation that is highly active on social media and receptive to online marketing cues embedded in daily routines (Monzon, 2023). The consistently high mean scores indicate that respondents perceive social media advertisements as trustworthy, engaging, and informative, which increases purchase interest (Monde Nissin Corporation, 2025). This supports evidence that Filipino consumers rely on online content for product evaluation and decision-making (Talavera, 2023). Moreover, viral content reinforces a bandwagon effect and conformity, wherein students align their perceptions and intentions with popular and peer-approved products to gain social acceptance (Philippine Daily Tribune, 2023). Such behavior reflects the collectivist orientation of Filipino youth, where shared online experiences influence consumption choices (Monzon, 2023). Social validation through likes, shares, and trends strengthens purchase intention among students (Talavera, 2023). These patterns confirm that peer influence amplifies the persuasive power of social media advertisements (Monde Nissin Corporation, 2025). Consequently, marketing strategies that emphasize peer relevance and cultural resonance are more effective in influencing student consumers (Philippine Daily Tribune, 2023). Thus, brands should develop culturally resonant, trend-based, and peer-driven social media content to enhance purchase intention and foster long-term brand loyalty among Filipino senior high school students (Monzon, 2023; Talavera, 2023; Philippine Daily Tribune, 2023; Monde Nissin Corporation, 2025)

Significant Difference (Consumer Buying Behavior compared to Demographics)

Table 1.34 Summary Table of Significant Difference Between Consumer Buying Behavior and Demographic Profile of the Respondents

Demographic Variable	P-value	Hypothesis Decision
Age	0.564	Ho1 Accepted
Sex	<.001	Ho1 Not Accepted
Year Level	0.873	Ho1 Accepted
Marital Status	0.864	Ho1 Accepted
Purchase Korean Instant Noodles	<.001	Ho1 Not Accepted
Decision to buy Korean Instant Noodles	<.001	Ho1 Not Accepted
Place where Korean Instant Noodle bought	<.001	Ho1 Not Accepted
Quantity of Korean Instant Noodles bought	0.152	Ho1 Accepted
Note: n = 353		

Table 1.34 shows that among the demographic variables, sex, purchase of Korean instant noodles, decision to buy, and place of purchase revealed significant differences in consumer buying behavior ($p < 0.05$). Meanwhile, age, year level, marital status, and quantity purchased showed no significant differences ($p > 0.05$). These results indicate that gender and buying experiences play an important role in shaping how students perceive and respond to Korean instant noodles. Female respondents displayed stronger consumer engagement, possibly because they are more responsive to product presentation, packaging design, and social media promotions. Students who have

actually purchased the product and those who make planned buying decisions also exhibited higher levels of consumer awareness, suggesting that experience and deliberate choice enhance buying confidence. In addition, students who buy from supermarkets tend to show stronger brand loyalty and preference, implying that organized retail environments encourage repeat purchases. On the other hand, the lack of significant difference in age, marital status, and year level suggests that these demographic variables do not affect purchasing tendencies among senior high school students. Overall, the results imply that marketing strategies should emphasize gender-sensitive promotions, attractive store displays, and product trial opportunities to increase consumer participation and loyalty.

The findings are consistent with several related studies emphasizing that demographic factors, particularly gender and purchase experience, influence buying behavior. Fatrisia et al., (2024) and Saadah et al., (2023) observed that female consumers are more attentive to product aesthetics, reviews, and social influences when making purchases—supporting the current study’s finding that females exhibit stronger buying behavior. Likewise, Apriani et al., (2024) and Pane et al., (2024) highlighted that exposure to blogs and viral media content shapes young consumers’ purchase intentions, especially among students actively buying trendy food products like Korean noodles. The significant difference found in purchase experience aligns with Zulfadli et al., (2023), who stated that prior product usage increases brand familiarity and purchase confidence. Moreover, the difference by place of purchase corresponds with Wartaka and Sumardjono (2020), who emphasized that store environment and product accessibility affect consumer trust and decision-making. The absence of differences across age and year level supports Kosasih et al., (2021), who found that youth groups within the same life stage share similar financial awareness and brand exposure. In the Philippine context, these results can be explained by cultural traits such as collectivism, peer conformity, and heavy reliance on social media, where shopping behavior is shaped more by trend and convenience than by age or grade level. Therefore, this study reinforces global and local findings while offering practical insights—marketers should leverage gender-focused designs, digital promotions, and supermarket placements to align with students’ lifestyles and strengthen brand loyalty.

Significant Difference (Product Attributes compared to Demographics)

Table 1.35 Summary Table of Significant Difference Between Product Attributes and Demographic Profile of the Respondents

Demographic Variable	P-value					Hypothesis Decision
	Price	Quality	Taste	Brand Image	Overall Product Attributes	
Age	0.212	0.426	0.209	0.725	0.396	Ho2 Accepted
Sex	<.001	0.002	<.001	<.001	<.001	Ho2 Not Accepted
Year Level	0.765	0.525	0.375	0.477	0.266	Ho2 Accepted
Marital Status	0.962	0.955	0.375	0.379	0.616	Ho2 Accepted
Purchase Korean Instant Noodles	<.001	<.001	<.001	<.001	<.001	Ho2 Not Accepted
Decision to buy Korean Instant Noodles	<.001	<.001	<.001	<.001	<.001	Ho2 Not Accepted
Place where Korean Instant Noodle bought	<.001	<.001	<.001	<.001	<.001	Ho2 Not Accepted

Quantity of Korean Instant Noodles bought	0.169	0.343	0.111	0.374	0.208	Ho2 Accepted
Note: n = 353						

Table 1.35 presents the summary of significant differences between the product attributes of Korean instant noodles and the demographic profile of the respondents. The findings reveal that there is a significant difference in product attributes when grouped according to sex, purchase of Korean instant noodles, decision to buy, and place where the product was bought ($p < 0.05$). This means that male and female students differ in how they perceive price, quality, taste, and brand image. Likewise, students who actually purchase Korean instant noodles, those whose decisions to buy are planned, and those who buy from different places (such as supermarkets, convenience stores, or online platforms) show varying perceptions toward the product attributes. On the other hand, no significant differences were found when grouped according to age, year level, marital status, and quantity bought, indicating that these variables do not influence the respondents' perception of product attributes. The results imply that gender, buying experience, and shopping environment play a stronger role in shaping consumer perception and behavior than age or school level. These insights highlight the importance for marketers to design gender-sensitive promotions, improve customer buying experiences, and strategically choose store placements to increase product appeal.

The results are consistent with previous studies cited in the Review of Related Literature. Fatrisia et al., (2024) and Saadah et al., (2023) found that female consumers tend to be more particular about product appearance, taste, and brand credibility, which aligns with the significant difference by sex observed in this study. Similarly, Zulfadli et al., (2023) revealed that consumers with prior purchase experience evaluate product attributes more positively due to familiarity and satisfaction. The finding that buying decisions and place of purchase significantly influence perception supports Wartaka and Sumardjono (2020), who emphasized that store environment and convenience affect consumer evaluation and loyalty. However, the absence of significant difference in age and year level contrasts with Pane et al., (2024), who found age-related differences in purchasing motives. A practical explanation in the Philippine context is that senior high school students, regardless of age or level, share similar lifestyles, social media exposure, and peer influences that minimize perceptual differences. Filipino youth culture also emphasizes group conformity and social trends, explaining why experiential factors (such as where and how they buy) matter more than demographic distinctions. Overall, the findings contribute new insights to marketing management by highlighting that gender-sensitive marketing, customer experience, and store environment strategies are more effective in attracting young Filipino consumers of Korean instant noodles.

Significant Relationships

Table 1.36 Summary of Significant Relationships Between Product Attributes and Consumer Buying Behavior

Product Attributes to Consumer Buying Behavior	P-value	Hypothesis Decision
Price	<.001	Ho3 Not Accepted
Quality	<.001	Ho3 Not Accepted
Taste	<.001	Ho3 Not Accepted
Brand Image	<.001	Ho3 Not Accepted
Overall Product Attributes	<.001	Ho3 Not Accepted
Note: n = 353		

Table 1.36 presents the summary of the significant relationships between product attributes and consumer buying behavior of the respondents. The results reveal that price, quality, taste, brand image, and overall product

attributes all have significant relationships with consumer buying behavior ($p < 0.05$). This indicates that the respondents' decision to buy Korean instant noodles is strongly influenced by how they perceive these product attributes. In particular, students who perceive the product as affordable, of good quality, tasty, and with a favorable brand image are more likely to purchase it. This suggests that these attributes collectively shape the buying choices of the consumers. The findings imply that consumers are not merely influenced by external promotions or trends, but also by their personal assessment of the product's value and sensory satisfaction. Therefore, marketers and product managers can use these results to strengthen strategies that enhance price fairness, maintain quality consistency, and sustain positive brand reputation to influence repeat purchases and brand loyalty among Filipino youth.

The result of this study is supported by several previous research works presented in the Review of Related Literature. Fatrisia et al., (2024) and Pane et al., (2024) emphasized that product quality and taste are crucial determinants of purchasing behavior, as consumers prioritize satisfaction and sensory experience in food products. Similarly, Saadah et al., (2023) found that perceived affordability and positive brand image significantly predict consumers' decision to buy instant food products. Zulfadli et al., (2023) and Wartaka and Sumardjono (2020) also confirmed that favorable product perceptions directly lead to stronger purchase intentions and customer loyalty. The consistent findings indicate that the product's intrinsic attributes are powerful motivators for consumer action. In the Philippine context, these relationships can be explained by the youth's growing exposure to Korean culture and social media, where product reviews, brand reputation, and peer recommendations highly influence buying behavior. Hence, this study provides new insights for marketing management by showing that enhancing product quality, sensory appeal, price competitiveness, and cultural alignment with Filipino consumer preferences can effectively drive sales and strengthen brand loyalty for Korean instant noodles.

Significant Influence

Table 1.37 Summary of Significant Influence Between Product Attributes and Consumer Buying Behavior

Product Attributes to Consumer Buying Behavior	P-value	Hypothesis Decision
Price	<.001	Ho4 Not Accepted
Quality	0.232	Ho4 Accepted
Taste	0.121	Ho4 Accepted
Brand Image	<.001	Ho4 Not Accepted
Overall Product Attributes	<.001	Ho4 Not Accepted
Note: n = 353		

Table 1.37 presents the influence of product attributes on the consumer buying behavior of senior high school students in Poblacion, Valencia City. The results show that price ($p < .001$) and brand image ($p < .001$) significantly influence consumer buying behavior, while quality ($p = 0.232$) and taste ($p = 0.121$) do not. Although quality and taste received high positive ratings from respondents, these variables did not significantly predict consumer buying behavior when analyzed independently. This finding suggests that senior high school students may already consider good taste and acceptable quality as standard expectations for Korean instant noodles rather than unique factors influencing purchasing decisions. In other words, students expect Korean instant noodles to taste good and maintain acceptable quality, making these attributes less influential in differentiating brands or motivating purchases.

In contrast, price and brand image emerged as stronger determinants because students are highly influenced by affordability, social trends, and brand popularity. As young consumers with limited budgets, senior high school students tend to prioritize products that provide both value for money and social recognition. The widespread

influence of Korean culture through TikTok, YouTube, K-dramas, online influencers, and peer recommendations may have strengthened the emotional and symbolic appeal of Korean noodle brands, making brand image more powerful than sensory product characteristics.

These findings strongly support Social Influence Theory, which explains how peer influence, online exposure, and cultural trends shape consumer preferences and purchasing behavior among youth consumers. The results also suggest that modern student consumers are not only rational buyers concerned with affordability but are also socially connected individuals influenced by digital culture and online identity. Despite the non-significant individual effects of quality and taste, the overall influence of product attributes is significant ($p < .001$), indicating that these attributes collectively affect students' buying decisions. The significant influence of price can be attributed to students' dependence on limited daily allowances as their primary source of purchasing power. Because senior high school students have no regular income, they are compelled to be highly price-conscious, carefully comparing prices, checking price per serving, and prioritizing products that offer good value for money. Local studies confirm that Filipino students' buying behavior is strongly shaped by allowance constraints, leading them to favor affordable products that meet acceptable quality standards (Kosasih et al., 2021; Fatrisia et al., 2024; Tacardon et al., 2023).

The significant effect of brand image is explained by strong social influence and exposure to Korean popular culture. Guided by the Means–End Chain Theory and Social Influence Theory, students associate Korean instant noodle brands with popularity, peer approval, and cultural relevance, making brand image a symbol of social belonging. Viral content, influencer marketing, and peer recommendations reinforce a bandwagon effect and social conformity, encouraging students to choose brands that are widely accepted within their social groups (Saadah et al., 2023; Agdigos et al., 2022). Although quality and taste were positively perceived, their lack of significant influence suggests that these attributes function as basic expectations rather than primary decision factors for Filipino students. Local research indicates that Filipino youth prioritize practicality, affordability, and brand familiarity over detailed sensory evaluation, particularly for low-cost and frequently consumed convenience foods such as instant noodles (Tacardon et al., 2023; Monzon, 2023). Moreover, students often customize instant noodles with local ingredients, reducing the importance of the original taste and quality. Consequently, price and brand image, reinforced by allowance-based spending and social influence, emerge as the strongest determinants of consumer buying behavior toward Korean instant noodles in the local context.

In relation to the theoretical framework, the findings of this study clearly support the anchoring role of Rational Choice Theory (Friedman and Hechter, 1988). The significant influence of price shows that senior high school students in Poblacion, Valencia City make purchasing decisions based on rational cost–benefit evaluation, prioritizing affordability and value for money due to their dependence on limited daily allowances. This behavior confirms that students act as practical and economically conscious consumers rather than impulsive buyers, which is consistent with local studies on Filipino youth spending patterns (Kosasih et al., 2021; Fatrisia et al., 2024).

The results also validate the Means–End Chain Theory (Gutman, 1982), as price and brand image function as key attributes that connect tangible product features to higher-level outcomes such as satisfaction, self-expression, and social belonging. In the local context, Korean instant noodle brands are not only evaluated based on price but also serve as symbols of trend participation and cultural relevance. Furthermore, the strong influence of brand image supports Social Influence Theory (Kelman, 1958), demonstrating that peer approval, social media exposure, and popular trends significantly shape students' purchasing decisions. Local research likewise confirms that Filipino senior high school students are highly influenced by peer recommendations, brand familiarity, and online trends when choosing food products (Saadah et al., 2023; Tacardon et al., 2023).

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the summary of the major findings, conclusions, and recommendations of the study. It highlights the results of both the descriptive and inferential analyses on the influence of product attributes—price, quality, taste, and brand image—on the consumer buying behavior of senior high school students in Poblacion, Valencia City. The discussion likewise relates the findings to the research objectives and theoretical framework, providing implications for marketing management and future research directions.

Summary of Findings

The findings of this study provide practical implications for Korean instant noodle brands, retailers, and marketers targeting young consumers. Since price and brand image were identified as the strongest predictors of consumer buying behavior, companies should focus on developing affordable pricing strategies while strengthening digital marketing campaigns that appeal to students. Social media platforms such as TikTok, YouTube, and Facebook can be utilized to promote products through influencer partnerships, viral food content, and interactive online campaigns.

Retailers may also increase student engagement by improving product visibility in supermarkets and convenience stores, where most respondents preferred to purchase Korean instant noodles. In addition, brands can enhance customer loyalty by introducing student-friendly promotions, limited-edition packaging, and culturally relevant branding strategies connected to Korean pop culture trends. These approaches may help businesses build stronger emotional connections with young consumers while increasing product competitiveness in the growing instant noodle market.

Conclusions

This study reveals that Korean instant noodles are no longer viewed merely as convenient food products among senior high school students in Valencia City. Instead, they have evolved into cultural and social symbols shaped by affordability, digital influence, and brand identity. The findings demonstrate that students' buying behavior is strongly influenced by practical value and socially recognized brands rather than by taste and quality alone.

Although respondents positively perceived the quality and taste of Korean instant noodles, these attributes were treated more as expected standards than as deciding factors in purchasing decisions. In contrast, price and brand image significantly influenced buying behavior, highlighting the importance of affordability, peer influence, and online visibility in shaping modern consumer preferences. The study further emphasizes the growing power of social media platforms, Korean popular culture, and digital marketing in influencing the purchasing decisions of Filipino youth. Through exposure to viral content, online reviews, influencers, and K-drama culture, students develop emotional and social connections with Korean instant noodle brands.

Ultimately, this research demonstrates that today's student consumers are not only practical and rational buyers but also socially connected and trend-conscious individuals whose purchasing decisions reflect both economic considerations and cultural belonging. The study contributes valuable insights into youth consumer behavior and may serve as a useful reference for future researchers, educators, retailers, and marketers seeking to understand the evolving relationship between culture, branding, and consumer decision-making in the Philippines.

Recommendations

Based on the findings and conclusions of this study, it is strongly recommended that manufacturers and marketers of Korean instant noodles sustain competitive and affordable pricing strategies while maintaining consistent product standards. Given that price and brand image emerged as the strongest predictors of consumer buying behavior, companies should focus on offering value-for-money products that appeal to the budget-conscious nature of senior high school students. Although taste and quality did not show a significant independent influence in the inferential analysis, they remain essential baseline expectations; thus, flavor satisfaction, product safety, and acceptable quality should be consistently upheld to prevent negative perceptions. Manufacturers are encouraged to continuously innovate in flavor variants, packaging design, and nutritional enhancements (e.g., reduced sodium, fortified ingredients) to remain competitive and to address growing health awareness among Filipino youth.

To maximize market reach, social media should be utilized to its fullest potential as a primary marketing tool. Marketers are encouraged to intensify their presence on platforms popular among students, such as TikTok, Facebook, Instagram, and YouTube, by leveraging short-form videos, interactive content, and influencer collaborations that align with youth interests and Korean pop culture. Campaigns that highlight affordability, brand identity, and lifestyle appeal—rather than product features alone—can strengthen emotional and symbolic

connections with consumers. User-generated content, viral challenges, and peer-driven endorsements should be strategically employed, as these forms of social proof reinforce rational decision-making and brand recall among students.

For Filipino instant noodle brands, this study offers important insights for improving consumer buying behavior and competing effectively with Korean products. Local brands are encouraged to enhance their brand image by modernizing packaging, strengthening digital visibility, and associating products with Filipino youth culture while emphasizing affordability and familiarity. Strategic use of social media storytelling—such as highlighting local flavors, relatable student experiences, and community-based campaigns—can improve brand perception and loyalty. Filipino brands may also adopt limited-edition flavors, collaborative campaigns with influencers, or culturally inspired product lines to increase appeal without sacrificing cost efficiency.

For retailers and distributors, it is recommended to improve product accessibility and visibility in locations frequently visited by senior high school students, including convenience stores, sari-sari stores, and school canteens. Promotional strategies such as bundle deals, student discounts, price-offs, and limited-time offers can encourage trial and repeat purchases. Retailers should also consider stocking a wider range of flavors and variants to accommodate diverse preferences. Collaborations with schools or youth organizations may further support awareness initiatives that promote responsible consumption and balanced eating habits.

Finally, academic institutions and future researchers are encouraged to expand upon this study by examining additional variables such as cultural attachment, peer pressure, social media engagement, influencer credibility, and advertising exposure. Broadening the scope of respondents to include college students, working youth, and other income groups may yield comparative insights across consumer segments. Future studies may also employ mixed-method or longitudinal designs to capture behavioral changes over time. Addressing these research gaps will contribute to a deeper and more nuanced understanding of how product attributes, digital influence, and rational decision-making shape consumer buying behavior in the evolving Filipino market.

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