



Factors Influencing Food Purchasing Decisions of Tarlac State University – College of Business and Accountancy Students

Gomez, Gian Clarence E.; Siborboro, Roshel Q.; Sicat, Andrei C.; Bengco, Angie M.

Department of Entrepreneurship, College of Business and Accountancy, Tarlac State University,
Tarlac, Philippines

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ABSTRACT

This study described the factors influencing food purchasing decisions among students of Tarlac State University – College of Business and Accountancy (TSU-CBA). Specifically, it identified the extent to which price, taste, product quality, convenience, and location/accessibility affect students' food purchasing decisions. A quantitative research design was employed, utilizing a structured questionnaire administered to student respondents. Data were analyzed using descriptive statistics, correlation, and regression analysis to determine the level of influence and relationships among the variables.

Findings revealed that all identified factors significantly influence students' food purchasing decisions, with product quality and location/accessibility emerging as the most influential determinants. Price was also found to be a critical consideration, indicating that students are highly budget-conscious in their food choices. Convenience and location/accessibility further contributed to purchasing decision, highlighting the importance of time efficiency and proximity in food selection. The results also showed that students tend to prioritize a balance between affordability, quality, and convenience when making food-related decisions.

Moreover, the study confirmed that these factors collectively play a significant role in shaping food purchasing decision among students. The findings suggest that food purchasing decisions are not driven by a single factor but by an interplay of economic, personal, and situational influences. Based on these results, it is recommended that food establishments near TSU-CBA focus on improving food quality and taste while maintaining affordable pricing and ensuring convenient and accessible service locations.

Thus the study concludes that understanding these factors is essential for food businesses to effectively attract and retain student consumers in a competitive academic environment.

Keywords: Food purchasing decisions, Student consumer behavior, Factors influencing food choice, Tarlac State University (TSU-CBA)

INTRODUCTION

Understanding consumer preferences is essential for businesses operating in today's highly competitive global market. As industries continue to evolve, organizations increasingly rely on consumer purchasing behavior to guide product development, marketing strategies, and service delivery. This behavior provides valuable insights into the needs, preferences, and expectations of target markets, ultimately influencing business performance and sustainability. On a global scale, the food industry is one of the most dynamic sectors, driven by rapid changes in consumer lifestyles, health awareness, and technological advancements. Consumers are now presented with a wide array of food choices, ranging from traditional meals to highly processed and convenience-based products. As a result, understanding the factors that influence food purchasing decisions has become a critical area of study for both researchers and practitioners. Moreover, globalization has contributed to the diversification of food options, making competition among food businesses more intense. Consumers are exposed to various cuisines, pricing strategies, and promotional techniques, which shape their

preferences and decision-making processes. Consequently, businesses must continuously adapt to these changes to remain relevant and competitive in the global market.

Furthermore, the expansion of food establishments within and around educational institutions has intensified competition among vendors. Universities have become hubs of diverse food offerings, ranging from small-scale vendors to established food chains. This environment highlights the importance of identifying the key determinants that drive students' food purchasing decision. Similarly, McClain (2025) investigated food preferences among students in California and Maine, revealing that perceptions of health and social stigma influence students' decisions to avoid certain food options, such as free school meals. While the study provides valuable insights into student behavior, it does not fully explore the broader range of factors affecting purchasing decisions.

In the Asian context, food consumption patterns are significantly influenced by cultural diversity, urbanization, and economic development. The rapid growth of urban centers has led to an increase in demand for convenient and affordable food options, particularly among younger populations such as students. This shift has transformed the food landscape, making it more complex and competitive. Additionally, students in Asia represent a unique consumer group characterized by limited financial resources, time constraints, and evolving lifestyle preferences. Their purchasing decisions are often influenced by factors such as price, taste, accessibility, and peer influence. Understanding these factors is essential for food vendors aiming to cater to this specific market segment. Supporting this perspective, the study conducted by Andrianto (2019) in Indonesia found that taste and product quality have a significant positive effect on purchasing decisions and customer satisfaction. This suggests that sensory attributes and perceived product excellence are critical determinants of consumer choice. However, the study focused on general consumers and did not specifically examine student populations.

Furthermore, in the Philippine setting, food plays a central role in daily life and cultural identity. However, economic considerations such as budget limitations significantly influence the purchasing decisions of Filipino students. The increasing availability of affordable yet convenient food options has reshaped consumption patterns, particularly in urban and semi-urban areas. Moreover, the rise of fast food chains, street food vendors, and ready-to-eat meals has created a highly competitive food environment in the country. Students are often faced with numerous choices, making their decision-making process more complex. Factors such as taste, price, convenience, and perceived quality play a crucial role in shaping their preferences. Supporting this perspective in the Philippine context, Tianchon et al. (2025) conducted a study in Davao del Norte which found that college students exhibit a strong preference for ready-to-eat foods due to convenience. This highlights the growing importance of time-saving food options among students. However, the study primarily focused on perceptions of ready-to-eat meals rather than a comprehensive analysis of purchasing decision factors.

Despite the abundance of food options, establishing a successful food business within the student market remains challenging. Vendors must not only meet the expectations of students but also differentiate themselves from competitors. This underscores the importance of understanding the specific factors that influence purchasing decisions in a localized context. Therefore at the local level, this study aims to determine the factors influencing food purchasing decisions among students of Tarlac State University – College of Business and Accountancy (TSU-CBA). By examining variables such as taste, price, quality, and convenience, this research seeks to address existing gaps in the literature and provide insights that may benefit both academic research and local food businesses operating within the university environment.

Statement of the Problem

This paper aimed to describe the factors influencing food purchasing decisions of students at Tarlac State University – College of Business and Accountancy (TSU-CBA).

Specifically, it sought to answer the following questions:

What is the demographic profile of the respondents described in terms of:

age; sex; and

frequency of food purchases?

What are the factors influencing food purchasing decisions of TSU-CBA students, described in terms of:

- price;
- taste;
- product quality;
- convenience; and
- location/accessibility?

What is the level of food purchasing decision behavior among TSU-CBA students?

Is there a significant relationship between the identified factors and the food purchasing decisions of TSU-CBA students?

Which factors significantly influence the food purchasing decisions of TSU-CBA students?

Hypothesis

H⁰¹: There is no significant relationship between the factors and the food purchasing decisions of Tarlac State University – College of Business and Accountancy (TSU-CBA) students.

LITERATURE REVIEW

This section presents the relevant literature that supports the study on the factors influencing food purchasing decisions of students at Tarlac State University – College of Business and Accountancy (TSU-CBA). The discussion is organized based on the variables stated in the Statement of the Problem, namely demographic profile, influencing factors (price, taste, product quality, convenience, and location/accessibility), and food purchasing decisions, as well as the relationship and influence among these variables.

Demographic Profile of Respondents

Demographic characteristics such as age, sex, and frequency of food purchases are essential in understanding consumer behavior patterns. According to Kotler and Keller (2016), demographic variables significantly influence consumer preferences, decision-making, and purchasing behavior. Students, as part of a younger demographic group, tend to exhibit distinct consumption behaviors influenced by lifestyle, budget constraints, and social factors.

In terms of age, younger consumers, particularly Generation Z, are more inclined toward convenience, affordability, and experiential consumption (Djafarova & Bowes, 2018; Turner, 2020). Regarding sex, studies suggest that male and female consumers may differ in food preferences and purchasing priorities, with females often placing higher importance on quality and health considerations. Meanwhile, the frequency of food purchases serves as an indicator of consumption habits and reflects the level of dependence on external food sources (Han & Ryu, 2019).

Price

Price is one of the most significant determinants of food purchasing decisions, especially among students with limited financial resources. According to Kotler and Armstrong (2018), price directly affects consumer perception of value and affordability, making it a primary consideration in purchase decisions.

Students often prioritize budget-friendly food options, balancing cost with satisfaction. Research indicates that lower-priced food items tend to attract more student consumers, particularly in competitive food environments (Andrianto, 2019). However, price sensitivity may vary depending on perceived quality and portion size.

Moreover, promotional pricing, discounts, and value meals can influence purchasing behavior by increasing perceived affordability. Thus, price remains a critical factor shaping food purchasing decisions among students.

Taste

Taste is a fundamental factor influencing food choices and consumer satisfaction. According to Andrianto (2019), taste has a significant positive effect on purchasing decisions and customer satisfaction, highlighting its importance in consumer behavior.

For students, taste is often a primary determinant when selecting food, as it directly affects their overall eating experience. Even when other factors such as price and convenience are considered, taste remains a key driver of repeat purchases.

Studies also show that flavorful and appealing food increases customer loyalty and preference. Therefore, taste plays a crucial role in shaping food purchasing decisions among student consumers.

Product Quality

Product quality refers to the overall standard of food, including freshness, nutritional value, and presentation. According to Kotler and Keller (2016), perceived product quality significantly influences customer satisfaction and purchasing behavior.

Students are more likely to purchase food that meets their expectations in terms of quality and safety. High-quality food enhances trust and encourages repeat purchases, while poor quality can lead to dissatisfaction and avoidance.

Additionally, quality is often associated with health considerations, particularly among students who are becoming more conscious of their dietary choices. Thus, product quality is a vital factor influencing food purchasing decisions.

Convenience

Convenience plays a significant role in the food choices of students, particularly those with busy academic schedules. According to studies on consumer behavior, convenience includes factors such as ease of access, speed of service, and availability of ready-to-eat options. Students often prefer food that is quick and easy to obtain, especially during limited break times. Ready-to-eat meals and fast service are highly valued, as they save time and effort.

Research by Tianchon et al. (2025) highlights that students demonstrate a strong preference for convenience-oriented food options. This suggests that convenience is a major determinant of food purchasing decisions in academic settings.

Location/Accessibility

Location and accessibility refer to the proximity and ease of reaching food establishments. According to Kotler and Armstrong (2018), accessibility significantly affects consumer choice, as customers tend to select options that require less time and effort to reach.

For students, food vendors located within or near the campus are more likely to be patronized. Accessibility reduces travel time and increases the likelihood of frequent purchases. Additionally, visible and strategically

located food establishments attract more customers due to ease of access. Therefore, location is an important factor influencing food purchasing behavior.

Food Purchasing Decisions

Food purchasing decisions refer to the process by which consumers select, evaluate, and choose food products based on various influencing factors. According to consumer behavior theory, purchasing decisions are shaped by a combination of economic, psychological, and environmental factors.

Among students, these decisions are often influenced by budget constraints, personal preferences, and convenience. The availability of multiple food options further complicates the decision-making process.

Studies show that positive experiences related to taste, quality, and affordability increase the likelihood of repeat purchases and customer loyalty. Thus, food purchasing decisions represent a complex behavioral outcome influenced by multiple variables.

RESEARCH METHOD

This study employed a descriptive-correlational research design to determine the relationship and influence of selected factors on the food purchasing decisions of students at Tarlac State University – College of Business and Accountancy (TSU-CBA). The descriptive component was utilized to present and analyze the demographic profile of the respondents as well as the levels of influencing factors such as price, taste, product quality, convenience, and location/accessibility. Meanwhile, the correlational component was used to examine the significant relationship between these factors and students' food purchasing decisions.

Furthermore, regression analysis was employed to determine the predictive influence of the identified factors—price, taste, product quality, convenience, and location/accessibility—on food purchasing decisions. This statistical method enabled the study to identify which factors significantly influence students' choices when purchasing food within and around the university environment.

The participants of the study consisted of 300 students from Tarlac State University – College of Business and Accountancy (TSU-CBA). These respondents were selected using a random sampling technique to ensure equal representation and to minimize selection bias. This approach strengthened the generalizability and reliability of the findings by providing adequate coverage of the target population.

A self-administered questionnaire was used as the primary data-gathering instrument. The survey instrument was adapted from validated and established studies related to consumer behavior and food purchasing decisions. Before its full administration, the questionnaire underwent validity and reliability testing to ensure that it accurately measured the intended variables and produced consistent results.

The research instrument consisted of three main parts: (1) demographic profile of the respondents, (2) factors influencing food purchasing decisions (price, taste, product quality, convenience, and location/accessibility), and (3) food purchasing decision behavior. Responses were measured using a Likert scale to quantify perceptions and facilitate statistical analysis.

This research design ensured that the data collected were valid, reliable, and suitable for statistical treatment. The integration of descriptive, correlational, and regression analyses provided a comprehensive framework for understanding both the relationship and predictive influence of key factors on students' food purchasing decisions.

Participants of the Study

A total of 300 questionnaires were distributed to the respondents of the study. All questionnaires were retrieved and deemed valid for analysis, resulting in a 100% response rate. The study focused on 300 student respondents from Tarlac State University – College of Business and Accountancy (TSU-CBA) who are engaged in regular food purchasing activities within and around the university.

Given the diverse population of students in TSU-CBA, the researchers focused on those who frequently purchase food either inside the campus or from nearby food establishments. This ensured that the respondents had relevant experience in food purchasing decisions, making them appropriate sources of data for the study.

Furthermore, the respondents were selected using a random sampling technique to ensure equal representation across different year levels, programs, and demographic backgrounds within the College of Business and Accountancy. This method was used to minimize bias and enhance the representativeness of the sample.

Subsequently, the study specifically targeted students who actively engage in food purchasing activities, as they represent a significant consumer group within the university setting. Their purchasing behavior is influenced by various factors such as price, taste, product quality, convenience, and location, which are central variables of this research.

Research Instrument

In gathering the necessary data for this study, the researchers utilized a self-administered survey questionnaire adapted from the study of Falconet et al. (2025) entitled “Food Choice Motives and Eating Behavior among College Students. The researchers modified the questionnaire to fit the study’s objective. The instrument was carefully developed based on relevant literature to ensure reliability, validity, and alignment with the objectives of the study on factors influencing food purchasing decisions of students at Tarlac State University – College of Business and Accountancy (TSU-CBA).

The questionnaire was primarily anchored on consumer behavior theories, which explain how individuals make purchasing decisions based on internal and external influencing factors. The measurement scales for the independent variables—price, taste, product quality, convenience, and location/accessibility—were adapted from established consumer behavior and marketing studies that examine determinants of food purchasing behavior.

For the dependent variable, food purchasing decisions, the items were adapted from validated instruments in consumer behavior literature that measure decision-making patterns, purchase intention, and actual purchasing behavior. These items were modified to ensure appropriateness to the context of student consumers in TSU-CBA.

The questionnaire was structured into three main parts: (1) demographic profile of the respondents; (2) factors influencing food purchasing decisions; and (3) food purchasing decision behavior. Each item was measured using a Likert scale to determine the level of agreement of the respondents.

To ensure content validity, the research instrument was reviewed and evaluated by the research adviser, who assessed the clarity, relevance, and appropriateness of each item in relation to the study objectives. Necessary revisions were made based on the adviser’s recommendations to improve the quality of the questionnaire.

In addition, the reliability of the instrument was tested using the Cronbach’s Alpha coefficient to determine internal consistency. The computed overall Cronbach’s Alpha result was 0.87, which indicates a high level of reliability. This confirms that the questionnaire items are consistent and reliable, and therefore passed the reliability test for data collection.

Hence, the use of a validated and reliability-tested questionnaire ensured that the data gathered were accurate, consistent, and suitable for statistical analysis, thereby strengthening the study’s ability to examine the relationship and influence of the identified factors on food purchasing decisions among TSU-CBA students.

Data Analysis

The quantitative data collected in this study were analyzed using both descriptive and inferential statistical methods. Descriptive statistics such as mean and standard deviation were used to summarize the responses of the respondents in terms of demographic profile and the levels of the study variables, namely price, taste, product quality, convenience, location/accessibility, and food purchasing decisions among TSU-CBA students. These measures provided a clear overview of the central tendencies and variability of the data gathered. Inferential statistical tests were employed to determine the relationships and predictive influence among the variables and to test the formulated hypotheses. Specifically, the Pearson Product-Moment Correlation was used to determine the significant relationship between the identified factors (price, taste, product quality, convenience, and location/accessibility) and food purchasing decisions of TSU-CBA students.

Furthermore, Multiple Regression Analysis was conducted to identify which among the independent variables significantly influence food purchasing decisions. This analysis determined the extent to which each factor predicts the dependent variable and helped identify the most influential determinants of students' food purchasing behavior.

The level of statistical significance was tested at a 0.05 level of significance, ensuring that the findings are statistically reliable and that any observed relationships or influences are not due to chance. The results of the statistical tests served as the basis for accepting or rejecting the formulated hypotheses of the study.

Ethical Considerations

Before completing the questionnaire, the respondents were made aware of the goals and purpose of the study. To make sure participants understood the purpose of the study and their part in it, informed consent was obtained. Respondents were free to decline or stop taking part in the study at any moment without incurring any penalties because participation was completely optional. Furthermore, the researchers ensured confidentiality and anonymity. The researchers did not require respondents to disclose personal identifying information such as names or student numbers. All information gathered was treated with strict confidentiality and was used solely for academic and research purposes.

RESULTS AND DISCUSSION

The Demographic Profile of Respondents

Table 1 presents the demographic profile of the 300 student respondents from Tarlac State University – College of Business and Accountancy in terms of sex, age, and frequency of purchasing food. The profile provides a foundational understanding of the participants, which is essential in analyzing how demographic characteristics may influence food purchasing decisions among students.

Table 1 Demographic Profile of the Respondents

Profile	Categories	Frequency	Percentage
Sex	Male	130	43.3%
	Female	170	56.7%
	Total	300	100%
Age			
	18–20	204	68.0%



	21–23	84	28.0%
	24–25	12	4.0%
	Total	300	100%
Food Purchasing Frequency	Rarely - A few times a year (1)	44	14.7%
	Occasionally -Around 1-3 times per month (2)	148	49.3%
	Often - Weekly (3)	68	22.7%
	Very Often – Daily or almost everyday (4)	40	13.3%
	Total	300	100%

In terms of sex distribution, the respondents consist of 130 males (43.3%) and 170 females (56.7%). This indicates a higher proportion of female students in the study. The result suggests that female students may have a more active role in food purchasing decisions, which could be associated with differences in preferences, health considerations, and spending behavior.

Regarding age, the majority of respondents belong to the 18–20 age group, comprising 204 students (68.0%), followed by those aged 21–23 with 84 respondents (28.0%). Only a small percentage falls within the 24–25 (4.0%) age brackets. This implies that most respondents are young adults in their early college years, a stage where individuals begin to exercise independence in making food choices influenced by budget constraints, convenience, and personal preferences. As to the frequency of food purchasing, nearly half of the respondents (49.3%) reported that they purchase food occasionally, while 22.7% purchase often, 14.7% rarely purchase, and 13.3% purchase very often. These findings indicate that food purchasing is a regular but not necessarily daily activity among students. This pattern may reflect varying schedules, financial capacity, and access to alternative food sources such as home-prepared meals. Thus, the demographic profile suggests that the typical respondent is a female student aged 18–20 who purchases food occasionally. This is significant to the study, as this group is likely to be influenced by key factors such as price, taste, convenience, and food quality when making purchasing decisions. Understanding this profile helps contextualize the analysis of the factors that drive food purchasing behavior among CBA students of Tarlac State University.

Level of Factors Influencing Food Purchasing Decisions

Table 2 presents the factors influencing food purchasing decisions among students of Tarlac State University – College of Business and Accountancy in terms of price, taste, product quality, convenience, and location/accessibility. The overall mean of 4.29, interpreted as “Strongly Agree,” indicates that these factors are highly influential in shaping students’ food purchasing behavior. This suggests that students adopt a comprehensive approach in evaluating food choices, considering both economic and non-economic factors. Among the factors, product quality obtained the highest mean score of 4.38, indicating that students place the greatest importance on the overall quality of food, including freshness, safety, and portion adequacy. This finding highlights that quality is a primary consideration in purchasing decisions, as it directly affects satisfaction, health, and perceived value.

Table 2 Factors Influencing Food Purchasing Decisions

Factors	Mean	Standard Deviation	Interpretation
Price	4.27	0.16	Strongly Agree



Taste	4.21	0.20	Strongly Agree
Product Quality	4.38	0.15	Strongly Agree
Convenience	4.29	0.17	Strongly Agree
Location/Accessibility	4.32	0.18	Strongly Agree
Composite Mean	4.29	0.17	Strongly Agree

Location/accessibility followed with a mean of 4.32, suggesting that proximity and ease of access significantly influence students' food choices. Food establishments that are conveniently located within or near the university are more likely to be patronized, as they reduce time, effort, and transportation costs. Convenience (4.29) and price (4.27) also received high ratings, indicating that students consider both the ease of obtaining food and its affordability when making purchasing decisions. Given students' limited budgets and busy academic schedules, accessible and reasonably priced food options are highly preferred. On the other hand, taste obtained the lowest mean of 4.21, although still interpreted as "Strongly Agree." This implies that while taste remains an important factor, it is slightly less influential compared to product quality and practical considerations such as accessibility and convenience. This suggests that students evaluate food choices holistically rather than relying solely on sensory satisfaction.

Hence, the findings reveal that food purchasing decisions among TSU–CBA students are influenced by a combination of quality, accessibility, affordability, and convenience factors. The consistently high ratings across all variables indicate that these elements collectively shape students' preferences, emphasizing the need for food providers to deliver high-quality, accessible, and reasonably priced products to meet student demands.

Food Purchasing Decision Behavior among TSU–CBA Students

Table 3 presents the level of food purchasing decision behavior among students of Tarlac State University – College of Business and Accountancy. The overall mean of 4.29, interpreted as "Strongly Agree," indicates that the respondents exhibit a very high level of food purchasing decision behavior. This suggests that TSU–CBA students demonstrate consistent and well-developed decision-making patterns when it comes to selecting, evaluating, and purchasing food. In relation to the study's framework, this behavior reflects the combined influence of price, taste, product quality, convenience, and location/accessibility in shaping student food consumption choices.

Among the indicators, satisfaction and confidence in food purchase decisions obtained the highest mean score of 4.35. This implies that students generally feel confident and satisfied with the food choices they make, indicating that their purchasing decisions are positively reinforced by prior experiences. This finding reflects that when food offerings meet expectations in terms of quality, taste, and affordability, students are more likely to perceive their decisions as appropriate and rewarding. Closely related, the intention to make repeat purchases recorded a high mean of 4.30. This indicates that students are likely to repurchase food from establishments where they have had satisfactory experiences. This behavior demonstrates that food purchasing decisions are not isolated acts but are influenced by accumulated satisfaction, particularly in relation to product quality, taste, and convenience. It further suggests the development of habitual consumption patterns among TSU–CBA students.

Table 3 Food Purchasing Decision Behavior among TSU–CBA Students

Indicators of Food Purchasing Decision Behavior	Mean	Standard Deviation	Interpretation
Satisfaction and confidence in food purchase decisions	4.35	0.15	Strongly Agree

Intention to make repeat purchases	4.30	0.16	Strongly Agree
Willingness to recommend food options to peers	4.26	0.17	Strongly Agree
Preference consistency in food choices	4.22	0.18	Strongly Agree
Composite Mean	4.29	0.16	Strongly Agree

The willingness to recommend food options to peers also obtained a high mean of 4.26. This suggests that students engage in positive word-of-mouth communication regarding their food choices. This behavior reflects social validation of purchasing decisions, where satisfaction leads to sharing of experiences with friends and classmates. In connection with the study variables, this indicates that perceived value driven by price, taste, and accessibility contributes not only to individual decisions but also to social influence in food consumption.

Meanwhile, preference consistency in choosing food options had a slightly lower but still high mean of 4.22. This suggests that while students tend to stick with preferred food choices, they may occasionally explore alternatives based on situational factors such as budget constraints, schedule, or availability. This reflects the dynamic nature of student food purchasing decisions, in which both stability and flexibility coexist in response to external and internal influences.

Therefore, the findings reveal that TSU–CBA students demonstrate a strong and positive level of food purchasing decision behavior. The consistently high ratings across all indicators suggest that their decisions are shaped by a combination of satisfaction, repeat experience, and social influence. In relation to the study’s main variables, this reinforces that food purchasing decisions are significantly driven by price, taste, product quality, convenience, and location/accessibility, which collectively contribute to confident, repeated, and socially influenced consumer behavior among students.

The Relationship Between Factors and Food Purchasing Decisions

Table 4 presents the correlation analysis between the identified factors (price, taste, product quality, convenience, and location/accessibility) and the food purchasing decisions of TSU–CBA students. The obtained r-value of 0.782 indicates a strong positive relationship between the variables. This suggests that as the influence of these factors increases, the likelihood of students' food purchasing decisions also increases. The relationship is statistically significant, as reflected by the p-value of 0.000, which is lower than the 0.05 level of significance.

Table 4 Correlation Between Factors and Food Purchasing Decisions

Variables	r-value	p-value	Interpretation
Factors and Food Purchasing Decisions	0.782	< 0.001	Strong Positive Correlation

The strong correlation further indicates that students are highly responsive to these influencing factors when making food choices. Food providers that offer affordable prices, good taste, high-quality products, and convenient, accessible locations are more likely to attract and retain student consumers. This suggests that improving these key factors can significantly enhance purchasing behavior and customer satisfaction.

Consequently, the results confirm that the identified factors are significantly associated with food purchasing decisions. This leads to the rejection of the null hypothesis, indicating that a meaningful relationship exists between the variables. The findings emphasize that optimizing these factors can effectively increase student patronage and influence their purchasing patterns. Bottom of Form

The Influence of Factors on Food Purchasing Decisions

Table 5 presents the regression analysis examining the influence of selected factors—price, taste, product quality, convenience, and location/accessibility—on the food purchasing decisions of TSU–CBA students. The results show that these factors collectively serve as significant predictors of food purchasing decisions, as indicated by the overall model significance (p -value = 0.000), which is lower than the 0.05 level of significance.

Among the predictors, product quality emerged as the strongest influence, followed by location/accessibility, convenience, price, and taste, all of which demonstrated positive beta coefficients. This indicates that improvements in these factors are associated with an increase in the likelihood of food purchasing among students.

Table 5 Regression Analysis on the Influence of Factors on Food Purchasing Decisions

Predictor Variable	Beta (β)	t-value	p-value	Interpretation
Price	0.215	4.32	< 0.001	Significant Predictor
Taste	0.198	3.95	< 0.001	Significant Predictor
Product Quality	0.310	6.21	< 0.001	Significant Predictor
Convenience	0.245	5.10	< 0.001	Significant Predictor
Location/Accessibility	0.267	5.48	< 0.001	Significant Predictor
Constant	0.624	3.18	0.002	Significant

Value	
R	0.782
R ²	0.611
Adjusted R ²	0.608
F-value	155.00
p-value (Model)	0.000

The R value of 0.782 indicates a strong relationship between the combined factors and food purchasing decisions. The R² value of 0.611 suggests that 61.1% of the variation in students' food purchasing decisions can be explained by the identified factors. This implies that a substantial portion of students' purchasing behavior is influenced by practical, economic, and quality-related considerations.

The F-value of 155.00 with a significance level of 0.000 confirms that the regression model is statistically significant, indicating that the set of predictors reliably explains variations in food purchasing decisions among students.

The findings imply that enhancing product quality, ensuring accessibility, improving convenience, maintaining affordable pricing, and delivering desirable taste can significantly increase student purchasing behavior. These results highlight the importance of food providers adopting a multidimensional strategy that addresses both functional and experiential aspects of food consumption.

Meanwhile, the results confirm that the identified factors significantly influence food purchasing decisions. This leads to the rejection of the null hypothesis, indicating that these variables are strong determinants of food purchasing behavior among TSU–CBA students.

CONCLUSIONS

The study revealed that the factors influencing food purchasing decisions among TSU–CBA students are highly evident across all dimensions, namely price, taste, product quality, convenience, and location/accessibility. Among these, product quality emerged as the most influential factor, indicating that students prioritize satisfying flavor and the overall standard of food when making their choices. Price and convenience also play important roles, suggesting that students are budget-conscious and prefer food options that are quick and easy to access. Additionally, location/accessibility contributes significantly, as proximity and ease of reaching food establishments affect the frequency of purchases.

Consequently, the results confirm that food purchasing decisions among TSU–CBA students are shaped by a combination of economic and preference-based factors. Students tend to balance affordability with quality and convenience, highlighting the need for food providers to offer reasonably priced yet high-quality food in accessible locations. This implies that food establishments in Tarlac City should focus on enhancing taste, maintaining product quality, ensuring convenience, and strategically positioning their businesses to effectively attract and retain student consumers.

RECOMMENDATIONS

Based on the conclusions of the study, it is recommended that food establishments catering to TSU–CBA students may prioritize improving the key factors influencing food purchasing decisions, particularly product quality and location, as these were identified as the most influential. Food providers may ensure that meals are not only flavorful but also consistently prepared using quality ingredients to meet students' expectations. Additionally, pricing strategies are suggested to remain affordable and student-friendly, considering the financial limitations of most students. Offering value meals, budget combos, or student discounts may further enhance purchasing appeal.

Moreover, food businesses may enhance convenience and accessibility by ensuring strategic locations near the university, minimizing waiting time, and providing efficient service. The availability of quick-service options, take-out, and delivery services can further support students' busy schedules. It is also recommended that food establishments maintain a clean and organized environment to reinforce product quality and customer trust. Overall, adopting a balanced approach that integrates affordability, quality, accessibility, and convenience will help food vendors attract and retain student consumers in a competitive market.

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AUTHORS' BIOGRAPHY

	I am Gian Clarence E. Gomez, a motivated entrepreneurship student with strong analytical and research skills gained from academic projects. Experienced in data gathering, analysis, and reporting. Interested in applying entrepreneurial thinking, adaptability, and problem-solving skills in market and business-related environments. Education Baras-baras High School Achievements • Dean's Lister • With High Honors • Class Salutatorian (2024) • Best in Accountancy, Business and Management (ABM) • Best in Science
	I am Roshel Q. Siborboro, an entrepreneurship student who is committed to learning and growth. I am hardworking, open to challenges, and passionate about business and creativity. I aim to develop my skills to create future opportunities. I believe that with the right mindset, patience, and consistency, I can achieve my goals and become the best version of myself. Education Ramos Nation High School Achievements • With High Honors • Dean's Lister
	I am Andrei C. Sicat, an entrepreneurship student and a problem solver. I aim to develop my skill set, broaden my knowledge, and refine my mindset with positivity to create meaningful opportunities and succeed in the ever-changing business world. Education Central Azucarera De Tarlac Senior High School - Main Achievements • With Honors • Dean's Lister



I'm Angie M. Bengco, a dedicated faculty member of Tarlac State University with a **Master in Business Administration (MBA)** and a strong background in entrepreneurship, business management, and higher education. Committed to providing quality instruction and fostering students' entrepreneurial mindset, leadership skills, and academic excellence. With progressive experience in the academe, I have demonstrated dedication to teaching, student development, organizational involvement, and the promotion of entrepreneurship education. I am also actively involved in supporting student organizations and professional development initiatives in the field of entrepreneurship.

Education

Master in Business Administration (MBA)

Professional Achievements and Milestones

- **Full-Time Lecturer** — August 19, 2022 – January 20, 2025
- **Instructor I – Temporary** — January 21, 2025 – July 19, 2026
- **Instructor I – Permanent** — July 20, 2026 – Present
- **Co-Adviser, Young Entrepreneurs' Society** — actively supporting students in entrepreneurship-related activities, leadership development, and organizational initiatives
- **CEE – Certified Entrepreneurship Educator** — recognized for professional competence and commitment to entrepreneurship education
- **Academic Excellence Awardee** — recognized for outstanding academic performance and achievement