
Foreign Product Patronization by the Students of Nueva Ecija University of Science and Technology, San Isidro Campus

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Abstract

For a developing country like the Philippines, it is not easy to overstate the impact of foreign product patronization. At present, the globally connected marketplace and reviewing what influences consumers' intention to purchase foreign products have evolved into topics of much importance. Hence, the study was carried out to investigate the foreign product patronization of the students in the Philippines. The study used a descriptive research design and the analysis of the resulting survey data included descriptive statistics such as frequencies, percentages, and mean. A total of 125 students participated in the study. Many of them say that their friends influenced them in buying foreign products and the common foreign products they purchased were clothes. The main reason they buy foreign products is because of the good quality of the product. In terms of quality, price and social influence, they choose based on the promotion of the product, expensive but the quality is impressive and their family used it, respectively. They agree on all the statements regarding foreign product patronization. Therefore, the researcher concludes that the quality of the product affects the buying decision. Also, their friends, family, and the product's promotion influenced them in patronizing foreign products.

Keywords: foreign products, product patronization, quality of the product, buying decision, product's promotion

1. Introduction

It's difficult to exaggerate the importance of foreign product patronage in a developing country like the Philippines. To achieve its goal of becoming a middle-income country, the Philippines, as a developing country, cannot continue to rely on a vast amount of imported goods to feed its domestic market. The majority of developed countries have met their goals by depending on domestic manufacturing and government campaigns encouraging locally produced items. Given the rise of globalization, it is critical to comprehend how consumers judge things from various origins.

It is crucial to understand customer behavior to understand why consumers migrate from one product to another. In today's chaotic market, customer attitudes are a significant source of concern for marketers, as orders from this base can be vital in determining the best marketing plan and ensuring the success of business operations (Amofah et al., 2016). Amofah et al. (2016) define consumer behavior as "knowledge of a process that an individual

or a group goes through to satisfy a need by developing preferences, purchasing, using, and disposing of things."

It is usually advantageous for a company to understand how customers react to various marketing stimuli. They can then alter techniques that will allow them to reach the desired outcome in terms of consumer response. Understanding consumer behavior can help businesses decide on their marketing mix, or the four P's of marketing: price, product, promotion, and place (Kotler 2011). The degree of ethnocentrism influences the level of commitment to local product consumption (Sciffman & Kanuk, 2007). Consumers in emerging countries have been pushed to seek products of the same high quality as those in wealthy nations (Saffu & Walker, 2006).

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At present, the globally connected marketplace and reviewing what influences consumers' intention to purchase foreign products have evolved into topics of much importance. Studies have been conducted in different regions to understand consumers' purchase intention of foreign products. Thus, the study was conducted to determine the foreign product patronization among the students of Nueva Ecija University of Science and Technology students, San Isidro Campus.

2. Methods

Research Design

This research study used a descriptive design to determine foreign product patronization among the students of Nueva Ecija University of Science and Technology students, San Isidro Campus.

Respondents of the Study

The respondents of this study are the one hundred twenty-five students of Nueva Ecija University of Science and Technology, San Isidro Campus.

Sampling Procedure

The research was based on the purposive sampling technique. The alternative used of probability sampling was not considered due to limited time and sources. The researcher contacted the respondents with the use of a questionnaire. The main goal of purposive sampling was to focus on the characteristics of a population.

Research Instrument

This study utilized a survey questionnaire as the primary source of data. The researchers prepared the instruments used by reading the questionnaire checklist of other

studies to obtain other ideas—the first part focus on who influenced the respondents in buying foreign products. The second part determines the imported products used by the respondents. The third part comprised statements regarding why the respondents purchase foreign products. The fourth part includes the factors that affect the respondents' buying decisions. The fifth part consists of the respondent's standard in buying products, further divided based on the product's quality, price, and social influence. The last part includes the respondents' opinions about foreign products.

Data Gathering Procedure

In determining the foreign product patronization among the respondents, the researchers undertook the following steps: First, the researchers constructed a questionnaire for the students to collect the necessary data. Second, the researchers ask permission from the Campus Director. Third, the questionnaire was distributed to the respondents after securing the permit. Copies of the approved questionnaire were distributed in order to gather the relevant data. The instruments were retrieved after they were finished answering. The data collected were scored, tallied and tabulated.

Statistical Treatment and Data Analysis

Frequency count and percentage distribution were used to interpret who influenced the respondents to buy foreign products and the products they usually bought. Meanwhile, the weighted mean was used to interpret what is the reason why they buy foreign products, the factors that affect their buying decision and their standard in purchasing a product.

3. Result

Who Influenced the Respondents in purchasing foreign products?

Table 1. Person who influenced the respondents in buying foreign products

Choices	Frequency (F)	Percentage (%)
Friends	47	37.6
Family	37	29.6
Boyfriend/Girlfriend	1	0.8
Social Media	28	22.4
School	11	8.8
Celebrity	1	0.8

Table 1 shows which influenced the respondents in buying foreign products. Out of 125 respondents, 47 or 37.6% says that their friends influenced them, 37 or 29.6% says that their family influenced them, 28 or 22.4% says that social media influenced them, 11 or 8.8% says that school where they are currently enrolled influenced them, 1 or 0.8% says that their boyfriend/girlfriend and their favorite celebrity influenced him in buying foreign products.

What imported products are the respondents patronizing?

Table 2 shows what kind of imported products are the respondents using. Out of 404 responses, 68 or 76.40 % among the respondents said that clothes are the imported products they used, 55 or 61.80% use gadgets, 53 or 59.56% bought food and, 52 or 58.43% used shoes, 44 or 49.44% use accessories, 30 or 33.71% bought for personal care, 27 or 30.34 % use cosmetics/skincare, 26 or 29.21% used home appliances, 25 or 28.09% bought health

care/medicine, 23 or 25.84% purchased household products and 1 or 1.12% said that K-Pop merchandise is the imported products they used.

Table 2. The Imported Products Patronized by the Respondents

Item Statements	Frequency (F)	Percentage (%)
Cosmetics/Skin Care	27	30.34
Food and Beverage	53	59.56
Personal Care	30	33.71
Clothes	68	76.40
Health care/medicine	25	28.09
Gadgets	55	61.80
Household products	23	25.84
Shoes	52	58.43
Accessories	44	49.44
Home appliances	26	29.21
K Pop Merchandise	1	1.12

What are the respondents' reasons for purchasing foreign products?

Table 3. Respondents' reason in purchasing foreign products

Item Statements	Frequency (F)	Percentage (%)
1. It is trendy.	37	41.57
2. It lasts long.	29	32.58
3. It's my favourite.	35	39.32
4. The brand is famous.	32	35.96
5. It makes me look rich.	11	12.36
6. The designs are pretty.	43	48.31
7. The product is effective.	39	43.82
8. My family is in foreign country.	8	8.99
9. The quality of the product is good.	47	52.81
10. Most of my classmates are using foreign products.	8	8.99
11. More range of products are only available in foreign country.	10	11.24

Table 3 shows the respondents' reasons for purchasing foreign products. Out of 299 responses, 47 or 52.81% say that they buy foreign products because the quality is good. Forty-three or 48.31% purchase because the designs are pretty, while 39 or 43.82% say the product is effective. Thirty-seven or 41.57% says it is trendy; 35 or 39.32% says because it is their favorite; 32 or 35.96% says the brand is famous; 29 or 32.58% says because it lasts long; 11 or 12.36% says the products help them to look rich; 10 or 11.24% says it is because more range of products is only available in a foreign country; 8 or 8.99% says their family is in a foreign country, and 8 or 8.99% says it is because most of their classmates are using foreign products. It illustrates that the majority of the respondents' reason for buying foreign products is because the quality of the product is good.

What are the factors that affect the buying decision of the respondents?

Table 4. Factors that affect the respondents buying decision

Choices	Weighted Mean
1. Price of the products	4.41
2. Promotions on the product	4.43
3. Store preference	4.31
4. Brand	4.31
5. Sales	4.19
6. New trials	4.17
7. Quality	4.08
8. Attractiveness	3.99
9. Durability	3.92
10. Effectiveness	3.88

Table 4 shows the factors that affect the respondents buying decisions. The promotion of the product got the highest weighted mean equivalent to 4.43, followed by the price of the product. Next are the store preference, brand, sales, new trials, quality, attractiveness, durability, and effectiveness, affects the respondents' buying decisions, respectively. Thus, the top factor that the respondent considers in purchasing a product is the price.

What are the respondents' standard in choosing their product?

Table 5. Respondents' standard in choosing a product in terms of Quality

Item Statements	Weighted Mean	Verbal Interpretation
1. It has unique features.	4.38	Strongly Agree
2. It possesses large mass appeal.	4.15	Agree
3. It solves a problem.	4.07	Agree
4. There are proven results.	4.13	Agree
5. It is multifunctional.	4.18	Agree
Average Weighted Mean	4.27	Strongly Agree

The table above shows the respondents' standard in choosing a product in terms of quality. Item statement number 1 obtained the highest weighted mean equivalent to 4.38 with verbal interpretation "Strongly agree". Meanwhile, item statement number 3 has the lowest weighted mean equals to 4.07 with verbal interpretation "agree". The average weighted means was 4.27 with the verbal interpretation of each "agree". The data reveals that the unique features of a particular product are the basics when it comes to the standard.

Table 6. Respondents' standard in choosing a product in terms of Price

Item Statements	Weighted Mean	Verbal Interpretation
1. Expensive but the quality is impressive.	4.15	Agree
2. Expensive but the brand is not that good.	3.61	Agree
3. Inexpensive and the quality is okay.	4.01	Agree
4. Inexpensive and the quality is similar to the expensive good ones.	3.97	Agree
5. Inexpensive but low quality.	3.61	Agree
Average Weighted Mean	3.87	Agree

The table above shows the respondents' standard in choosing a product in terms of the price. Out of five statements, item statement number 2 and 5 has the lowest weighted mean, while item statement number 1 has the highest weighted mean. It only means that the respondents are still looking for an impressive quality even though the product was expensive.

Table 7. Respondents' standard in choosing a product in terms of Social Influence

Item Statements	Weighted Mean	Verbal Interpretation
1. When something is trendy on the social media.	3.93	Agree
2. When someone told me to try the particular product.	3.85	Agree
3. When I saw a celebrity using the product.	3.74	Agree
4. My family are using it.	3.98	Agree
5. I saw the product on the television and it seems so good.	3.84	Agree
Total	3.87	Agree

The table above shows the respondents' standard in choosing a product in terms of social influence. Item statement number 3 obtained the lowest weighted mean of 3.74 with verbal interpretation "agree", while the statement number 4 has the highest weighted mean of 3.98 with verbal interpretation "agree". The average weighted mean obtained was 3.87 with verbal interpretation "agree".

What is the respondents' opinion about foreign product patronization?

Table 8. Respondents' opinion about foreign product patronization

Item Statements	Weighted Mean	Verbal Interpretation
1. Only products not available in the Philippines should be imported.	3.73	Agree
2. Purchasing foreign-made products is un-Filipino.	3.62	Agree
3. A Filipino should always buy Filipino made products.	3.64	Agree
4. Foreign made products are better than Filipino made products.	3.61	Agree
5. Local markets might have lower profits because of the patronization of imported products.	3.74	Agree
6. Filipinos can be too demanding and will always compare our products and the foreign products.	3.80	Agree
7. The patronization of foreign products may be the reason why our local ones are being ignored.	3.83	Agree
8. Filipinos may train their selves to use foreign product than the local products.	3.82	Agree
9. We should not patronize foreign products because it is expensive.	3.81	Agree
10. It is not right to purchase foreign-made products because it puts Filipinos out of jobs.	3.76	Agree
Total	3.737	Agree

Table 8 shows the respondents opinion about foreign product patronization. Item statement number 4 has the lowest weighted mean of 3.61, while item statement number 7 has the highest weighted mean of 3.83. The average weighted mean obtained was 3.74 with verbal interpretation “agree”.

4. Discussion

The study intends to determine who influenced the respondents in buying foreign products, what are the imported products used by the respondents, the reason why the respondents purchase foreign products, the factors that affect the buying decision of the respondents, the respondent's standard in buying products and the respondents' opinion about foreign products.

Most of the respondents were influenced by their friends based on the data. Consumers are, on average, five times more influenced by their friends and family than celebrities when making a purchase decision (Degun, 2017). Despite the rapid growth of social media and communities' people build around shared interests, word of mouth and influence until further notice predominantly remains an offline matter. According to Highlightpr.co.uk. (2017), nearly three times as many people said content from friends and family influences their purchase decisions compared to content from celebrities.

When it comes to foreign products purchased or utilized by respondents, research shows that most of them buy imported clothing. The desire for "high quality, distinctive design, stylish, similar as brand new" apparel without the heavy price tag could be one explanation (Isla, 2013). Furthermore, because the Philippines retains its title as the world's "texting capital" by sending around 2 billion SMS messages each day (BuddleComm, 2014), most Filipinos require a messaging device, preferably a cellular phone. Furthermore, Filipinos prefer to buy cell phones from Samsung, iPhone, Nokia, and Asus over local brands like Cherry Mobile, MyPhone, and CloudFone (Armeccin, 2017).

The quality of the product was an essential aspect for respondents when it came to why they bought foreign products. Quality products help retain consumer happiness and loyalty while also lowering the risk and cost of replacing defective goods. Accreditation with a recognized quality standard can help a company establish a reputation for quality. Customers will swiftly look for alternatives if company sectors fail to match their expectations. Businesses should always emphasize the product's quality. Customers will continue to prioritize creating high-quality items (Alton, 2016).

In terms of the factors that affects the buying decision of the respondents, many of them stated that the promotion of the product is the top factor that may affects their decision in purchasing a product. Sales promotion is one of the most amazing tools that supports other marketing effort as advertising to attract consumers (Shimp, 1987). In case that certain brand launched a new product mainly consumers do not have information or experience regarding this new products, therefore sales promotion is recommended to encourage this consumer to try and purchase this product. Sales promotions' objective is influencing on consumer buying behavior (Amofah et al., 2016).

Garnering the highest accumulated mean of 4.38, interpreted as strongly agree, respondents' sole reason for choosing their preferred products is its unique features. The

study of Zhou and Nakamoto (2007) supports that experienced consumers or those who always purchase a product prefer those products with unique features.

The highest weighted mean obtained was 4.15 with verbal interpretation “agree,” which pertains that respondents prefer expensive, impressive products. Again, businesses should always emphasize the product's quality since customers will continue to prioritize creating high-quality items (Alton, 2016).

It's worth noting that respondents' only motivation for purchasing a product was to check what was trending on social media. In a more rational sense, Armeccin (2017) stated that Filipinos frequently purchase foreign-produced products primarily because they have been advertised on numerous social media platforms. The politics of vanity persuade buyers that owning the most recent products will help them obtain popularity.

“The patronization of foreign products may be the reason why our local ones are being ignored,” garnered the highest accumulated weighted mean of 3.83, interpreted as agreeing. Given the circumstances, the Philippines had been a Spanish colony for 333 years until the Americans took over in 1898. Since then, it has left its mark on the Filipino lifestyle, most importantly, purchasing decisions. Western lifestyles and socio-political outlooks dominate the Filipino public sphere (Armeccin, 2017).

5. Conclusion

In today's marketing environment, price and product qualities are the most critical factors in consumer decision-making and overall satisfaction. When the concept of quality is contrasted with the price that a buyer is willing to pay, the idea of quality takes on a new meaning. Customer and competitor reactions should be considered while making pricing decisions. What the consumer is willing to pay is the most important determinant of prices, which is linked to various other criteria, including quality. The quality of a product is determined by how the recipient perceives it. Customer satisfaction is defined as the extent to which customers believe the product meets or exceeds their needs and expectations. Product quality is described as a product's "superiority or excellence" broadly.

Acknowledgements

The researchers want to thank the Campus Director, Area Chairs and colleagues for their support and those who participate in completing this study. Above all, the authors would like to lift and return the recognition to the Almighty God; this success would not be possible without Him. To God be the glory.

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