

# Factors Affecting Local Acceptance and Resistance to Modern Filipino Cuisine of Selected Restaurants in Parañaque City

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## ABSTRACT

The study focuses on understanding how modernization in Filipino cuisine affects local diners' acceptance or resistance, specifically within selected restaurants in Parañaque City, Philippines. It explores the dynamic tension between the preservation of traditional Filipino food and the emerging modern adaptations fueled by globalization. The modernization of Filipino food is continuously emerging, particularly in Parañaque City, Philippines. As globalization drives these changes, a tension arises between preserving traditional Filipino cuisine and embracing modern adaptations within the food industry, making efforts toward food preservation increasingly necessary. This study focuses on evaluating how these changes affect local acceptance and resistance toward modern Filipino cuisine in selected restaurants in Parañaque City. Using a self-made questionnaire consisting of a Likert Scale, researchers gathered data from 400 respondents aged 18 and above who have dined at notable restaurants such as Manam, Mangan, Fely J's Kitchen, and Golden Cowrie. The purposive sampling method was employed to ensure that respondents possessed characteristics relevant to the study, enabling accurate insights into consumer perceptions. The findings revealed a significant difference in factors influencing acceptance and resistance. The most important factor driving local acceptance was related to people—highlighting the importance of excellent quality service—followed by physical evidence and place, which refer to the restaurant's ambiance and accessibility, respectively. These elements play a crucial role in shaping customers' dining experiences and acceptance of modernization in Filipino cuisine.

Conversely, price and product quality emerged as the primary factors contributing to local resistance. Some customers expressed sensitivity to pricing and dissatisfaction with the food quality, which hindered their acceptance of modern Filipino dishes. The respondents displayed diverse perspectives about the factors affecting both acceptance and resistance, suggesting that modern Filipino cuisine evokes varied emotional and practical responses within the community. The study's results provide a valuable framework for restaurants to address resistance by improving customer experience, while simultaneously enhancing the positive factors that encourage acceptance. This balanced approach assists in harmonizing modernization with the preservation of traditional Filipino culinary heritage, ultimately supporting sustainable growth and customer satisfaction in the local food industry.

**Keywords:** Modern Filipino Cuisine, Food Modernization, Traditional Filipino Food Preservation, Customer Acceptance, Customer Resistance, Dining Experience Factors. Food Industry Globalization, Restaurant Ambiance, Service Quality, Price Sensitivity,

## INTRODUCTION

The transmission of recipes allowed food to acquire its own language and grow into a complex cultural product shaped by climate, geography, and the pursuit of pleasure. Montanari, M. (2006), Food is culture. In numerous nations, including Italy, Japan, and France, traditional recipes are strongly safeguarded as elements of cultural heritage. Traditional foods are seen as a significant part of a country's cultural identity, and when recipes are changed; it can lead to strong reactions. Filipino cuisine evolves by incorporating traditional flavors with modern

culinary innovations to adapt to rapidly changing consumer tastes and a larger audience. This brings a mix of acceptance and resistance, as some people adapt to these changes while others prefer the traditional food.

Food acceptance and resistance are important in determining how consumers react to these changes. Acceptance refers to a willingness to embrace new ideas, particularly if convenience is improved, health benefits, or sensory experiences. Consumers reject innovation when they recognize it as a threat to cultural authenticity, due to the fear that modern influences will weaken traditional flavors and culinary practices. According to Levke (2020), individuals could benefit from the advantages of innovations, while businesses may maintain or boost their market share and profitability. However, in the food industry, innovations often experience disapproval and rejection from consumers, resulting in decreased acceptance of those innovations.

Restaurants in Parañaque City offer modern Filipino cuisine that reflects the city's changing food culture. These changes are essential to survive in a changing consumer environment, but they also raise concerns about how locals view these changes. Do they prefer modern flavors or traditional culinary food? The modernization of Filipino cuisine is becoming popular in cities like Parañaque, which reflects global culinary trends. However, locals' reactions to these changes differ. Some of them see modernization of food as a way to improve and expand Filipino cuisine, being recognized more on the global market. However, others resist this as they are concerned, these changes might weaken the authenticity and cultural significance of traditional dishes.

This research aims to evaluate the specific factors affecting local acceptance and resistance to modern Filipino cuisine, providing a deeper understanding to identify key factors that influence consumers in accepting and resisting modern Filipino cuisine in Parañaque City.

## LITERATURE REVIEW

Globalization has significantly influenced culinary practices worldwide, presenting both opportunities and challenges. Mathew (2024) highlights that globalization enriches culinary experiences by increasing access to diverse ingredients and techniques but threatens traditional foodways by marginalizing indigenous crops and local breeds, leading to biodiversity decline. To counteract this, preserving culinary heritage via support for local farmers and sustainable food practices is crucial. Culinary tourism and educational programs also play important roles in raising awareness about protecting traditional cuisines.

Innovation in food development is essential to meet evolving consumer demands, yet it creates tension with traditional culinary practices. Guiné et al. (2021) emphasize that successful culinary innovation respects tradition, enhancing culinary identity by balancing modernization and preservation. Rajan (2023) further notes that food culture evolves through globalization, creativity, and historical roots, advocating for embracing this evolution while preserving cultural authenticity.

Consumer acceptance of food innovations depends on familiarity and integration of traditional elements. Feldman and Wunderlich (2022) argue that food blending innovation with traditional ingredients resonates more deeply with cultural groups. Chen and Perez (2021) illustrate continuous culinary evolution through Mediterranean cuisine, shaped by historical intercultural exchanges, maintaining relevance by blending tradition with innovation.

In the Filipino context, preservation of culinary heritage is vital amid modernization. Giray et al. (2021) and Mercado and Andalecio (2020) document the diversity and cultural significance of native dishes such as pancit, linking them to social, historical, and symbolic identities. UNESCO (n.d.) confirms that culinary traditions contribute to community heritage but face threats from globalization, requiring preservation efforts.

Innovative Filipino dishes, such as Coconut Meat Sisig (Serato et al., 2024) and Suman Kalabasa (Cajayon et al., 2024), demonstrate market potential by blending health benefits and tradition. Colonial influences affected Filipino culinary identity, with resistance to foreign dominance playing a role in preserving food heritage (Caisip, 2023). Education, policy, and technology, like cooking tutorial applications, support culinary preservation (Gelera et al., 2023).

Consumer dining experiences are influenced by food quality, ambiance, price, and location (Valdez et al., 2020; Khan & Aditi, 2020; Roy et al., 2022). Authenticity, familiarity, and perceived value critically affect acceptance or resistance toward modern food trends (Kim et al., 2019). Staff responsiveness and physical environment further enhance customer satisfaction and loyalty (Marković et al., 2019; Ozdemir-Guzel & Bas, 2020)

## METHODOLOGY

When collecting primary data from survey questionnaires with closed-ended questions, researchers employ the descriptive method to expand the understanding of the researchers by describing the present state of the identified variable for this study. This study uses a descriptive research design, which focuses on observing and describing a phenomenon with its characteristics. According to McCombes (2022), Descriptive research is useful for studying a particular topic, allowing researchers to develop a clear, accurate understanding of data, which includes identifying patterns and gaining insights from it. Emphasize that this design is suitable for studies that focus on describing and summarizing characteristics, behaviors, or traits within a population, which involves using surveys, observations, or data analysis to gather data.

The descriptive research design aligns with the objectives of this study. Using descriptive research can enable the study to gain information about consumer preferences, particularly in acceptance and resistance factors within the four restaurants in Parañaque City. This would help the researchers to gain valuable insights into how locals view modernized Filipino dishes. This approach enables the researchers to measure the acceptance and resistance factors, identify such patterns, and understand how these factors impact the emerging trends of modern Filipino cuisine among local consumers, which is essential for the study.

## RESULTS AND FINDINGS

### Presentation, Analysis, and Interpretation of Data

#### Subproblem No. 1. What is the demographic profile of the respondents?

##### Age

Table 1. Respondents as to Age

Age	Prequency	Percentage
51 years old and above	13	3.25
41-50 years old	51	12.75
31-40 years old	108	27.00
21- 30 years old	153	38.25
20 years old and below	75	18.75
TOTAL	400	100

Table 1 shows the age distribution of 400 respondents. The majority of respondents, 38.25 percent, are in the 21-30 age group, followed by 31-40-year-olds at 27 percent. Those in the 20-year-old and below category make up 18.75 percent of the sample. Meanwhile, 12.75 percent of respondents are aged 41-50, and the smallest group, 3.25 percent, consists of those aged 51 and above. This data reveals that younger adults (ages 21-40) represent the most substantial portion of the sample, accounting for 65.25 percent of respondents.

A relevant study from Purdue University emphasized that younger generations, particularly Millennials and Gen Z (ages 18-30), tend to place greater importance on social and environmental responsibility in their food choices, a trend that aligns with younger adults' significant representation in food-related studies Purdue University

(2024). This generational preference for socially and environmentally conscious decisions could be related to the substantial portion of younger adults (21-40 years) in this study sample, as these age groups are more actively engaged in food trends that reflect their values and social priorities. Similarly, European research has found that young consumers are generally more supportive of traditional and local food products, indicating that younger adults not only prioritize conscious food choices but also maintain interest in culturally significant foods Vlontzos et al., (2019). This pattern supports this findings, as a substantial portion of the respondents may exhibit similar openness to modern adaptations of Filipino cuisine while valuing traditional roots.

## Sex

Table 2. Respondents as to Sex

Sex	Frequency	Percentage
Male	220	55.00
Female	180	45.00
<b>Total</b>	400	100

Table 2 presents the gender distribution of the 400 respondents, showing that 55 percent are male and 45 percent are female. This slight majority of male respondents suggests that the study's findings may be more representative of male perspectives. However, the relatively balanced gender distribution—only a 10 percent difference— indicates that both male and female viewpoints are substantially represented, allowing for a fairly comprehensive analysis of gender-related responses. This balance may enhance the relevance and applicability of the study's findings across both genders.

This aligns with findings Bilog, D. Z. (2021), where 50.6% were male and 40.4% were female. Although there's a slight variation in percentages, the similarity in male predominance reinforces the observation that male perspectives may be slightly more represented. However, both datasets demonstrated relatively balanced gender distributions, with differences small enough to suggest that findings are applicable to both genders. This balanced representation may strengthen the study's relevance and applicability across genders, providing a solid basis for gender-related analysis.

## Restaurant

Table 3. Respondents as to Restaurant

Restaurant	Frequency	Percentage
Manam	100	25
Mangan	100	25
Fely J's Kitchen	100	25
Golden Cowrie	100	25
<b>Total</b>	400	100

Table 3 shows an equal distribution of respondents across four restaurants— Manam, Mangan, Fely J's Kitchen, and Golden Cowrie—with each restaurant having 100 respondents, representing 25 percent of the total sample. This balanced representation across all four restaurants ensures that insights from the study are not skewed toward any particular establishment. Consequently, the findings will equally reflect the customer experiences, preferences, and perspectives associated with each restaurant, allowing for fair comparisons and more generalizable conclusions about the dining experiences across these venues.

This aligns with the sampling method that was used in the study which is the purposive sampling method. According to Etikan,et al. (2019), researchers use purposive sampling or known as judgement sampling because in some situations, the number of population may not be well defined. Selecting and identifying participants who have a knowledge and experience in the interest and topic of the study. In addition to this, the study also states the importance of availability and the willingness to participate of respondents. To conclude, this sampling method is selecting participants who's with particular characteristics are perfectly suit on the study.

This also aligns with the theory that was used in the study which is “The 7P’s of Marketing Mix”. According to the study of Analyzing and Exploring the Effectiveness.

Each Element of 7P’s of Marketing Mix (2022), this theory is used as each element of the marketing mix is important and this affects not just the establishment or organization itself and its activities, but also the competition, time, industry and specific sector. This theory was used as a parameter to measure the local acceptance and resistance of modern Filipino Cuisine in the four restaurants at Parañaque City.

## Subproblem No. 2. What are the factors affecting local acceptance of modern

### Filipino Cuisine of Selected Restaurants in Parañaque City?

#### Product

Table 4. Assessment of Product

Indicators	Manam		Mangan		Fely J’s Kitchen		Golden Cowrie		Composite		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI	
1. Modern Filipino food dishes such as Seafood Kare-Kare, Chicken Tinola sa gata, Halo- halo Turon, Cassava Bibingka with buko , etc. are appetizing and have a well-balanced flavor, providing a twist that blends with innovation.	3.21	A	3.17	A	3.52	SA	3.69	SA	3.40	SA	1.5
2. Food presentation enhances the dining experience and could lead to Customer satisfaction, Memorable dining experience, and elevate the dining atmosphere.	3.18	A	3.16	A	3.46	SA	3.54	SA	3.33	SA	3
3. The restaurant offers creative modernization of Filipino Cuisine that not only meets but exceeds customers’ expectations (e.g. Seafood Kare-Kare, Chicken Tinola sa gata, Halo-halo Turon, Cassava Bibingka with buko etc.)	3.37	SA	3.16	A	3.45	SA	3.61	SA	3.40	SA	1.5
<b>Overall weighted mean</b>	3.25	SA	3.16	AS	3.48	SA	3.61	SA	3.38	SA	

#### Legend:

Option	Range	Interpretation
4	3.25 - 4.00	Strongly Agree (SA)



<b>3</b>	<b>2.50 - 3.24</b>	<b>Agree (A)</b>
<b>2</b>	<b>1.75 – 2.40</b>	<b>Disagree (D)</b>
<b>1</b>	<b>1.00 – 1.74</b>	<b>Strongly Disagree (SA)</b>

Table 4 evaluates factors affecting local acceptance of modern Filipino cuisine among selected restaurants in Parañaque City by assessing product-related indicators. These indicators focus on the flavor and innovation in modern Filipino dishes, the role of food presentation in enhancing the dining experience, and the creative modernization of Filipino cuisine to meet or exceed customer expectations.

Modern Filipino food dishes such as Seafood Kare-Kare, Chicken Tinola sa gata, Halo-halo Turon, Cassava Bibingka with buko, etc., are appetizing and have a well- balanced flavor, providing a twist that blends with innovation. This indicator assesses whether customers find modern Filipino dishes flavorful and innovative. Golden Cowrie received the highest weighted mean (WM) of 3.69, interpreted as "Strongly Agree" (SA), indicating strong customer satisfaction. Fely J's Kitchen follows closely with a WM of 3.52 (SA), also showing high approval. Manam and Mangan scored lower, with WMs of 3.21 and 3.17, respectively, interpreted as "Agree" (A), suggesting moderate satisfaction in these areas.

Food presentation enhances the dining experience and could lead to customer satisfaction, memorable dining experience, and elevate the dining atmosphere. This indicator highlights the impact of food presentation on customer satisfaction and the dining atmosphere. Golden Cowrie leads again with a WM of 3.54 (SA), closely followed by Fely J's Kitchen with a WM of 3.46 (SA), showing that customers strongly appreciate the presentation at these establishments. Manam and Mangan received WMs of 3.18 and 3.16 (A), respectively, indicating that while the presentation is positively perceived, it is less impactful compared to Golden Cowrie and Fely J's Kitchen

The restaurant offers creative modernization of Filipino cuisine that not only meets but exceeds customers' expectations (e.g., Seafood Kare-Kare, Chicken Tinola sa gata, Halo-halo Turon, Cassava Bibingka with buko etc.). This indicator evaluates customer satisfaction with the creativity and modernization of Filipino dishes. Golden Cowrie (WM 3.61, SA) and Fely J's Kitchen (WM 3.45, SA) again received high ratings, indicating that customers feel these restaurants offer a highly innovative dining experience. Manam scored a WM of 3.37 (SA), showing customer agreement with its creative approach, while Mangan's WM of 3.16 (A) suggests a relatively lower but positive reception.

The overall weighted mean scores reflect the general satisfaction of respondents with the product quality at each restaurant. Golden Cowrie received the highest score (WM 3.61, SA), followed by Fely J's Kitchen (WM 3.48, SA) and Manam (WM 3.25, SA), while Mangan had the lowest rating (WM 3.16, A). These results suggest that Golden Cowrie and Fely J's Kitchen are more successful in providing innovative, well- presented, and flavorful modern Filipino dishes, leading to higher local acceptance.

Generally, the assessment of product-related factors affecting local acceptance of modern Filipino cuisine in selected restaurants. The indicators, ranked by their composite weighted mean (WM), reflect customer perceptions of flavor balance, presentation, and culinary innovation.

Modern Filipino food dishes such as Seafood Kare-Kare, Chicken Tinola sa gata, Halo-halo Turon, Cassava Bibingka with buko etc., are appetizing and have a well- balanced flavor, providing a twist that blends with innovation. This indicator ranks highest, tied for 1st place with a composite WM of 3.40, interpreted as "Strongly Agree" (SA). This suggests that customers find these innovative dishes to be particularly flavorful and wellexecuted, appealing to a sense of both tradition and novelty.

The restaurant offers creative modernization of Filipino Cuisine that not only meets but exceeds customer's expectations (e.g., Seafood Kare-Kare, Chicken Tinola sa gata, Halo-halo Turon, Cassava Bibingka with buko etc.). Also ranking 1st with a composite WM of 3.40 (SA), this indicator shows that customers highly appreciate

the creative efforts to modernize Filipino cuisine, indicating satisfaction that these dishes not only meet but often exceed their expectations in terms of originality and quality.

Food presentation enhances the dining experience and could lead to customer satisfaction, memorable dining experience, and elevate the dining atmosphere. Ranking 3rd, with a composite WM of 3.33 (SA), this indicator highlights that food presentation is a valuable factor in customer satisfaction. Though slightly lower than the other indicators, it still achieves a "Strongly Agree" rating, showing that visually appealing dishes enhance the dining atmosphere and contribute to memorable dining experiences.

This shows that the respondents highly agreed with the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding products as manifested by the overall composite weighted mean of 3.38.

The high ratings across all indicators suggest that the combination of innovative flavors, creative modernization of traditional dishes, and appealing presentation strongly influences local acceptance of modern Filipino cuisine. This implies that for continued customer satisfaction and local support, restaurants should maintain or enhance their efforts in balancing authentic flavors with innovation and ensuring visually appealing presentations. These elements not only meet but exceed customer expectations, positioning these restaurants favorably within the competitive dining market.

The results of the assessment of product is supported by Valdez et al. (2020). According to this study, the findings showed that food is one of the strong attributes to the dining experiences of the respondents. Another study conducted by Dr. Khan, R. & Aditi, F. (2020) showed that the findings on their study stated that the quality of food is one of the strong attribute that people look for in a restaurant. These studies shows that the product plays a significant factor to the dining experience and satisfaction of the customers.

## Price

Table 5 Assessment of Price

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI	
1. The restaurant offers affordable menu options ensuring that customers can enjoy and experience modernized Filipino food	3.25	SA	3.16	A	3.26	SA	3.38	SA	3.26	SA	2
2. Prices are reasonable based on the quality of food offered	3.20	A	3.15	A	3.34	SA	3.44	SA	3.28	SA	1
3. Restaurant offers special discounts like Birthday promos, Senior discounts, and Student discounts that help to attract price-sensitive customers.	3.13	A	3.15	A	3.30	SA	3.33	SA	3.23	A	3
<b>Overall weighted mean</b>	3.19	A	3.15	A	3.30	SA	3.38	SA	3.26	SA	

## Legend:

Option	Range	Interpretation
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4	3.25 - 4.00	Strongly Agree (SA)
3	2.50 - 3.24	Agree (A)
2	1.75 – 2.40	Disagree (D)
1	1.00 – 1.74	Strongly Disagree (SA)

Table 5 evaluates customer perceptions of price-related factors affecting the acceptance of modern Filipino cuisine across four selected restaurants. The indicators focus on affordability, price-quality balance, and the availability of discounts, with responses rated by weighted mean (WM) and verbal interpretation (VI).

The restaurant offers affordable menu options ensuring that customers can enjoy and experience modernized Filipino food. For this indicator, Golden Cowrie received the highest WM of 3.38, interpreted as "Strongly Agree" (SA), indicating that customers strongly feel it provides affordable options. Fely J's Kitchen follows closely with a WM of 3.26 (SA), while Manam has a WM of 3.25 (SA), also indicating a high level of satisfaction with affordability. Mangan scored slightly lower at 3.16, rated as "Agree" (A), showing that while customers find it reasonably affordable, it is perceived as less so than the others.

Prices are reasonable based on the quality of food offered. Golden Cowrie achieved the highest rating in this indicator as well, with a WM of 3.44 (SA), suggesting strong agreement that its prices align well with food quality. Fely J's Kitchen scored similarly high with a WM of 3.34 (SA), followed by Manam at 3.20 and Mangan at 3.15, both rated as "Agree" (A). This suggests that Golden Cowrie and Fely J's Kitchen are viewed more favorably in terms of price-quality balance.

The restaurant offers special discounts like Birthday promos, Senior discounts, and Student discounts that help to attract price-sensitive customers. Golden Cowrie and Fely J's Kitchen again lead, with WMs of 3.33 and 3.30 respectively, both rated as "Strongly Agree" (SA), indicating strong customer appreciation for discount offerings. Manam and Mangan received WMs of 3.13 and 3.15, respectively, rated as "Agree" (A), indicating that while discounts are valued, they may be perceived as less effective at these establishments.

The overall weighted mean for Golden Cowrie is 3.38 (SA), showing it is the most positively perceived restaurant in terms of pricing factors. Fely J's Kitchen follows with a WM of 3.30 (SA), while Manam and Mangan received overall ratings of 3.19 and 3.15, respectively, both "Agree" (A). This suggests that Golden Cowrie and Fely J's Kitchen are better aligned with customer expectations for affordability, value, and discount options, which likely enhances their local acceptance. For Manam and Mangan, focusing on additional discounts or price-value balances might help strengthen customer satisfaction in price-related areas.

Collectively, the assessment of price-related factors affecting the acceptance of modern Filipino cuisine in selected restaurants ranked from highest to lowest composite weighted mean (WM). Prices are reasonable based on the quality of food offered. This indicator ranks highest, with a composite WM of 3.28, interpreted as "Strongly Agree" (SA). This suggests that customers believe the prices reflect the quality of food provided, indicating satisfaction with the perceived value of the dining experience.

The restaurant offers affordable menu options ensuring that customers can enjoy and experience modernized Filipino food. With a composite WM of 3.26 (SA) and ranking 2nd, this indicator shows that customers generally perceive the menu options as affordable, allowing more people to experience modern Filipino dishes without a significant financial burden.

The restaurant offers special discounts like Birthday promos, Senior discounts, and Student discounts that help to attract price-sensitive customers. Ranking 3rd, this indicator received a composite WM of 3.23, interpreted as "Agree" (A). While customers value the discounts, this factor was rated slightly lower than the other two indicators, suggesting that discounts may be less essential than affordability and price-quality balance in influencing customer satisfaction.



This manifests that the respondents highly agreed with the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding price as manifested by the overall composite weighted mean of 3.26.

This result implies that the selected restaurants are generally successful in meeting customer expectations for reasonable pricing and affordability, which enhances the local acceptance of modern Filipino cuisine. However, emphasizing more promotional discounts could further attract price-sensitive customers and potentially increase overall satisfaction.

The findings regarding price perception in this study align with broader research suggesting that pricing directly influences customer satisfaction and loyalty. Price fairness, when customers perceive that the cost reflects the quality or value of the product can significantly impact customer loyalty and decision-making. Kotler and Keller (2016) highlight that price is a core component in customers' decision-making, as they often assess price based on perceived value, quality, and available alternatives. This connection implies that when restaurants in Parañaque ensure a balance between price and quality, they can foster positive customer perceptions, enhancing local acceptance of modern Filipino cuisine (Bircu Journal, 2023).

## Place

Table 6 Assessment of Place

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI	
1. The restaurant's location is convenient and accessible to visit.	3.57	SA	3.15	A	3.31	SA	3.49	SA	3.38	SA	3
2. The theme of the restaurant is consistent throughout, from the decor to the layout, enhancing the connection between the environment and the food served.	3.55	SA	3.15	A	3.43	SA	3.50	SA	3.41	SA	1
3. The modernized design of the restaurant blends seamlessly with the Filipino cuisine being served, creating a culturally rich and inviting atmosphere.	3.44	SA	3.15	A	3.45	SA	3.57	SA	3.40	SA	2
<b>Overall weighted mean</b>	3.52	SA	3.15	A	3.40	SA	3.52	SA	3.40	SA	

## Legend:

Option	Range	Interpretation
4	3.25 - 4.00	Strongly Agree (SA)
3	2.50 - 3.24	Agree (A)
2	1.75 – 2.40	Disagree (D)
1	1.00 – 1.74	Strongly Disagree (SA)

Table 6 evaluates customer perceptions of place-related factors affecting the acceptance of modern Filipino cuisine in selected restaurants. The indicators focus on location convenience, thematic consistency, and the integration of modern design with Filipino culinary elements, rated by weighted mean (WM) and verbal interpretation (VI).

The restaurant's location is convenient and accessible to visit. Among the restaurants assessed, Manam received the highest score with a WM of 3.57, interpreted as "Strongly Agree" (SA), indicating that customers find it particularly easy to access. Golden Cowrie follows closely with a WM of 3.49 (SA), reflecting strong customer satisfaction regarding location. Fely J's Kitchen also scores well with a WM of 3.31 (SA), showing agreement among customers, while Mangan received the lowest score of 3.15, rated as "Agree" (A), suggesting that while it is accessible, it may not be as convenient as the others.

The theme of the restaurant is consistent throughout, from the decor to the layout, enhancing the connection between the environment and the food served. Manam again leads with a WM of 3.55 (SA), indicating strong customer approval of thematic consistency. Golden Cowrie closely follows with a WM of 3.50 (SA), also reflecting a positive perception of how well the decor and layout align with the dining experience. Fely J's Kitchen scores 3.43 (SA), indicating a solid level of agreement, while Mangan again ranks lowest at 3.15 (A), showing that while the theme is appreciated, it is perceived as less cohesive than in the other establishments.

The modernized design of the restaurant blends seamlessly with the Filipino cuisine being served, creating a culturally rich and inviting atmosphere. Golden Cowrie received the highest WM of 3.57 (SA) for this indicator, indicating that customers find the integration of modern design with Filipino culture particularly appealing. Fely J's Kitchen closely follows with a WM of 3.45 (SA), suggesting that it also creates a strong connection between its design and cuisine. Manam scored 3.44 (SA), and Mangan received the lowest score of 3.15 (A), both indicating positive but less enthusiastic responses regarding the blend of design and culinary offerings.

The overall weighted mean for the assessment of place is 3.52, classified as "Strongly Agree." This suggests that customers generally perceive the selected restaurants positively regarding location convenience, thematic consistency, and design integration. The strong scores, especially for Manam and Golden Cowrie, imply that a well-thoughtout atmosphere significantly enhances customer satisfaction and acceptance of modern Filipino cuisine. To maintain and improve local acceptance, restaurants should continue to prioritize accessibility and cohesive design that resonates with their culinary themes. As a whole, the assessment of place-related factors affecting the acceptance of modern Filipino cuisine in selected restaurants ranked from highest to lowest composite weighted mean (WM).

The theme of the restaurant is consistent throughout, from the decor to the layout, enhancing the connection between the environment and the food served. This indicator ranks highest with a composite WM of 3.41, interpreted as "Strongly Agree" (SA). This suggests that customers perceive a strong alignment between the restaurant's theme and its culinary offerings, enhancing the overall dining experience.

The modernized design of the restaurant blends seamlessly with the Filipino cuisine being served, creating a culturally rich and inviting atmosphere. Ranking 2nd, this indicator received a composite WM of 3.40 (SA), indicating that customers appreciate how the modern design complements the traditional Filipino dishes served, contributing to an inviting and culturally rich environment.

The restaurant's location is convenient and accessible to visit. This indicator ranks 3rd with a composite WM of 3.38 (SA). While still rated positively, it reflects a slightly lower perception of accessibility compared to the other indicators. Customers generally agree that the location is convenient, but it may not be as strong a factor in their overall dining satisfaction as the thematic and design elements.

This signifies that the respondents highly agreed with the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding place as manifested by the overall composite weighted mean of 3.40.

This result indicates that customers generally view the selected restaurants favorably regarding their thematic consistency, design integration, and location accessibility. The strong ratings highlight the importance of a cohesive atmosphere and design in enhancing customer satisfaction and acceptance of modern Filipino cuisine. To further improve local acceptance, restaurants should continue to focus on these elements, ensuring that they create inviting spaces that resonate with their culinary themes while maintaining convenient access for customers.

The results of the assessment of place is supported by Valdez, C., Ahorro, K., Cherry, M., Concepcion, J., Zshairamae, A., Malaluan, C., Mendoza, R., Roxas, J., & Apritado. (2020). The findings on this study showed that physical environment is one of the strong attributes to the dining experiences of the respondents. Similarly, a study by Dr. Khan, R. & Aditi, F. (2020) also showed that based on the findings, the ambiance of the restaurant is the top attribute that people look for in a restaurant. These studies shows that the place plays a significant factor to the dining experience and satisfaction of the customers.

## Promotion

Table 7 Assessment of Promotion

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI	
1. Discounts, early bird specials, or students / senior discount enhances the overall dining experience.	3.38	SA	3.15	A	3.26	SA	3.50	SA	3.32	SA	2.5
2. The restaurant's advertisement attracts customers to try modernized Filipino cuisine (e.g. TikTok videos, word of mouth)	3.32	SA	3.15	A	3.32	SA	3.51	SA	3.32	SA	2.5
3. The restaurant's online reviews and ratings influence the customers to visit the restaurant.	3.35	SA	3.15	A	3.39	SA	3.58	SA	3.37	SA	1
<b>Overall weighted mean</b>	3.35	SA	3.15	A	3.32	SA	3.53	SA	3.34	SA	

## Legend:

Option	Range	Interpretation
4	3.25 - 4.00	Strongly Agree (SA)
3	2.50- 3.24	Agree (A)
2	1.75 – 2.40	Disagree (D)
1	1.00 – 1.74	Strongly Disagree (SA)

Table 7 evaluates customer perceptions of promotion-related factors affecting the acceptance of modern Filipino cuisine in selected restaurants. The indicators focus on the impact of discounts, advertising effectiveness, and the influence of online reviews and ratings, with responses rated by weighted mean (WM) and verbal interpretation (VI).

Discounts, early bird specials, or student/senior discounts enhance the overall dining experience. Manam received the highest score with a WM of 3.38, interpreted as "Strongly Agree" (SA), indicating that customers feel discounts significantly contribute to their dining satisfaction. Golden Cowrie closely follows with a WM of 3.50 (SA), suggesting strong approval of how discounts improve the overall experience. Fely J's Kitchen scored 3.26 (SA), reflecting agreement among customers, while Mangan received the lowest score of 3.15, rated as "Agree" (A), suggesting that while discounts are valued, they may not be perceived as impactful as in other establishments.

The restaurant's advertisement attracts customers to try modernized Filipino cuisine (e.g., TikTok videos, word of mouth). This indicator shows that both Manam and Fely J's Kitchen received a WM of 3.32 (SA), indicating a strong agreement that advertising effectively draws customers. Golden Cowrie ranked highest in this category with a WM of 3.51 (SA), suggesting it excels in attracting patrons through its promotional efforts. Mangan again scored the lowest at 3.15 (A), indicating a more moderate perception of the effectiveness of its advertisements.

The restaurant's online reviews and ratings influence customers to visit the restaurant. Golden Cowrie leads in this category with a WM of 3.58 (SA), demonstrating that customers place significant importance on online feedback when deciding where to dine. Fely J's Kitchen follows closely with a WM of 3.39 (SA), showing strong agreement that online ratings affect customer choices. Manam received a score of 3.35 (SA), indicating a similar perception, while Mangan ranked lowest again at 3.15 (A), suggesting a lesser influence of online reviews on its customer traffic.

The overall weighted mean for the assessment of promotion is 3.35, classified as "Strongly Agree." This indicates that customers generally perceive the promotional strategies of the selected restaurants as effective in enhancing their dining experience and attracting new patrons. The strong scores, particularly for discounts and the influence of online reviews, highlight the importance of targeted promotional efforts in improving customer satisfaction and acceptance of modern Filipino cuisine. To further enhance their promotional impact, restaurants should continue leveraging discounts and focus on effective advertising and managing their online reputation.

Generally, the assessment of promotion-related factors influencing the acceptance of modern Filipino cuisine in selected restaurants ranked from highest to lowest composite weighted mean (WM).

The restaurant's online reviews and ratings influence customers to visit the restaurant. This indicator ranks highest with a composite WM of 3.37, interpreted as "Strongly Agree" (SA). This suggests that customers believe that positive online reviews and ratings play a significant role in their decision to dine at these establishments, highlighting the importance of maintaining a good online reputation to attract patrons.

Discounts, early bird specials, or student/senior discounts enhance the overall dining experience. This indicator is tied for second place with a composite WM of 3.32 (SA). Customers feel that promotional offers significantly contribute to their dining satisfaction, indicating that such incentives are effective in enhancing the overall experience and can encourage repeat visits.

The restaurant's advertisement attracts customers to try modernized Filipino cuisine (e.g., TikTok videos, word of mouth). Also receiving a composite WM of 3.32 (SA), this indicator reflects that customers perceive the promotional strategies employed by the restaurants, such as social media marketing and word-of-mouth, as effective in attracting them to try modern Filipino dishes.

This asserts that the respondents highly agreed with the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding promotion as manifested by the overall composite weighted mean of 3.34.

This indicates that customers generally view the promotional strategies of the selected restaurants as effective in enhancing their dining experience and influencing their decisions to visit. The strong agreement across the indicators underscores the significance of effective promotions, particularly discounts and online reviews, in improving customer satisfaction and acceptance of modern Filipino cuisine. To further capitalize on these factors, restaurants should continue to focus on their promotional strategies and online presence to attract and retain customers.

According to Baskovtceva, A. (2020), the respondents would rather go to a restaurant where they have a discount, 18 people said "yes", and 4 respondents were not sure. This large, but logical figure suggests that it makes sense for the restaurant to think about a system of discounts or other loyalty for regular customers or, conversely, for new visitors.

## People

Table 8 Assessment of People

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI	
1. The restaurant's staff and manager have a nice attitude.	3.67	SA	3.15	A	3.47	SA	3.51	SA	3.45	SA	1
2. The restaurant staff and manager have clear/effective communication with their customers.	3.66	SA	3.16	A	3.50	SA	3.42	SA	3.43	SA	2
3. The restaurant's staff members and managers are well knowledgeable about their menu items.	3.65	SA	3.16	A	3.38	SA	3.47	SA	3.41	SA	3
<b>Overall weighted mean</b>	3.66	SA	3.15	A	3.45	SA	3.47	SA	3.43	SA	

### Legend:

Option	Range	Interpretation
4	3.25 – 4.00	Strongly Agree (SA)
3	2.50- 3.24	Agree (A)
2	1.75 – 2.40	Disagree (D)
1	1.00 – 1.74	Strongly Disagree (SA)

Table 8 evaluates customer perceptions of the "People" factor in the context of modern Filipino cuisine at selected restaurants. The indicators assess staff attitudes, communication, and knowledge, with responses indicated by weighted mean (WM) and verbal interpretation (VI).

The restaurant's staff and manager have a nice attitude. Manam received the highest score with a WM of 3.67, interpreted as "Strongly Agree" (SA), indicating that customers perceive the staff's demeanor as exceptionally positive. This suggests that a friendly and welcoming attitude significantly enhances the dining experience at this establishment.

Golden Cowrie follows closely with a WM of 3.51 (SA), showing strong agreement that the staff maintains a pleasant attitude. Fely J's Kitchen scored 3.47 (SA), indicating a favorable perception, while Mangan received the lowest score of 3.15, rated as "Agree" (A), suggesting that while the attitude is generally positive, it may not be as strong as at other restaurants. The restaurant staff and manager have clear/effective communication with their customers. This indicator also reflects strong perceptions of effective communication, with Manam again leading with a WM of 3.66 (SA). Customers feel that the staff communicates clearly and effectively, enhancing their overall dining experience. Mangan received a score of 3.16 (A), indicating a more moderate perception of communication effectiveness, while Fely J's Kitchen and Golden Cowrie scored 3.50 (SA) and 3.42 (SA) respectively, suggesting that effective communication is generally well received but varies among establishments.



The restaurant's staff members and managers are well knowledgeable about their menu items. This indicator demonstrates that customers view the staff as knowledgeable, with Manam achieving a WM of 3.65 (SA). This high score suggests that customers feel confident in the staff's ability to answer questions and provide recommendations. Golden Cowrie scored 3.47 (SA), indicating a favorable perception of staff knowledge, while Fely J's Kitchen received a score of 3.38 (SA), showing a slightly lower, yet still positive perception. Mangan had the lowest rating in this category at 3.16 (A), implying that there may be room for improvement in staff knowledge at this establishment.

The overall weighted mean for the assessment of people is 3.66, classified as "Strongly Agree." This indicates that customers generally have a very favorable perception of the staff's attitudes, communication, and knowledge across the selected restaurants. The positive feedback emphasizes the crucial role of attentive and knowledgeable staff in enhancing customer satisfaction and acceptance of modern Filipino cuisine. To continue improving this aspect, restaurants should focus on training their staff to maintain high standards of service and knowledge about menu offerings, ensuring that customers feel valued and informed during their dining experience.

Together, the assessment of the "People" factor regarding modern Filipino cuisine in selected restaurants, ranked by composite weighted mean (WM) from highest to lowest.

The restaurant's staff and manager have a nice attitude. This indicator ranks highest with a composite WM of 3.45, classified as "Strongly Agree" (SA). This score indicates that customers perceive the staff's demeanor as exceptionally positive, suggesting that a friendly and welcoming attitude significantly contributes to a pleasant dining experience.

The restaurant staff and manager have clear/effective communication with their customers. This indicator follows closely with a composite WM of 3.43, also rated as "Strongly Agree" (SA). The high score reflects that customers believe the staff communicates effectively, which is vital for enhancing customer satisfaction and ensuring that their needs are met during their visit.

The restaurant's staff members and managers are well knowledgeable about their menu items. Ranking third, this indicator has a composite WM of 3.41, interpreted as "Strongly Agree" (SA). This suggests that customers generally feel confident in the staff's knowledge of the menu, which is essential for making informed dining choices and enhancing the overall dining experience. This shows that the respondents highly agreed with the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding the people as manifested by the overall composite weighted mean of 3.43. This demonstrates that customers hold a favorable perception of the staff's attitudes, communication skills, and knowledge across the selected restaurants. The positive feedback highlights the importance of maintaining a high standard of service, as it directly influences customer satisfaction and acceptance of modern Filipino cuisine. To sustain and enhance this positive perception, restaurants should prioritize staff training in customer service and product knowledge, ensuring that all team members can create an inviting atmosphere and provide exceptional service to diners.

The results of the study Assessing people working in restaurant supported by Marković, S. et al (2019), according to this study 'responsiveness', included. items referring to sympathetic and reassuring employees who are supported by the restaurant and are able to maintain quality of service during the rush time. The study says that gathered items reflecting employees' readiness to answer questions, to make extra effort for handling special requests, as well as the safety of the customers.

## Process

Table 9 Assessment of Process

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	WM	VI	WM	VI	WM	VI	WM	VI	WM	VI	

1. The restaurant offers an easy, fast, and efficient ordering process for customers.	3.16	A	3.15	A	3.38	SA	3.59	SA	3.32	SA	2
2. The restaurant offers various secure payment options such as credit cards, e-wallets, bank transfers, and cash.	3.49	SA	3.13	A	3.56	SA	3.52	SA	3.42	SA	1
3. The restaurant serves the food on the promised serving time.	2.98	A	3.13	A	3.35	SA	3.58	SA	3.26	SA	3
<b>Overall weighted mean</b>	3.21	A	3.14	A	3.43	SA	3.56	SA	3.34	SA	

### Legend:

Option	Range	Interpretation
4	3.25 - 4.00	Strongly Agree (SA)
3	2.50- 3.24	Agree (A)
2	1.75 – 2.40	Disagree (D)
1	1.00 – 1.74	Strongly Disagree (SA)

Table 9 provides an assessment of the "Process" factor related to modern Filipino cuisine in selected restaurants, detailing the weighted mean (WM) and verbal interpretation (VI) for various indicators.

The restaurant offers an easy, fast, and efficient ordering process for customers. This indicator received a composite WM of 3.38, classified as "Strongly Agree" (SA) for Fely J's Kitchen and 3.59 for Golden Cowrie. However, Manam and Mangan scored lower at 3.16 and 3.15, respectively, both rated as "Agree" (A). The variation suggests that while some establishments are excelling in providing an efficient ordering experience, others still have room for improvement to enhance customer satisfaction in this area.

The restaurant offers various secure payment options such as credit cards, e- wallets, bank transfers, and cash. This indicator has a composite WM of 3.49 for Manam, indicating "Strongly Agree" (SA), while Mangan scored 3.13, which is rated "Agree" (A). Both Fely J's Kitchen and Golden Cowrie also received strong ratings of 3.56 and 3.52, respectively, classified as "Strongly Agree" (SA). This suggests a positive reception to the range of secure payment options, contributing to a more convenient dining experience for customers.

The restaurant serves the food on the promised serving time. The responses varied, with Manam scoring the lowest at 2.98, interpreted as "Agree" (A), while Fely J's Kitchen and Golden Cowrie received ratings of 3.35 and 3.58, respectively, classified as "Strongly Agree" (SA). Mangan's score of 3.13 also falls under "Agree" (A). This disparity indicates that while some restaurants are meeting or exceeding expectations regarding serving time, others may need to address this aspect of their service to enhance customer satisfaction.

The overall weighted mean for the assessment of the process is 3.21, interpreted as "Agree" (A). This reflects a generally positive perception of the processes in place, with room for improvement in certain areas, particularly in the ordering and serving time aspects. Establishments that prioritize streamlining their ordering and serving processes while maintaining a variety of secure payment options will likely enhance their overall customer satisfaction and acceptance of modern Filipino cuisine. Improving these elements will be crucial for restaurants aiming to attract and retain a loyal customer base in a competitive dining landscape.

Generally, the assessment of the "Process" factor related to modern Filipino cuisine across selected restaurants, highlights the composite weighted mean (WM) and verbal interpretation (VI) for various indicators.

The restaurant offers various secure payment options such as credit cards, e- wallets, bank transfers, and cash. This indicator achieved the highest composite weighted mean of 3.42, categorized as "Strongly Agree" (SA), indicating that respondents perceive the availability of diverse and secure payment methods positively. This is essential for attracting customers who prioritize convenience and security in their transactions.

The restaurant offers an easy, fast, and efficient ordering process for customers. With a composite weighted mean of 3.32, this indicator also falls under "Strongly Agree" (SA), suggesting that customers find the ordering process to be satisfactory and efficient. This aspect is critical for enhancing customer experience, as a smooth ordering process can significantly influence repeat patronage.

The restaurant serves the food on the promised serving time. This indicator received a composite weighted mean of 3.26, interpreted as "Strongly Agree" (SA) as well. While this score reflects a generally positive sentiment regarding timely food service, it ranks slightly lower than the other two indicators, suggesting that there may still be areas for improvement in consistency regarding serving times.

This means that the respondents highly agreed with the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding the process as manifested by the overall composite weighted mean of 3.34.

This overall score indicates a strong positive perception of the processes in place at these restaurants. To maintain and enhance customer satisfaction, restaurants need to continue focusing on efficient ordering systems, a variety of secure payment options, and timely food service. Strengthening these processes will likely lead to improved customer loyalty and a better overall dining experience in the context of modern Filipino cuisine.

The results of the study Assessment of Process supported by Marković, et al (2020), according to this study The findings of exploratory factor analysis indicated that customers' expectations regarding restaurant service are best explained by the following seven factors - "cleanliness and appearance of facilities and staff", "assurance", "individual attention", "satisfaction and loyalty", "basic demands", "responsiveness" and "reliability". The results imply that restaurant managers should consider clean and attractive restaurant facilities, timeliness of service, employees' empathy and competence, personalized treatment of customers, accurate billing, error- free service, and customer satisfaction and their positive recommendation to others, when trying to understand customers' expectations.

## Physical Evidence

Table 10 Assessment of Physical Evidence

Indicators	Manam		Mangan		Fely Kitchen		J's Golden Cowrie		Composite		Rank
	W M	VI	W M	VI	W M	VI	W M	VI	WM	VI	
1. The physical store showcases restaurant's interior design, layout, and decor that reflects the restaurant's branding and identity.	3.43	SA	3.12	A	3.45	SA	3.58	SA	3.40	SA	2.5
2. The restaurant has exceptional customer-facing areas such as dining area waiting area, and restrooms.	3.43	SA	3.12	A	3.47	SA	3.58	SA	3.40	SA	2.5

3. Online presence through social media and website showcases the description of the restaurant, its menu items, and customer review.	3.55	SA	3.21	A	3.45	SA	3.54	SA	3.44	SA	1
<b>Overall weighted mean</b>	3.47	SA	3.15	A	3.46	SA	3.57	SA	3.41	SA	

### Legend:

Option	Range	Interpretation
4	3.25 - 4.00	Strongly Agree (SA)
3	2.50- 3.24	Agree (A)
2	1.75 – 2.40	Disagree (D)
1	1.00 – 1.74	Strongly Disagree (SA)

Table 10 presents the assessment of "Physical Evidence" for selected restaurants. Generally, the assessment of "Physical Evidence" for selected restaurants displays composite weighted means (WM) and their corresponding rankings.

Online presence through social media and website showcases the description of the restaurant, its menu items, and customer reviews. This indicator received the highest composite weighted mean of 3.44, categorized as "Strongly Agree" (SA). The positive reception indicates that respondents find the restaurant's digital presence effective in presenting its offerings and engaging with customers, which is crucial for attracting new patrons.

The physical store showcases the restaurant's interior design, layout, and decor that reflects the restaurant's branding and identity. This indicator shares a composite weighted mean of 3.40, also categorized as "Strongly Agree" (SA). This suggests that respondents appreciate how the restaurant's physical environment effectively represents its brand and identity, contributing to an inviting atmosphere for customers.

The restaurant has exceptional customer-facing areas such as dining areas, waiting areas, and restrooms. This indicator received a composite weighted mean of 3.40, classified as "Strongly Agree" (SA), tying it with the previous indicator in the score. Respondents expressed satisfaction with the quality and cleanliness of these areas, reinforcing their importance in enhancing the overall dining experience.

This means that the respondents highly agreed with the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding the physical evidence as manifested by the overall composite weighted mean of 3.41.

This strong overall score reflects a generally positive perception of the physical aspects associated with these restaurants. The data emphasizes the significance of maintaining high standards in both the physical environment and the online presence, as they play a critical role in shaping customer experiences and perceptions. Moving forward, restaurants should continue to invest in their branding, decor, and digital engagement strategies to further enhance customer satisfaction and loyalty. emphasizing the composite weighted mean (WM) and verbal interpretation (VI) across various indicators.

The physical store showcases the restaurant's interior design, layout, and decor that reflects the restaurant's branding and identity. This indicator received a composite weighted mean of 3.43, categorized as "Strongly

Agree" (SA). This score suggests that respondents feel positively about how well the physical environment represents the restaurant's brand and identity, which is crucial for creating a welcoming and cohesive atmosphere.

The restaurant has exceptional customer-facing areas such as dining areas, waiting areas, and restrooms. This indicator also achieved a composite weighted mean of 3.43, classified as "Strongly Agree" (SA). The positive perception of these spaces indicates that respondents appreciate the quality and cleanliness of the restaurant's facilities, which contribute significantly to overall customer satisfaction and comfort during their dining experience.

Online presence through social media and website showcases the description of the restaurant, its menu items, and customer reviews. This indicator received the highest score of 3.55, categorized as "Strongly Agree" (SA). The respondents' strong agreement with this statement suggests that the restaurant's online presence is effective in communicating its offerings and engaging with customers, thereby enhancing visibility and attracting potential patrons.

The overall weighted mean for the assessment of physical evidence is 3.47, interpreted as "Strongly Agree" (SA). This strong overall score reflects a positive perception of the physical aspects associated with the dining experience in these restaurants. To continue fostering this positive image, restaurants need to maintain high standards in both their physical environments and online representations. A focus on cohesive branding, exceptional customer-facing areas, and robust online engagement can significantly enhance customer satisfaction and loyalty in the competitive landscape of modern Filipino cuisine.

The role of physical evidence, including elements like ambiance, décor, and layout (services cape), is crucial in shaping customer perceptions in the restaurant industry. This alignment of physical environment with brand identity helps attract and retain customers by fostering positive impressions Ozdemir-Guzel & Bas, (2020), additionally, creating a well-coordinated and inviting space increases customers' likelihood to recommend and repurchase, which is essential for driving success in the restaurant industry Nguyen & Leblanc (2020), these findings align with this studies that recognize the importance of the physical environment in influencing consumer behavior, particularly in service industries like. As businesses continue to focus on consumer experience, maintaining an effective service scape and a good online presence remains vital for attracting and retaining customers.

Table 11 Summary of Respondent's Assessment of the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City

Indicators	Manam		Mangan		Fely Kitchen		J's Golden Cowrie		Composite		Rank
	WM	VI	W M	VI	W M	VI	WM	VI	WM	VI	
1. Product	3.25	SA	3.16	A	3.48	SA	3.61	SA	3.38	SA	4
2. Price	3.19	A	3.15	A	3.30	SA	3.38	SA	3.26	SA	7
3. Place	3.52	SA	3.15	A	3.40	SA	3.52	SA	3.40	SA	3
4. Promotion	3.35	SA	3.15	A	3.32	SA	3.53	SA	3.34	SA	5.5
5. People	3.66	SA	3.15	A	3.45	SA	3.47	SA	3.43	SA	1
6. Process	3.21	A	3.14	A	3.43	SA	3.56	SA	3.34	SA	5.5
7. Physical Evidence	3.47	SA	3.15	A	3.46	SA	3.57	SA	3.41	SA	2



<b>Overall Weighted Mean</b>	3.38	SA	3.15	A	3.40	SA	3.52	SA	3.36	SA	
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### Legend:

Option	Range	Interpretation
4	3.25 - 4.00	Strongly Agree (SA)
3	2.50- 3.24	Agree (A)
2	1.75 – 2.40	Disagree (D)
1	1.00 – 1.74	Strongly Disagree (SA)

Table 11 summarizes the respondents' assessment of various factors affecting the local acceptance of modern Filipino cuisine in selected restaurants in Parañaque City. The assessment is categorized across several indicators, each with its corresponding weighted mean (WM) and verbal interpretation (VI). People received the highest composite weighted mean of 3.66 which is categorized as Strongly Agree (SA). This suggests that respondents feel positive about the attitude, communication, and knowledge of the staff and management at the restaurants, indicating that good service plays a crucial role in enhancing customer satisfaction and acceptance. Place follows with a weighted mean of 3.52, also rated as Strongly Agree (SA). This reflects respondents' appreciation for the convenient locations and inviting atmospheres of the restaurants, which likely contribute significantly to their overall dining experiences. Physical Evidence garnered a composite weighted mean of 3.47, rated as Strongly Agree (SA). This indicates that respondents value the restaurants' decor, branding, and overall environment, which align with their expectations of modern Filipino dining experiences. The promotion has a weighted mean of 3.35, categorized as Strongly Agree (SA), showing that effective marketing strategies and promotions are perceived as attractive to potential customers, enhancing their willingness to try modern Filipino cuisine. The product achieved a composite weighted mean of 3.25 and is rated as Strongly Agree (SA). This suggests that the quality and innovation of the food offerings resonate well with customers, contributing positively to their acceptance of modern Filipino dishes. Process received a lower weighted mean of 3.21, categorized as Agree (A), indicating that while the ordering and payment processes are generally satisfactory, there may be areas for improvement in efficiency and speed. Price recorded a composite weighted mean of 3.19, also rated as Agree (A). This suggests that respondents find the pricing reasonable, though there may be mixed feelings regarding affordability relative to the quality offered.

The overall weighted mean for all indicators across the four restaurants is 3.38, interpreted as Strongly Agree (SA). This indicates a generally positive perception of the factors influencing local acceptance of modern Filipino cuisine. The data highlights the importance of attentive service, appealing environments, effective marketing, and quality food in fostering acceptance among consumers. To further enhance local acceptance, restaurants should focus on maintaining high service standards, improving processes, and ensuring that pricing remains competitive while offering innovative and quality products.

As a whole, the summary of the respondents' assessments regarding factors affecting the local acceptance of modern Filipino cuisine in selected restaurants in Parañaque City. The data is organized by indicators, showing their composite weighted mean (WM) and rank, with all indicators rated as Strongly Agree (SA). The highest-ranked factor is People, which received a composite weighted mean of 3.43. This indicates that respondents have a strong appreciation for the staff's attitude, communication skills, and overall service quality, suggesting that excellent customer service is crucial in promoting the acceptance of modern Filipino cuisine. Following closely is Physical Evidence, with a weighted mean of 3.41, ranked second. This reflects the importance of the restaurant's ambiance, design, and branding, which contribute to the overall dining experience and customer satisfaction. In third place, Place garnered a mean of 3.40, indicating that the location and accessibility of the restaurants significantly influence customers' willingness to patronize them. Promotion is ranked fifth, with a composite weighted mean of 3.34. This suggests that marketing efforts and promotional strategies effectively

attract customers to try modern Filipino cuisine, enhancing its acceptance in the local market. Tied for fifth place is Process, which also received a mean of 3.34. This indicates that the efficiency of the ordering and payment processes is satisfactory, although there is room for improvement in enhancing customer convenience. Product is ranked fourth with a weighted mean of 3.38, showing that while the quality of food offerings is appreciated, it falls slightly lower in rank compared to the influence of service and environment. Finally, Price has the lowest ranking at 3.26, indicating that while customers generally agree on the affordability of menu items, it is the least influential factor among those assessed. This suggests that pricing strategies may require reevaluation to better align with customer expectations and perceptions.

This indicates that the respondents highly agreed with the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding the product, price, place, promotion, people, process, and physical evidence as manifested by the overall composite weighted mean of 3.41.

The Overall Weighted Mean for all indicators stands at 3.36, classified as Strongly Agree (SA), reflecting a generally positive perception of the factors that affect the acceptance of modern Filipino cuisine in the selected restaurants. This assessment underscores the importance of service quality, physical ambiance, and strategic promotions in enhancing customer acceptance and satisfaction within the local dining scene.

The results of the study about factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City is supported by Guiné, R. P., Florença, S. G., Barroca, M. J., & Anjos, O. (2021). According to this study, this showed that the value of tradition, recognized in many sectors of society, is also important in the food sector, which is particularly rich in ethnical elements, local ingredients, traditional formulations and social aspects, linked not only to the food itself but also to the act of eating and sharing. However, the food industry seeks development of new products that follow modern trends and are able to conquer today's consumers, while at the same time maintaining the identity of specific products, valued as traditional.

### Subproblem No. 3. What are the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City?

#### Product

Table 12 Assessment of Product

Indicators	Manam		Mangan		Fely Kitchen		J's Golden Cowrie		Composite		Rank
	W M	VI	W M	VI	WM	VI	WM	VI	W M	VI	
1. Modern Filipino dishes overpower the natural essence of Filipino food (e.g. Losing authenticity, Confusion in Filipino food identity, Dilution in key flavors).	2.97	A	2.25	DA	1.57	SDA	1.47	SDA	2.07	DA	1.5
2. Modern Filipino dishes											

lack an appetizing presentation which leads customers to be hesitant to try Filipino Cuisine	2.91	A	2.13	DA	1.54	SDA	1.70	SDA	2.07	DA	1.5
3. Modernization of dishes is too different from classic Filipino cuisine.	2.39	DA	2.11	DA	1.49	SDA	1.44	SDA	1.86	DA	1
<b>Overall weighted mean</b>	2.76	A	2.16	DA	1.53	SDA	1.54	SD	2.00	DA	

### Legend: Option

4	3.25 - 4.00	Strongly Agree (SA)	Range Interpretation
	32	2.501.75 — 3.242.40	AgreeDisagree (A )( D)
	1	1.00 – 1.74	Strongly Disagree (SA)

Table 12 provides an assessment of the factors affecting local resistance to modern

Filipino cuisine in selected restaurants in Parañaque City, focusing specifically on the Product aspect. The indicators are presented with their respective weighted means (WM) and verbal interpretations (VI) for four different restaurants: Manam, Mangan, Fely J's Kitchen, and Golden Cowrie.

The first indicator states that modern Filipino dishes overpower the natural essence of Filipino food, reflecting concerns over losing authenticity, confusion in food identity, and dilution of key flavors. The overall weighted mean for this indicator is 2.76 for Manam, categorized as Agree (A), while the other restaurants show significantly lower means, with Mangan at 2.25 (Disagree - DA), Fely J's Kitchen at 1.57 (Strongly Disagree - SDA), and Golden Cowrie at 1.47 (Strongly Disagree - SDA). This suggests that while some patrons at Manam acknowledge this concern, the other restaurants receive strong resistance against the notion that modernization compromises authenticity.

The second indicator addresses whether modern Filipino dishes lack an appetizing presentation, leading to customer hesitancy in trying Filipino cuisine. Manam again shows a higher mean of 2.91 (Agree - A), indicating that customers perceive some value in presentation, while Mangan has a mean of 2.13 (Disagree - DA), with Fely J's Kitchen and Golden Cowrie scoring 1.54 (SDA) and 1.70 (SDA) respectively. This points to a general trend where customers at Manam are more receptive to the presentation of modern dishes compared to the other restaurants, which struggle with this aspect.

The third indicator discusses the modernization of dishes being too different from classic Filipino cuisine, with Manam scoring 2.39 (Disagree - DA), while Mangan registers 2.11 (Disagree - DA). Fely J's Kitchen and Golden Cowrie show even lower scores of 1.49 (SDA) and 1.44 (SDA), respectively. This indicates that customers at these establishments largely find modernized dishes to diverge too significantly from traditional Filipino cuisine, further illustrating resistance to change.

The overall weighted means reflect this resistance, with Manam at 2.76 (Agree - A), while Mangan, Fely J's Kitchen, and Golden Cowrie show means of 2.16 (Disagree - DA), 1.53 (SDA), and 1.54 (SDA), respectively. This trend suggests that while some patrons are open to modern Filipino cuisine, there is a significant degree of resistance among customers, particularly at the other three establishments, due to concerns about authenticity, presentation, and the modernization process itself.

Generally, the assessment of the Product aspect is related to local resistance to modern Filipino cuisine. The indicators are ranked based on their composite weighted means (WM) and verbal interpretations (VI).

The first two indicators, "Modern Filipino dishes overpower the natural essence of Filipino food (e.g. Losing authenticity, Confusion in Filipino food identity, Dilution in key flavors)" and "Modern Filipino dishes lack an appetizing presentation which leads customers to be hesitant to try Filipino Cuisine," both received a composite weighted mean of 2.07, categorized as Disagree (DA). This indicates that respondents generally feel that modern Filipino dishes do not significantly compromise the authenticity of traditional Filipino food nor present an unappealing aesthetic. These indicators are tied for 1.5 in rank, suggesting that the concerns over authenticity and presentation are perceived equally among respondents.

The third indicator, "Modernization of dishes is too different from classic Filipino cuisine," has a lower composite weighted mean of 1.86, also falling into the Disagree (DA) category and earning the rank of 1. This reflects a stronger sentiment that the modernization of dishes does indeed diverge significantly from traditional recipes and practices, contributing to a sense of resistance among consumers.

This indicates that the respondents disagreed on the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding products as manifested by the overall composite weighted mean of 2.00.

This suggests that, while there are reservations regarding the presentation and essence of modern Filipino dishes, respondents largely do not view these dishes as drastically compromising the authenticity of Filipino cuisine. The rankings reveal a consistent pattern of mild disagreement across the indicators, indicating an underlying resistance to accepting the new interpretations of Filipino food, particularly in its authenticity and presentation.

Studies on consumer resistance to modern versions of traditional cuisines highlight the significance of authenticity and presentation in shaping dining experiences. This view is corroborated by Ha and Jang (2024), who found that customer resistance to modernized dishes is often linked to concerns over the authenticity of traditional culinary identities. Similarly, Nguyen and Leblanc (2024), highlighted the importance of visual appeal and familiarity in determining consumer satisfaction, suggesting that customers are more likely to resist dishes that deviate too far from traditional recipes. These findings align with the resistance observed in selected restaurants in ParañaqueCity, where concerns over authenticity and presentation of modern Filipino dishes contribute to hesitance in embracing the modernized versions of traditional cuisine.

## Price

Table 13 Assessment of Price

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	W M	VI	W M	VI	WM	VI	WM	VI	W M	VI	
1. Modern Filipino Cuisine tends to offer expensive food	3.15	A	2.14	DA	1.78	DA	1.87	DA	2.24	DA	1

because of its innovation.											
2. Price is unreasonable based on the quality of food offered in Modernized Filipino Restaurant	2.9 2	A	2.30	DA	1.65	SDA	1.59	SDA	2.12	DA	2
3. There are inconsistencies about the special offers such as senior discounts, student discounts, birthday promos, etc.	2.5 0	A	2.14	DA	1.57	SDA	1.55	SDA	1.94	DA	3
<b>Overall weighted mean</b>	2.8 6	A	2.19	DA	1.67	SDA	1.67	SDA	2.10	DA	

**Legend:**

Option	Range	Interpretation
4	3.25 - 4.00	Strongly Agree (SA)
32	2.501.75 - 3.242.40	Agree (A)
1	1.00 - 1.74	Disagree (D)
		Strongly Disagree (SA)

Table 13 presents the assessment of Place regarding various factors affecting the dining experience in selected restaurants, highlighting the respondents' views on location, decor, and overall ambiance.

The first indicator, "The restaurant's location is difficult for customers to visit because the restaurant is not accessible for most of the transportation," received a composite weighted mean (WM) of 2.79 from Manam, categorized as Agree (A). This suggests that customers perceive the location of Manam as somewhat accessible, though there are still concerns about transportation options. In contrast, Mangan scored 2.06, Fely J's Kitchen received 1.90, and Golden Cowrie scored the lowest at 1.50, all classified as Disagree (DA) or Strongly Disagree (SDA). This disparity indicates that the latter restaurants face greater accessibility challenges in their locations according to customer perceptions.

The second indicator, "The decor and layout of the restaurant conflict with the connection between the theme and modernized Filipino food," had a WM of 2.69 for Manam, also rated as Agree (A). This indicates that



customers feel the decor aligns somewhat with the modern Filipino theme, albeit with some conflicting elements. Mangan scored 2.16, Fely J's Kitchen received 1.70, and Golden Cowrie scored 1.55, all classified as Disagree (DA) or Strongly Disagree (SDA), highlighting a perception that the decor at these establishments fails to effectively communicate the theme of modernized Filipino cuisine.

The third indicator, "The restaurant's ventilation and air quality are insufficient, causing discomfort to customers," received low scores across the board, with Manam scoring 1.96 (DA), Mangan 2.10 (DA), Fely J's Kitchen 1.62 (SDA), and Golden Cowrie 1.41 (SDA). These scores indicate that respondents perceive a significant deficiency in the ventilation and air quality at these restaurants, leading to discomfort while dining.

Overall, the Overall Weighted Mean scores reflect a Disagree (DA) classification for Manam at 2.48, and a Disagree (DA) for Mangan at 2.11, while Fely J's Kitchen and Golden Cowrie scored 1.74 (SDA) and 1.49 (SDA) respectively. This collective assessment suggests that customers generally feel dissatisfied with the aspects of Place in these restaurants, particularly regarding accessibility and ambiance.

Generally, the first indicator, "The restaurant's location is difficult for customers to visit because the restaurant is not accessible for most of the transportation," received a composite weighted mean (WM) of 2.06, which falls under the Disagree (DA) category, ranking it as the highest among the three indicators. This suggests that customers perceive significant accessibility issues concerning the restaurant's location, reflecting a clear concern about the ease of reaching the establishment.

The second indicator, "The decor and layout of the restaurant conflict with the connection between the theme and modernized Filipino food," achieved a WM of 2.03, also classified as Disagree (DA), ranking second. This indicates that respondents feel there is a lack of coherence between the restaurant's decor and its culinary theme, leading to a disconnect that might affect the overall dining experience.

The third indicator, "The restaurant's ventilation and air quality are insufficient, causing discomfort to customers," recorded the lowest score with a WM of 1.77, categorized as Disagree (DA). This reflects a notable concern among customers regarding the air quality and comfort within the restaurant, which can significantly impact their dining satisfaction.

This means that the respondents disagreed on the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding place as manifested by the overall composite weighted mean of 1.95.

Collectively, the data illustrates considerable dissatisfaction regarding accessibility, decor coherence, and ventilation, suggesting areas for improvement to enhance the customer experience in modern Filipino restaurants. **Place**

Table 14 Assessment of Place

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	W M	VI	W M	VI	W M	VI	W M	VI	W M	VI	
1.The restaurant's location is difficult for customers to visit because the restaurant is not accessible for most of the	2.79	A	2.06	DA	1.90	DA	1.50	SDA	2.06	DA	1

transportation.											
2. The decor and layout of the restaurant conflict with the connection between the theme and modernized Filipino food	2.69	A	2.16	DA	1.70	SDA	1.55	SDA	2.03	DA	2
3. The restaurant's ventilation and air quality are insufficient, causing discomfort to customers	1.96	DA	2.10	DA	1.62	SDA	1.41	SDA	1.77	DA	3
<b>Overall weighted mean</b>	2.48	DA	2.11	DA	1.74	SDA	1.49	SDA	1.95	DA	

### Legend:

Option Range	Interpretation
4 3.25 - 4.00	Strongly Agree (SA)
32 2.501.75 -- 3.242.40	Agree (A)
1 1.00 – 1.74	Disagree (D)
	Strongly Disagree (SA)

Table 14 presents the assessment of Place regarding various factors affecting the dining experience in selected restaurants, highlighting the respondents' views on location, decor, and overall ambiance.

The first indicator, "The restaurant's location is difficult for customers to visit because the restaurant is not accessible for most of the transportation," received a composite weighted mean (WM) of 2.79 from Manam, categorized as Agree (A). This suggests that customers perceive the location of Manam as somewhat accessible, though there are still concerns about transportation options. In contrast, Mangan scored 2.06, Fely

J's Kitchen received 1.90, and Golden Cowrie scored the lowest at 1.50, all classified as Disagree (DA) or Strongly Disagree (SDA). This disparity indicates that the latter restaurants face greater accessibility challenges in their locations according to customer perceptions.

The second indicator, "The decor and layout of the restaurant conflict with the connection between the theme and modernized Filipino food," had a WM of 2.69 for Manam, also rated as Agree (A). This indicates that customers feel the decor aligns somewhat with the modern Filipino theme, albeit with some conflicting elements. Mangan scored 2.16, Fely J's Kitchen received 1.70, and Golden Cowrie scored 1.55, all classified as Disagree (DA) or Strongly Disagree (SDA), highlighting a perception that the decor at these establishments fails to effectively communicate the theme of modernized Filipino cuisine.

The third indicator, "The restaurant's ventilation and air quality are insufficient, causing discomfort to customers," received low scores across the board, with Manam scoring 1.96 (DA), Mangan 2.10 (DA), Fely J's Kitchen 1.62 (SDA), and Golden Cowrie 1.41 (SDA). These scores indicate that respondents perceive a significant deficiency in the ventilation and air quality at these restaurants, leading to discomfort while dining.

Overall, the Overall Weighted Mean scores reflect a Disagree (DA) classification for Manam at 2.48, and a Disagree (DA) for Mangan at 2.11, while Fely J's Kitchen and Golden Cowrie scored 1.74 (SDA) and 1.49 (SDA) respectively. This collective assessment suggests that customers generally feel dissatisfied with the aspects of Place in these restaurants, particularly regarding accessibility and ambiance.

Generally, the first indicator, "The restaurant's location is difficult for customers to visit because the restaurant is not accessible for most of the transportation," received a composite weighted mean (WM) of 2.06, which falls under the Disagree (DA) category, ranking it as the highest among the three indicators. This suggests that customers perceive significant accessibility issues concerning the restaurant's location, reflecting a clear concern about the ease of reaching the establishment.

The second indicator, "The decor and layout of the restaurant conflict with the connection between the theme and modernized Filipino food," achieved a WM of 2.03, also classified as Disagree (DA), ranking second. This indicates that respondents feel there is a lack of coherence between the restaurant's decor and its culinary theme, leading to a disconnect that might affect the overall dining experience.

The third indicator, "The restaurant's ventilation and air quality are insufficient, causing discomfort to customers," recorded the lowest score with a WM of 1.77, categorized as Disagree (DA). This reflects a notable concern among customers regarding the air quality and comfort within the restaurant, which can significantly impact their dining satisfaction.

This means that the respondents disagreed on the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding place as manifested by the overall composite weighted mean of 1.95.

Collectively, the data illustrates considerable dissatisfaction regarding accessibility, decor coherence, and ventilation, suggesting areas for improvement to enhance the customer experience in modern Filipino restaurants.

The results on the assessment of place is supported by Roy, D., Spiliotopoulou, E., & de Vries, J. (2022). According to this study, location of the restaurant is one of the factor that can predict if the restaurant can be successful or not. Location is a significant factor to determine the survival of a restaurant. Another study conducted by Valdez, C., Ahorro, K., Cherry, M., Concepcion, J., Zshairamae, A., Malaluan, C., Mendoza, R., Roxas, J., & Apritado. (2020) stated that convenience of location affects the customers dining experience as they eat in restaurant. Another study conducted by Han, J., Moon, H., Oh, Y., Chang, J. Y., & Ham, S. (2020) states the findings of their study shows technology acceptance and positive impacts on customers when placing an order in restaurant as it improves service quality.

## Promotion

Table 15 Assessment of Promotion

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	W M	VI	W M	VI	W M	VI	W M	VI	W M	VI	
1.The restaurant's limited											

discounts could minimize the overall dining experience	2.67	A	2.14	DA	1.76	SDA	1.46	SDA	2.01	DA	1
2. The restaurant's advertisement is not engaging leading to not attracting customers to try Filipino Cuisine.	2.40	DA	2.19	DA	1.65	SDA	1.69	SDA	1.98	DA	2
3. The restaurant's online reviews and ratings have less impact for customer's decisions to visit the restaurant	2.02	DA	2.00	DA	1.64	SDA	1.49	SDA	1.79	DA	3
<b>Overall weighted mean</b>	2.36	DA	2.11	DA	1.68	SDA	1.55	SDA	1.93	DA	
<b>Option</b>	<b>Range</b>	<b>Interpretation</b>									
4	3.25 - 4.00	Strongly Agree (SA)									
32	2.50-3.24	Agree (A)									
1	1.75 - 2.40	Disagree (D)									
	1.00 - 1.74	Strongly Disagree (SA)									

**Legend:**

Table 15 presents an assessment of Promotion in the context of factors influencing customer engagement with modern Filipino cuisine in selected restaurants. The evaluation is based on three indicators that reflect respondents' perceptions of promotional efforts.

The first indicator, "The restaurant's limited discounts could minimize the overall dining experience," achieved a composite weighted mean (WM) of 2.67 from Manam, indicating an Agree (A) response. In contrast, the other restaurants reported lower scores, with Mangan at 2.14 (DA), Fely J's Kitchen at 1.76 (SDA), and Golden Cowrie at 1.46 (SDA). This suggests that while Manam respondents see some value in discounts, the other establishments are perceived negatively, with limited discounts detracting significantly from the dining experience.

The second indicator, "The restaurant's advertisement is not engaging leading to not attracting customers to try Filipino Cuisine," received a WM of 2.40 from Manam, reflecting a Disagree (DA) assessment. This is similar to Mangan at 2.19 (DA), indicating a shared sentiment that promotional advertising is not effectively drawing in customers.

Conversely, both Fely J's Kitchen at 1.65 (SDA) and Golden Cowrie at 1.69 (SDA) received lower scores, indicating stronger dissatisfaction with their promotional strategies.

The third indicator, "The restaurant's online reviews and ratings have less impact for customer's decisions to visit the restaurant," scored 2.02 (DA) for Manam and 2.00

(DA) for Mangan, while Fely J's Kitchen and Golden Cowrie reported even lower scores at 1.64 (SDA) and 1.49 (SDA), respectively. This suggests a general perception that online reviews and ratings do not significantly influence customers' decisions, especially in the case of Fely J's Kitchen and Golden Cowrie.

The overall weighted mean for this assessment is 2.36 (DA) for Manam, 2.11 (DA) for Mangan, 1.68 (SDA) for Fely J's Kitchen, and 1.55 (SDA) for Golden Cowrie. This data indicates a consensus that the promotional efforts across these establishments are lacking, with respondents largely disagreeing on their effectiveness in enhancing the dining experience and attracting customers to modern Filipino cuisine.

Collectively, the first indicator, "The restaurant's limited discounts could minimize the overall dining experience," received a composite WM of 2.01 and was categorized as Disagree (DA). This score indicates that respondents perceive the limited discounts offered by the restaurants as detrimental to their overall dining experience, suggesting that more enticing promotional offers could enhance customer satisfaction.

The second indicator, "The restaurant's advertisement is not engaging leading to not attracting customers to try Filipino Cuisine," had a slightly lower WM of 1.98, also falling within the Disagree (DA) range. This result reflects the belief that the advertising strategies employed by the restaurants are ineffective in engaging potential customers, thereby failing to attract them to explore modern Filipino cuisine.

The third indicator, "The restaurant's online reviews and ratings have less impact for customer's decisions to visit the restaurant," garnered the lowest composite WM of 1.79 and is categorized as Disagree (DA). This suggests that respondents feel that online reviews and ratings do not significantly influence their decisions to visit these restaurants, further emphasizing a disconnect between online feedback and customer engagement.

This shows that the respondents disagreed on the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding promotion as manifested by the overall composite weighted mean of 1.93.

The result indicates a general sentiment of disagreement regarding the effectiveness of promotional strategies in enhancing customer interest and satisfaction with modern Filipino cuisine. This data suggests that the restaurants may need to reevaluate their promotional efforts to better engage and attract customers

According to Bichler, B.F et al., (2020), quality in foodservices has become essential, and new methodological ways of determining service quality enable a better representation of service processes and help to increase



revisits. This paper focuses on the foodservice context and explores the relationship between staff-related service dimensions, atmosphere, food quality and revisit in a full-service setting.

## People

Table 16 Assessment of People

Indicators	Manam		Mangan		Fely Kitchen J's		Golden Cowrie		Composite		Rank
	W M	VI	W M	VI	WM	VI	WM	VI	WM	VI	
1. Staff is still unfamiliar with the product which leads confusion to for customers.	1.94	DA	2.12	DA	1.67	SDA	1.36	SDA	1.77	SDA	3
2. Poor communication with customers could lead to delays in service (e.g. taking orders, preparing food, Incorrect food that has been served, etc.).	2.33	DA	2.14	DA	1.67	SDA	2.01	DA	2.04	DA	1
3. The staff is taking too long to take orders, serve food, or check the request and it could make the dining experience slow and frustrating.	2.59	A	2.06	DA	1.67	SDA	1.35	SDA	1.92	DA	2
<b>Overall weighted mean</b>	2.29	DA	2.11	DA	1.67	SDA	1.57	SDA	1.91	DA	
<b>Option 4</b>	<b>Range 3.25 - 4.00</b>		<b>Interpretation Strongly</b>								

<b>32</b>	<b>2.50- 3.24</b>	<b>Agree (SA)</b>
<b>1</b>	<b>1.75 – 2.40</b>	<b>Agree (A)</b>
	<b>1.00 – 1.74</b>	<b>Disagree (D)</b>
		<b>Strongly Disagree (SA)</b>

### Legend:

Table 16 provides an assessment of the People aspect concerning customer interactions at selected restaurants serving modern Filipino cuisine. The data is organized according to the composite weighted means (WM) and the corresponding verbal interpretations (VI) of each indicator.

The first indicator, "Staff is still unfamiliar with the product which leads confusion to for customers," received a composite WM of 1.94 and is categorized as Disagree (DA). This suggests that respondents believe that staff members lack adequate knowledge about the menu items, which creates confusion and dissatisfaction for customers seeking assistance or recommendations.

The second indicator, "Poor communication with customers could lead to delays in service (e.g. taking orders, preparing food, incorrect food that has been served, etc.)," attained a slightly higher WM of 2.33, yet it remains in the Disagree (DA) range. This indicates a perception among respondents that communication issues between staff and customers can result in service delays, thereby affecting the overall dining experience negatively.

The third indicator, "The staff is taking too long to take orders, serve food, or check the request and it could make the dining experience slow and frustrating," recorded the highest composite WM of 2.59, placing it within the Agree (A) category. This reflects that some respondents agree that slow service is an issue, potentially leading to a frustrating dining experience as they wait longer than expected for their orders.

The overall weighted mean for the assessment of People stands at 2.29 (DA) for the restaurant Manam, 2.11 (DA) for Mangan, 1.67 (SDA) for Fely J's Kitchen, and 1.57 (SDA) for Golden Cowrie. This data collectively highlights a significant concern regarding staff efficiency and communication, suggesting that improvements in staff training and service protocols could enhance customer satisfaction and streamline the dining experience across these establishments.

Together, the first indicator, "Poor communication with customers could lead to delays in service (e.g., taking orders, preparing food, incorrect food that has been served, etc.)," received the highest composite WM of 2.04, categorized as Disagree (DA). This suggests that respondents recognize issues with communication between staff and customers, which can result in service delays and affect the overall dining experience.

Following closely is the second indicator, "The staff is taking too long to take orders, serve food, or check the request, and it could make the dining experience slow and frustrating," which has a composite WM of 1.92 and is also classified as Disagree (DA). This indicates that customers feel that slow service from the staff contributes to a less satisfactory dining experience, echoing concerns about the efficiency of service delivery.

Lastly, the indicator "Staff is still unfamiliar with the product which leads to confusion for customers," holds the lowest composite WM of 1.77, rated as Strongly Disagree (SDA). This implies that respondents believe staff members lack sufficient knowledge about the menu items, which could further confuse customers trying to navigate their options.

This asserts that the respondents disagreed on the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding people as manifested by the overall composite weighted mean of 1.91.

This reflects a consensus that while communication and service timing are recognized as issues, there is also a notable lack of strong agreement that staff familiarity with the menu is a major concern. The findings suggest a need for improvements in communication and training to enhance customer satisfaction across these establishments.

Studies have shown that effective communication and staff familiarity with menu items are crucial factors in determining customer satisfaction in the restaurant industry. For instance, research by Lee et al. (2023), emphasized that poor communication between staff and customers can lead to delays and dissatisfaction, particularly in food service environments. Similarly, Liu et al. (2021), found that inadequate training and unfamiliarity with the menu can confuse customers, negatively impacting their dining experience. On the other hand, well-trained staff who communicate clearly and efficiently are more likely to create positive customer experiences, which is also supported by studies from Pati and Goyal (2022). These findings align with the concerns raised in this study on modern Filipino cuisine, where issues like slow service and staff unfamiliarity with the product affect customer satisfaction.

## Process

Table 17 Assessment of Process

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	WM	VI	W M	VI	WM	VI	WM	VI	WM	VI	
1. The customer faces unnecessary difficulties or confusion when trying to place an order such as using an order list, kiosk, tablet, and gadget.	2.35	DA	2.15	DA	1.80	DA	1.73	SDA	2.01	DA	1
2. Descriptions of the dishes on the menu are different from the food being served.	2.33	DA	2.21	DA	1.60	SDA	1.53	SDA	1.92	DA	3
3. Food preparation consumes too much time for customers.	2.46	DA	2.10	DA	1.69	SDA	1.46	SDA	1.93	DA	2

<b>Overall weighted mean</b>	2.38		2.15	DA	1.70	SDA	1.57	SDA	1.95	DA	
<b>Option</b>	<b>Range</b>	<b>Interpretation</b>									
4	3.25 - 4.00	Strongly Agree (SA)									
32	2.50-3.24	Agree (A)									
1	1.75 - 2.49	Disagree (D)									
	1.00 - 1.74	Strongly Disagree (SA)									

### Legend:

Table 17 presents the Assessment of the Process regarding the operational challenges' customers face when dining at modern Filipino cuisine restaurants. The analysis ranks each indicator based on the composite weighted mean (WM) and verbal interpretation (VI).

The first indicator, "The customer faces unnecessary difficulties or confusion when trying to place an order such as using an order list, kiosk, tablet, and gadget," shows a composite WM of 2.35, categorized as Disagree (DA). This suggests that respondents feel there are some difficulties in the ordering process, but it is not viewed as a significant barrier to their dining experience.

Next, the indicator "Descriptions of the dishes on the menu are different from the food being served," has a composite WM of 2.33 and is also rated as Disagree (DA). This indicates that customers notice discrepancies between menu descriptions and the actual dishes served, which could lead to confusion and disappointment regarding their selections.

The third indicator, "Food preparation consumes too much time for customers," received a composite WM of 2.46, still falling under the Disagree (DA) category. This finding implies that while customers perceive food preparation time as an issue, it does not reach a level of strong dissatisfaction.

The overall weighted mean for the Process assessment across the selected restaurants is 2.38, interpreted as Disagree (DA). This highlights a general sense that while there are challenges in the ordering process and food preparation time, they are not viewed as critical problems by customers. However, addressing these operational inefficiencies may enhance the overall dining experience in these establishments.

Together, the first indicator, "The customer faces unnecessary difficulties or confusion when trying to place an order such as using an order list, kiosk, tablet, and gadget," has a composite WM of 2.01 and is rated as Disagree (DA). This suggests that while customers acknowledge some confusion during the ordering process, it is not a significant concern, indicating that improvements could still enhance user experience.

The second indicator, "Food preparation consumes too much time for customers," received a composite WM of 1.93, also categorized as Disagree (DA). This implies that customers perceive the food preparation time as a potential issue, but it does not reach a level of strong dissatisfaction.

Finally, the indicator "Descriptions of the dishes on the menu are different from the food being served," holds the lowest composite WM of 1.92 and is similarly rated as Disagree (DA). This finding indicates that customers

notice discrepancies between what is described on the menu and what is served, which could lead to confusion and a less satisfying dining experience.

This demonstrates that the respondents disagreed on the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding the process as manifested by the overall composite weighted mean of 1.95.

This collectively suggests that while there are operational inefficiencies perceived by customers in the ordering and food preparation processes, these issues are not considered severe barriers to enjoyment. Nonetheless, addressing these concerns could significantly enhance the overall dining experience in these restaurants.

The result of the assessment of process is support by Bichler, B. F. et al (2020), according to the study, the service quality such as the attentiveness and reliability of employees plays a significant role for a restaurant to increase the revisits of customers which can help to the growth of a restaurant.

## Physical Evidence

Table 18 Assessment of Physical Evidence

Indicators	Manam		Mangan		Fely Kitchen		J's		Golden Cowrie		Composite		Rank
	W M	VI	W M	VI	WM	VI	WM	VI	WM	VI	W M	VI	
1.The restaurant's interior design, layout, and decor are different from its branding and identity.	1.99	DA	2.02	DA	1.59	SDA	1.38	SDA	1.75	DA	3		
2. Restaurant's facilities are not properly clean such as the dining area, restroom, etc.	2.19	DA	2.26	DA	1.57	SDA	1.50	SDA	1.88	DA	2		
3. Lack of presence on social media affects the customer to access more information about the													



restaurant (e.g. operating hours,  food menu, special offers,  etc.)	2.52	A	2.15	DA	1.61	SDA	1.57	SDA	1.96	DA	1
<b>Overall weighted mean</b>	2.23	DA	2.14	DA	1.59	SDA	1.48	SDA	1.86	DA	
<b>Option</b>	<b>Range</b>	<b>Interpretation</b>									
<b>4</b>	<b>3.25 -</b>	<b>Strongly Agree (SA)</b>									
<b>32</b>	<b>4.00</b>	<b>Agree (A)</b>									
	<b>2.50-</b>	<b>Disagree (D)</b>									
	<b>3.24</b>										
	<b>1.75 -</b>										
	<b>2.40</b>										
<b>1</b>	<b>1.00 -</b>	<b>Strongly Disagree</b>									
	<b>1.74</b>	<b>(SA)</b>									

### Legend:

The data presented in Table 18 offers an Assessment of Physical Evidence within modern Filipino cuisine restaurants, evaluated through various indicators. Each indicator reflects customer perceptions about the physical aspects of the dining experience, rated from four restaurants: Manam, Mangan, Fely J's Kitchen, and Golden Cowrie.

The first indicator, "The restaurant's interior design, layout, and decor are different from its branding and identity," received a composite weighted mean (WM) of

1.99 from Manam, rated as Disagree (DA). Mangan reported a similar WM of 2.02, also categorized as DA. In contrast, Fely J's Kitchen and Golden Cowrie received lower scores of 1.59 and 1.38, respectively, both rated as Strongly Disagree (SDA). This suggests that the alignment of interior design with branding is a significant concern for customers, especially in Fely J's Kitchen and Golden Cowrie, where the mismatch is more pronounced.

The second indicator, "Restaurant's facilities are not properly clean such as the dining area, restroom, etc.," shows a composite WM of 2.19 for Manam and 2.26 for

Mangan, both rated as DA. Fely J's Kitchen and Golden Cowrie received lower scores of 1.57 and 1.50, respectively, both rated as SDA. This indicates that cleanliness is perceived as a notable issue, particularly at Fely J's Kitchen and Golden Cowrie, where customers' express greater dissatisfaction.

Lastly, the third indicator, "Lack of presence on social media affects the customer to access more information about the restaurant (e.g., operating hours, food menu, special offers, etc.)," garnered a composite WM of 2.52 for Manam, rated as Agree (A). In contrast, Mangan scored 2.15 (DA), while Fely J's Kitchen and Golden

Cowrie scored 1.61 and 1.57, respectively, both rated as SDA. This suggests that while customers at Manam recognize the importance of social media presence, those at the other establishments feel that their access to essential information is significantly hindered.

Overall, the composite weighted means for the restaurants reflect an overarching concern regarding physical evidence, with Manam scoring 2.23 (DA), Mangan at 2.14 (DA), Fely J's Kitchen at 1.59 (SDA), and Golden Cowrie at 1.48 (SDA). This collectively indicates that while some aspects of physical evidence are acknowledged, significant areas for improvement remain, especially in cleanliness and alignment of branding with the physical environment.

As a whole, the assessment of Physical Evidence in modern Filipino cuisine restaurants is organized by indicators that reflect customer perceptions. The analysis reveals a general trend of disagreement regarding the physical aspects of the dining experience, as indicated by the overall weighted mean of 1.86, categorized as Disagree (DA).

The first indicator, "The restaurant's interior design, layout, and decor are different from its branding and identity," achieved a composite weighted mean (WM) of 1.75, placing it in the third rank with a rating of DA. This indicates that customers perceive a disconnect between the restaurant's visual presentation and its intended branding, suggesting a need for improvement in aligning these elements.

The second indicator, "Restaurant's facilities are not properly clean such as the dining area, restroom, etc.," scored a slightly higher WM of 1.88, ranking second and also rated as DA. This finding underscores a concern among customers regarding cleanliness, indicating that the restaurants may not meet expected hygiene standards.

The highest-ranked indicator, "Lack of presence on social media affects the customer to access more information about the restaurant (e.g., operating hours, food menu, special offers, etc.)," received a composite WM of 1.96, placing it in first rank with a rating of DA. This suggests that customers feel the absence of effective social media engagement hampers their ability to obtain essential information, which could influence their dining decisions.

This means that the respondents disagreed on the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding the physical evidence as manifested by the overall composite weighted mean of 1.86. The data reflects significant areas for improvement in physical evidence across the assessed restaurants, particularly in enhancing cleanliness and establishing a stronger brand presence on social media.

According to Bichler, B.F et al., (2020), quality in foodservices has become essential, and new methodological ways of determining service quality enable a better representation of service processes and help to increase revisits. This paper focuses on the foodservice context and explores the relationship between staff-related service dimensions, atmosphere, food quality and revisit in a full-service setting.

Table 19 Summary of Respondent's Assessment of the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City

Indicators	Manam		Mangan		Fely J's Kitchen		Golden Cowrie		Composite		Rank
	W M	VI	W M	VI	W M	VI	W M	VI	W M	VI	
1. Product	2.76	A	2.16	DA	1.53	SDA	1.54	SDA	2.00	DA	2
2. Price	2.86	A	2.19	DA	1.67	SDA	1.67	SDA	2.10	DA	1
3. Place	2.36	DA	2.11	DA	1.68	SDA	1.55	SDA	1.93	DA	5

4. Promotion	2.29	DA	2.11	DA	1.67	SDA	1.57	SDA	1.91	DA	6
5. People	2.38	DA	2.15	DA	1.70	SDA	1.57	SDA	1.95	DA	4
6. Process	2.23	DA	2.14	DA	1.59	SDA	1.48	SDA	1.86	DA	7
7. Physical Evidence	2.48	DA	2.15	DA	1.64	SDA	1.56	SDA	1.96	DA	3
<b>Overall Weighted Mean</b>	2.76	A	2.16	DA	1.53	SDA	1.54	SDA	2.00	DA	
<b>Option</b>	<b>Range</b>	<b>Interpretation</b>									
4	3.25 - 4.00	<b>Strongly Agree (SA)</b>									
32	2.50- 3.24	<b>Agree (A)</b>									
1	1.75 – 2.40	<b>Disagree (D)</b>									
	1.00 – 1.74	<b>Strongly Disagree (SA)</b>									

### Legend:

The data presented in Table 19 summarizes the respondents' assessment of the factors affecting local resistance to modern Filipino cuisine in selected restaurants located in Parañaque City. The overall weighted mean (WM) across all restaurants indicates that Manam stands out with a WM of 2.76, categorized as Agree (A), suggesting a favorable perception of its offerings. In contrast, the other three restaurants—Mangan, Fely J's Kitchen, and Golden Cowrie—received significantly lower scores, reflecting a consensus of Disagree (DA) or Strongly Disagree (SDA) across various aspects.

Starting with the Product indicator, Manam scored 2.76 and is rated as Agree (A), indicating that respondents perceive its food offerings positively. On the other hand, Mangan, with a score of 2.16, falls into the Disagree (DA) category, while Fely J's Kitchen and Golden Cowrie show much lower scores of 1.53 and 1.54, respectively, both rated as Strongly Disagree (SDA). This significant discrepancy illustrates that Manam is viewed much more favorably in terms of its product quality.

In the area of Price, Manam again leads with a WM of 2.86, also classified as Agree (A), suggesting customers find value in its pricing. Conversely, Mangan (WM of

2.19) and both Fely J's Kitchen and Golden Cowrie (both at 1.67) rated as Disagree (DA) or SDA, indicating customer dissatisfaction with pricing at these establishments.

For the Place indicator, all restaurants scored lower, with Manam at 2.36, classified as Disagree (DA). Mangan and Fely J's Kitchen received scores of 2.11 and 1.68, while Golden Cowrie was rated the lowest at 1.55, demonstrating a consistent perception of limited accessibility or unfavorable location across these establishments.

Regarding Promotion, the results show that Manam scored 2.29, still rated as DA, while Mangan matched this with 2.11. Fely J's Kitchen and Golden Cowrie scored lower, reflecting negative sentiments about promotional efforts and visibility.

In the People category, Manam received a score of 2.38, indicating Disagree (DA) regarding staff interaction and service. Mangan was similarly rated at 2.15, while both

Fely J's Kitchen and Golden Cowrie scored lower at 1.70 and 1.57, indicating dissatisfaction with service quality.

The Process indicator reflects a similar trend, with Manam scoring 2.23 (DA) and

Mangan at 2.14 (DA), while Fely J's Kitchen and Golden Cowrie received low scores of 1.59 and 1.48, indicating significant issues with service efficiency.

Lastly, in terms of Physical Evidence, Manam scored 2.48, still rated as DA, while

Mangan (WM of 2.15) and both Fely J's Kitchen and Golden Cowrie (scores of 1.64 and 1.56) showed a strong SDA response, reflecting negative perceptions about the establishments' physical conditions and presentation.

Overall, while Manam shows a positive reception regarding its product and pricing, the other restaurants exhibit significant challenges across all factors, highlighting critical areas that need improvement to reduce resistance to modern Filipino cuisine within this market.

Collectively, the assessment of the factors affecting local resistance to modern Filipino cuisine across selected restaurants in Parañaque City. The overall weighted mean (WM) of 2.00, classified as Disagree (DA), indicates a generally unfavorable perception of these factors among respondents.

Starting with the Price, which holds the highest WM of 2.10 and ranks 1, this suggests that while there is some acknowledgment of the pricing structure, it is still met with disagreement. The Product follows closely with a WM of 2.00, ranked 2, implying that the quality and offerings of the food are also viewed critically but are slightly more accepted than the pricing.

In terms of Physical Evidence, the WM is 1.96, ranking it 3. This indicates some dissatisfaction regarding the physical environment and presentation of the restaurants. The People factor is next with a WM of 1.95, ranked 4, suggesting that customer service and staff interactions are also viewed as problematic, although slightly better than the physical evidence.

The Place indicator has a WM of 1.93, ranking 5, indicating issues related to the accessibility and ambiance of the restaurants, which contribute to customers' resistance. The Promotion aspect, with a WM of 1.91, ranks 6, reflects concerns over marketing efforts and their effectiveness in attracting customers to modern Filipino cuisine.

Finally, the Process indicator, with the lowest WM of 1.86, ranks 7, signifies significant issues related to service efficiency and order handling. This suggests that customers may experience delays and confusion, further contributing to their reluctance to embrace modern Filipino cuisine.

This signifies that the respondents disagreed on the factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City regarding the products, prices, place, promotions, people, process, and physical evidence as manifested by the overall composite weighted mean of 2.00.

The results of the assessment of factors affecting local resistance to modern Filipino cuisine in selected restaurants in Parañaque City imply that significant barriers exist that hinder the acceptance and patronage of these dining establishments. With overall weighted means reflecting disagreement across all indicators, particularly in aspects like Process and Promotion, it is evident that improvements are needed to enhance customer experiences. The dissatisfaction with Price and Product suggests a misalignment between customer expectations and the offerings of the restaurants. This indicates a potential need for restaurants to refine their

pricing strategies, elevate product quality, and improve service efficiency to attract and retain customers. Moreover, a lack of effective promotional strategies could be limiting customer awareness and engagement with modern Filipino cuisine. Addressing these issues is crucial for fostering a more favorable reception and increasing the market viability of modern Filipino dining options.

The findings regarding price perception in this study align with broader research suggesting that pricing directly influences customer satisfaction and loyalty. Price fairness, when customers perceive that the cost reflects the quality or value of the product can significantly impact customer loyalty and decision-making. A study by **Chuenyindee et al. (2022)** highlights that pricing directly impacts customer satisfaction, especially when it is perceived as fair and reflective of the quality provided. During the COVID 19 pandemic, elements such as price fairness, food quality, and adherence to health protocols were critical in maintaining customer loyalty and satisfaction, even in competitive fast food markets like Jollibee. This connection implies that when restaurants in Parañaque ensure a balance between price and quality, they can foster positive customer perceptions, enhancing local acceptance of modern Filipino cuisine (Bircu Journal, 2023).

**Subproblem No. 4. Is there any significant difference in terms of factors affecting acceptance and resistance of respondents on above mentioned variables?**

Table 20 Results of the Comparison of the Assessment of the Respondents of factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City

### Product

Sources of Variation				ss	df	MS	F-stat	Decision	VI
Between Within				0.3802	3	0.1267	.004	28.912	
				0.0351	8	4	5		
Price	0.0978	3	0.0326	15.7149					
	0.0166	8	0.0021						
Sources of Variation	ss	df	MS	F-stat	Decision	VI			
Place									
Sources of Variation	ss		df	MS	F-stat	Decision	VI		
Between	0.2738		3	0.0913	29.1277				
Within	0.0251		8	0.0031					
Promotion									
Sources of Variation	ss		df	MS	F-stat	Decision	VI		



Between	0.2177	3	0.0726	41.2701		
Within	0.0141	8	0.0018			
<b>People</b>						
<b>Sources of Variation</b>	<b>ss</b>	<b>df</b>	<b>MS</b>	<b>F-stat</b>	<b>Decision</b>	<b>VI</b>
Between	0.3879	3	0.1293	852601		
Within	0.0121	8	0.0015			
<b>Process</b>						
<b>Sources of Variation</b>	<b>ss</b>	<b>df</b>	<b>MS</b>	<b>F-stat</b>	<b>Decision</b>	<b>VI</b>
Between	0.3484	3	0.1161	5.7086		
Within	0.1327	8	0.0203			
<b>Physical Evidence</b>						
<b>Sources of Variation</b>	<b>ss</b>	<b>df</b>	<b>MS</b>	<b>F-stat</b>	<b>Decision</b>	<b>VI</b>
Between	0.2938	3	0.0979		Reject H <sub>0</sub>	Significant
Within	0.0163	8	0.0020			

The data for each variable—Product, Price, Place, Promotion, People, Process, and Physical Evidence—indicates significant differences in respondents’ assessments of factors influencing the acceptance of modern Filipino cuisine across selected restaurants.

All F-statistics are higher than the critical value of 3.5806 at a 0.05

significance level, leading to the rejection of the null hypothesis in each category. Specifically, the People variable shows the highest F-statistic (85.2601), suggesting substantial differences among restaurants in the way staff interactions influence customer acceptance. Promotion and Physical Evidence also reflect considerable variation, with F-statistics of 41.2701 and 47.9605, respectively, indicating that differences in marketing and ambiance may significantly affect customer perceptions. The lowest F-statistic observed is for Process (5.7086), but it is still statistically significant, showing that even operational processes vary enough to impact customer acceptance.

The overall F-statistics of 36.2792 is greater than the critical value of 3.5806 at a five percent level of significance with 3 and 8 degrees of freedom. The statistical decision is to reject the null hypothesis and was interpreted as significant.

Therefore, the respondents do not concur with their assessment of the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City as to product, price, place, promotion, people, process, and physical evidence.

The results imply that each restaurant should address unique customer needs across these variables to increase acceptance of modern Filipino cuisine. Emphasis on staff training, promotion, and ambiance could help bridge the gaps in customer experience among the establishments, potentially leading to higher acceptance rates in each restaurant's target market.

The results of the study about factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City supported by Nanda, C. S. (2023). According to this study, the popularity of fusion cuisine in contemporary gastronomy also reflects broader societal changes, such as shifting demographics, migration patterns, and the fusion of cultures in urban centers. As people from different backgrounds come together, their food traditions mingle, leading to a natural development of fusion cuisine. This not only impacts the types of food that are popular but also speaks to the societal embrace of diversity and multiculturalism.

Table 21 Results of the Comparison of the Assessment of the Respondents of factors affecting local resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City

### Product

Sources of Variation	ss	df	MS	F-stat	Decision	VI
Between Within	3.0950	3	1.0317	31.9068		
	0.2587	8	0.0323			
Price	2.8617	3	0.9539	24.0274		
	0.3176	8	0.0397			
Sources of Variation	ss	df	MS	F-stat	Decision	VI
Place						

Sources of Variation	ss	df	MS	F-stat	Decision	VI
Between	1.6925	3	0.5642			
Within	0.4673	8	0.0584	9.6578		
Promotion						
Sources of Variation	ss	df	MS	F-stat	Decision	VI
Between	1.2837	3	0.4279			
Within	0.2728	8	0.0341	12.5483		
People						
Sources of Variation	ss	df	MS	F-stat	Decision	VI
Between	1.0545	3	0.3515			
Within	0.5036	8	0.0629	5.5838		

Process						
Sources of Variation	ss	df	MS	F-stat	Decision	VI
Between	1.2969	3	0.4323	45.9891		
Within	<b>0.0752</b>	<b>8</b>	<b>0.0094</b>			
<b>Physical Evidence</b>						
Sources of Variation	ss	df	MS	F-stat	Decision	VI
Between	1.3032	3	0.4344			
Within	<b>0.1914</b>	<b>8</b>	<b>0.0239</b>	18.1571		
				<b>F-stat</b>	<b>Decision</b>	<b>VI</b>
	<b>Overall</b>			<b>21.1243</b>	<b>Reject H<sub>0</sub></b>	<b>Significant</b>

The analysis in Table 21 demonstrates significant differences in the respondents' assessments of factors contributing to local resistance to modern Filipino cuisine across selected restaurants. The F-statistics for each factor—Product, Price, Place, Promotion, People, Process, and Physical Evidence—are all above the critical value of 3.5806 at a 0.05 significance level, leading to the rejection of the null hypothesis. Products have the highest F-statistic (31.9068), indicating that significant differences in product quality or offerings may strongly contribute to local resistance. Similarly, Price (F-statistic of 24.0274) suggests that pricing strategies differ notably, impacting customer resistance levels. The process also shows a considerable impact (F-statistic of 45.9891), indicating operational differences that might affect customer perceptions negatively.

The overall F-statistics of 21.1243 is greater than the critical value of 3.5806 at a five percent level of significance with 3 and 8 degrees of freedom. The statistical decision is to reject the null hypothesis and was interpreted as significant.

Therefore, the respondents significantly differ in their assessment of the factors affecting local acceptance of modern Filipino Cuisine of Selected Restaurants in Parañaque City as to product, price, place, promotion, people, process, and physical evidence.

These results imply that differences in these factors across restaurants may drive local resistance to modern Filipino cuisine, with product quality, pricing, and process efficiency being the most critical areas for improvement. Addressing these specific factors could help mitigate resistance and foster a more receptive customer base for modern Filipino culinary offerings in the area.

The results of the comparison of assessment of the respondents of factors affecting local resistance to modern Filipino cuisine is supported by Retnaningsih, C., Irmawati, B., Retnawati, B. B., & Ruenda, O. (2024, May). According to the study, the findings states that innovative products are either accepted or rejected by consumers and the involvement of consumer in innovation process is essential as it can increase the acceptance of innovative products which can lead to success of market in food sector.

Another study conducted by Indajang, K., Candra, V., Sianipar, M. Y., Sembiring, L.

D., & Simatupang, S. (2023) also conclude that the price is determined through affordability, discounts/special offers which affects consumer's satisfaction. It is also considered when it comes to determining whether the

consumer will purchase a product or not. These studies shows that factors such as product and pricing plays a vital role in customers' acceptance of food.

**Table 22**

Summary Table of the Comparison of the Assessment of Respondent on the Factors affecting acceptance and resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City

Indicators	df	F-value	Decision	VI
Acceptance	3	36.2792	Reject Ho	Significant
Resistance	8	21.1243	Reject Ho	Significant
<b>Overall</b>		28.7018	Reject Ho	Significant

Critical value @ .05 = 3.5806

Table 22 summarizes the comparison of respondent assessments regarding factors that impact acceptance and resistance to modern Filipino cuisine in selected Parañaque City restaurants. For acceptance, the F-value of 36.2792 surpasses the critical value of 3.5806, leading to the rejection of the null hypothesis and indicating a significant effect. Similarly, the F-value for resistance is 21.1243, also exceeding the critical threshold, which confirms significant variation in responses.

The overall F-value of 28.7018 is greater than the critical value of 3.5806 at a five percent level of significance with 3 and 8 degrees of freedom. The statistical decision was to reject the null hypothesis and was verbally interpreted as significant.

Since we failed to accept the null hypothesis, there is a strong manifestation that the respondents do not concur with their assessment of the Factors affecting acceptance and resistance to modern Filipino Cuisine of Selected Restaurants in Parañaque City.

The implication of these results is that distinct factors play significant roles in influencing both acceptance and resistance toward modern Filipino cuisine among customers in Parañaque City. This suggests a need for targeted strategies that can address specific concerns related to resistance while enhancing factors that positively contribute to customer acceptance, ultimately aiding restaurants in improving customer experience and satisfaction with modern Filipino offerings.

Studies have found that customer acceptance and resistance to new food trends, such as modern Filipino cuisine, are influenced by various factors, including familiarity, authenticity, and perceived value. For instance, research by Kim et al. (2019) highlights that customer perceptions of authenticity and traditional practices play a key role in their acceptance or resistance to modernized food offerings. Similarly, the study by Talwar, M. et al., (2023), "Why do consumers resist digital innovations?" explored the barriers such as tradition, image and usage, which often underpin resistance to new innovations. It highlights how deeply ingrained beliefs and behaviors can lead to reluctance in adopting novel practices or products, including the necessity to shift away from established norms.

This study emphasizes that understanding consumer resistance is critical and this aligns with the findings of this study on modern Filipino cuisine in Parañaque, where significant variation in responses for acceptance and resistance indicated that specific factors, such as food identity and presentation, contribute notably to customer satisfaction and resistance. These insights suggest that addressing authenticity concerns while maintaining the appeal of innovation can help improve customer experiences and acceptance of modern Filipino cuisine.

## CONCLUSION

Identifying the Manaoag Church's influence on tourists' motivation towards religious tourism was the objective of the study. Young adult women made up a significant portion of religious tourism participants. Young adults between the ages of 21 and 30 who identify as Roman Catholic and visit the site one to three times annually fall into this category. Many women are motivated to travel because they genuinely want to visit the many regions of the world and diversify their perspectives. Leisure, perceived risks, and perceived benefits all positively influence respondents' desire to travel and engage in religious tourism, according to the majority of respondents who "Strongly Agree" with this statement. They feel that Manaoag Church offers a relaxing environment where they may freely enjoy their free time without having to participate in structured activities. Additionally, they think that going to Manaoag Church helps them grow as individuals, improves their faith, and gives their lives more meaning. Lastly, they have belief that Manaoag Church will offer a safe and fulfilling experience. This motive creates a positive experience that encourages continued visits and strengthens visitors' motivation to travel for religious tourism.

As they believe that Manaoag Church is a significant cultural and religious site that enhances the overall experience of religious tourism, the respondents strongly agreed that their beliefs, emotions, and behaviors have a positive impact on their experiences and perceptions of Manaoag Church and other religious sites. They also stated that they experienced a great sense of satisfaction and pleasure during their visit and felt included in the welcoming atmosphere of the site. Moreover, because of their favorable emotional experience, they will recommend others to visit Manaoag Church based on the positive experience they had. Additionally, when respondents were grouped by frequency of visit, the study revealed that there were no significant differences in beliefs, emotions, or behavior in their assessment of the influence of Manaoag Church in tourist motivation. This suggests that the number of visits does not vary significantly, indicating that the church's appealing factor is the same for all visitors and that the role of Manaoag Church in religious tourism has a universal appeal or significance that transcends the number of visits a person has made, whether frequent or occasional.

The following suggestions are hereby provided:

1. The results show that people 51 years of age and older seldom visit religious sites. Therefore, the researchers suggested that religious sites adopt or follow the World Tourism Organization's (UNWTO) general guidelines for age-friendly regulations, specifically the **"Recommendations on Accessible Tourism (AT)"** that are specifically designed for older visitors and people with disabilities in religious sites. Make sure that mass, events, and blessing practices are accessible to them by providing ramps, signage, ample restroom space, and seating arrangements for elderly people, people with mobility impairments, and people in need of assistance.
2. It is imperative for religious sites to continue prioritizing accessibility improvements. In order to handle bigger crowds, particularly during religious events, the researchers suggested that the Local Government Unit and Local Tourism Office should acquire and expand the existing parking spaces near the church premises to accommodate larger crowds, especially during religious events. In order to offer a lower parking price, the local government unit can partnership with local lot owners. Offering more designated parking spaces for religious site visitors and a not costly parking fee, this will ease visitor access and reduce stress when arriving due to traffic congestion.
3. The religious sites could further emphasize the spiritual and emotional aspects of the visit, enhancing the connection between visitors' beliefs and the overall experience. Offering additional activities that align with visitors' religious and emotional needs may further deepen their engagement and satisfaction. Thus, the researchers proposed that religious sites together with religious organizations could create **"Religious Fellowship Gatherings,"** such as women's fellowships, men's fellowships, and young adult fellowships, similar to those held at Hillsong Church in South Africa, where they have ministries like Hillsong Men, Hillsong Sisterhood, and Hillsong Young Adults, where it provides a meaningful opportunity for individuals to connect through shared religious experiences.



4. Since the frequency of visits does not significantly alter respondents' perceptions, efforts to engage both first-time and repeat visitors should focus on enhancing the overall religious and cultural experience at religious sites. Therefore, to address the said results, the researchers recommended that the local tourism office in partnership with the religious sites should develop program such as the **"Pilgrimage Passport Program"** just like in Camino de Santiago in Spain serves as a vital spiritual initiative, positioning the Minor Basilica of Our Lady of the Rosary of Manaoag as a central starting point for tourists embarking on journeys of religious tourism. Tourists who visit the religious sites will receive a stamp in their passport, marking the beginning of their religious tourism journey. As they collect stamps from other sacred sites in the Philippines, it will deepen their motivation to travel for religious tourism.

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## APPENDICES

### APPENDIX A. GANTT CHART

MONTH ACTIVITY	AUGUST 5 – 31	SEPTEMBER 6-30	OCTOBER 1 – 31	NOVEMBER 1 – 11
	WEEK	WEEK	WEEK	WEEK
	1ST 2ND 3RD 4TH	1ST 3RD 2ND 4TH	1ST 3RD 2ND 4TH	1ST 3RD 2ND 4TH
CHOOSING TITLE	■			
TITLE CONSULTATION	■			
TITLE DEFENSE		■		
CONSTRUCTING CHAPTER 1		■		
REVISING CHAPTER 1		■		
FINAL CHECKING OF CHAPTER 1		■		
CONSTRUCTING SURVEY QUESTIONS		■		
CONSULT TO ADVISER AND VALIDATORS		■		
FINAL CHECKING OF SURVEY QUESTIONS		■		
CONDUCTING SURVEY TO RESPONDENTS			■	
PROCESSING TALLY			■	
WAITING OF RESULT IN STATISTICIAN			■	
CONSTRUCTING CHAPTER 2				■
REVISING CHAPTER 2				■
FINAL CHECKING OF CHAPTER 2				■
CONSTRUCTING CHAPTER 3				■



## CONSTRUCTING CHAPTER 4

## APPENDIX B. ACTUAL RESEARCH EXPENSES

Quantity	Specifies	Approximate Cost	Actual Cost
50-100 PAGES	THESIS PAPER (HARD COPY)	500	630
1 REAM	BOND PAPER	300	180
1 set	INK	200	180
400 PAGES	SURVEY QUESTIONNAIRES	2,000	800
13 pcs	CONSULTATION FORM (HARD COPY)	50	65
1 person	STATISTICIAN	5,000-10,000	3,000
3 panelist	PANEL FEE	1,000	900

## APPENDIX C. RESEARCH QUESTIONNAIRE

## FACTORS AFFECTING LOCAL ACCEPTANCE AND RESISTANCE ON MODERN FILIPINO CUISINE OF SELECTED RESTAURANTS IN PARAÑAQUE CITY

## PART I. DEMOGRAPHIC PROFILE OF THE RESPONDENTS

**Direction:** Please provide the information or put a check (/) mark on the appropriate space provided that corresponds to your profile. Rest assured that your response to this questionnaire will be held confidential.

**Name: (Optional)** \_\_\_\_\_ **Sex:** \_\_Female \_\_\_\_Male

**Age:** \_\_51 years old & above \_\_41-50 years old \_\_31-40 years old \_\_21-30 years old \_\_18-20 years old  
\_\_\_\_\_

**Restaurants:** \_\_\_\_\_Manam \_\_\_\_\_Mangan-Fely J's Kitchen \_\_\_\_\_Golden Cowrie

<b>PART II. FACTORS AFFECTING LOCAL ACCEPTANCE</b>  <b>ON MODERN FILIPINO CUISINE</b>	<b>2.4 Promotion</b>  2.4.1 early bird specials, or students/ senior discount enhances the overall dining
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**Direction: In your assessment, please rate the aspects using the following:**

4 – STRONGLY AGREE (SA)

3 – AGREE (A)

2 – DISAGREE (D)

1 – STRONGLY DISAGREE (SD)

**Kindly put a checkmark (✓) on the item/s that corresponds to your answer.**

## 2.1 Product

2.1.1 Modern Filipino food dishes such as , Seafood Kare- Kare, Chicken Tinola sa gata, Halo-halo Turon, Cassava Bibingka with buko etc. are appetizing and have a well- balanced flavor, providing a twist that blends with innovation.

\_4 \_3 \_2 \_1

2.1.2 Food presentation enhance the dining experience and could lead Customer satisfaction, Memorable dining experience, and elevate the dining atmosphere.

\_4 \_3 \_2 \_1

2.1.3 The restaurant offers creative modernization of Filipino

Cuisine that not only meet but exceeded customer's expectations (e.g. Corn beef sisig, Pusit kare-kare, Salted egg shrimp, Paella, etc.)

\_4 \_3 \_2 \_1

## 2.2 Price

2.2.1 Restaurant offers an affordable menu options ensuring that customers can enjoy and experience modernized Filipino food.

\_4 \_3 \_2 \_1

2.2.2 Price are reasonable base on the quality of food offered.

\_4 \_3 \_2 \_1

2.2.3 Restaurant offers special discounts like Birthday promos, Senior discount, Student

experience.

\_4 \_3 \_2 \_1

2.4.2 The restaurant's advertisement attracts customers to try modernized Filipino cuisine (e.g. TikTok videos, word of mouth).

\_4 \_3 \_2 \_1

2.4.3 The restaurant's online reviews and ratings influence the customers to visit the restaurant.

\_4 \_3 \_2 \_1

## 2.5 People

2.5.1 The restaurant's staff and manager have nice attitude.

\_4 \_3 \_2 \_1

2.5.2 The restaurant staff and manager have a clear/effective communication towards their customers.

\_4 \_3 \_2 \_1

2.5.3 The restaurant's staff members and managers are well knowledgeable about their menu items.

\_4 \_3 \_2 \_1

## 2.6 Process

2.6.1 The restaurant offers easy, fast, and efficient ordering process for customer.

\_4 \_3 \_2 \_1

2.6.2 The restaurant offers various secure payment option such as credit cards, e-wallets, bank transfers, and cash.

\_4 \_3 \_2 \_1

2.6.3 The restaurant serves the food on the promised serving time.

\_4 \_3 \_2 \_1

## 2.7 Physical Evidence

2.7.1 Physical store showcases restaurant's interior design, layout, and decor that reflects

<p>discounts that helps to attract the price sensitive customer.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p><b>2.3 Place</b></p> <p>2.3.1 The restaurant's location is convenient and accessible to visit.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>2.3.2 The theme of the restaurant's is consistent throughout, from the decor to the layout, enhancing the connection between the environment and the food served.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>2.3.3 The modernized design of the restaurant blends seamlessly with the Filipino cuisine being served, creating a culturally rich and inviting atmosphere.</p> <p style="text-align: center;">_4    _3    _2    _1</p>	<p>restaurant's branding and identity.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>2.7.2 The restaurant has exceptional customer-facing area such as dining area waiting area, and restrooms.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>2.7.3 Online presence through social media and website showcases the description about the restaurant, its menu items, and customer's review.</p> <p style="text-align: center;">_4    _3    _2    _1</p>
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<p><b>PART III. FACTORS AFFECTING LOCAL RESISTANCE</b></p> <p><b>ON MODERN FILIPINO CUISINE</b></p> <p><b>Direction: In your assessment, please rate the aspects using the following:</b></p> <p>4 – STRONGLY AGREE (SA)</p> <p>3 – AGREE (A)</p> <p>2 – DISAGREE (D)</p> <p>1 – STRONGLY DISAGREE (SD)</p> <p><b>Kindly put a checkmark (✓) on the item/s that corresponds to your answer.</b></p>	<p><b>3.4 Promotion</b></p> <p>3.4.1 The restaurant's limited discounts being offered could minimize the overall dining experience.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>3.4.2 The restaurant's advertisement is not engaging leading to not attract customers to try Filipino Cuisine.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>3.4.3 The restaurant's online reviews and ratings have less impact for customer's decision to visit the restaurant.</p> <p style="text-align: center;">_4    _3    _2    _1</p>
<p><b>4.1 Product</b></p> <p>4.1.1 Modern Filipino dishes overpower the natural essence of Filipino food (e.g. Losing authenticity, Confusion in Filipino food identity, Dilution in key flavors).</p>	<p><b>3.5 People</b></p> <p>3.5.1 Staff is still unfamiliar with the product that leads confusion to customer.</p> <p style="text-align: center;">_4    _3    _2    _1</p>

<p style="text-align: center;">_4    _3    _2    _1</p> <p>4.1.2 Modern Filipino dishes lack an appetizing presentation that leads customer to be hesitant to try Filipino Cuisine.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>4.1.3 Modernization of dishes are too different from classic Filipino cuisine.</p> <p style="text-align: center;">4        3        _2        _1</p> <p><b>4.2 Price</b></p>	<p>3.5.2 Poor communication with customers could lead to delay in service (e.g. taking orders, preparing food, Incorrect food that has been serve, etc.).</p> <p style="text-align: center;">_4 _3 _2        _1</p> <p>3.5.3 The staff is taking too long to take orders, serve food, or check the request and it could lead the dining experience slow and frustrating.</p> <p style="text-align: center;">_4    _3    _2    _1</p>
<p>4.2.1 Modern Filipino Cuisine tends to offer expensive food because of its innovation.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>4.2.2 Price is unreasonable based on the quality of food offered in Modernized Filipino Restaurant.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>4.2.3 There are inconsistencies about the special offers such as senior discount, student discount, birthday promos, etc.</p> <p style="text-align: center;">4        3        _2        _1</p> <p><b>4.3 Place</b></p>	<p><b>3.6 Process</b></p> <p>3.6.1 The customer faces unnecessary difficulties or confusion when trying to place an order such as using order list, kiosk, tablet, and gadget.</p> <p style="text-align: center;">_4 _3        _2        _1</p> <p>3.6.2 Descriptions of the dishes on menu is different from the food being served.</p> <p style="text-align: center;">_4 _3        _2        _1</p> <p>3.6.3 Food preparation consumes too much time of customer.</p> <p style="text-align: center;">_4    _3    _2    _1</p>
<p>4.3.1 The restaurant's location is difficult for customers to visit because the restaurant is not accessible for most of the transportation.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>4.3.2 The decor and layout of restaurant conflict the connection between the theme and modernized Filipino food.</p> <p style="text-align: center;">_4    _3    _2    _1</p> <p>4.3.3 The restaurant's ventilation and air quality are insufficient, causing discomfort to customers.</p> <p style="text-align: center;">_4    _3    _2    _1</p>	<p><b>3.7 Physical Evidence</b></p> <p>3.7.1 Restaurant's interior design, layout, and decor is different from its branding and identity.</p> <p style="text-align: center;">_4    _3    _2        1</p> <p>3.7.2 Restaurant's facilities are not properly clean such as dining area, restroom, etc.</p> <p style="text-align: center;">_4    _3    _2        1</p> <p>3.7.3 Lack of presence in social media affects the customers to access more information about the restaurant (e.g. operating hours, food menu, special offers, etc.)</p> <p style="text-align: center;">_4    _3    _2    _1</p>

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