

# Consumer Buying Behavior among Resort's Guests in Batangas Province

**Andrea Celine L. Bathan, Annmarie Christine J. Ababao,  
Jay El A. Bathan Brian Christian N. Marquez, Rose Ann S. Resma,  
John Michael M. Reyes, Sevilla S. Felicen**  
College of International Tourism and Hospitality Management,  
Lyceum of the Philippines University, Batangas City, Philippines

**Asia Pacific Journal of  
Multidisciplinary Research**  
Vol. 5 No. 4, 51-62  
November 2017  
P-ISSN 2350-7756  
E-ISSN 2350-8442  
www.apjmr.com  
CHED Recognized Journal

*Date Received: July 28, 2017; Date Revised: October 30, 2017*

**Abstract** - *This research study aimed to identify the factors influencing the consumer buying behavior on the resorts in Batangas Province, present the demographic characteristics of the respondents in terms of age, gender and average monthly income, determine the consumer buying behavior in terms of personal, social and psychological and cultural factors, test the significant difference on the factors that affect the customer buying behavior when grouped according to profile and propose an action plan based on the results of the study that can be used by the resort management to align for the demands of the customers. This study made use of descriptive method with survey questionnaire as main data gathering instruments. Tourist and guests of ten (10) Department of Tourism (DOT) accredited resorts in District 1 of Batangas as weighted mean and Analysis of Variance (ANOVA) was used to analyzed the data gathered. The findings of the study revealed that most of the tourists visited the resorts in Batangas Province are male with the age ranging from 18-27 years old and with an averagely monthly income of 10,000-25,000 personal factors including personality and satisfaction have the greatest influence on the consumer buying behavior of the tourists in choosing a resort followed by cultural factors and the consumers buying behavior have no significant difference to the four factors in terms of age and gender while cultural and social factors have significant difference on consumer buying decision in term of monthly income. A proposed action plan may be implemented and copy of the results of the study will be distributed to the resort management for application and operation.*

**Keywords:** *consumer buying decisions, resort business*

## INTRODUCTION

In this day and age, the Philippine resort industry has been playing a key role in promoting mutual understanding among nations. It has proven to be a major contributing factor in the consistent growth of the Philippine economy with arrival increasing and revenue rising. It is becoming one of the most important economic activities in the Philippines, and the province of Batangas is one of the ten most visited resorts in the country according to the result of Household Survey on Domestic Visitors (HSDV) on 2013.

Batangas as part of the CALABARZON Region is rich in resorts and beaches that are visited by local and foreign tourists. Some of the resorts in the province were known in the country and even abroad due its unique features like color of the sand and pleasing environment. Some of the resorts in the province were also known due to its diving and surfing centers especially in Mabini and San Juan [1].

Based on the data from the Department of Tourism (DOT) -Batangas, there were 1,232,610 tourist arrivals in Tourism in Batangas Province on 2015: 616,305 local tourists, 557,675 foreign tourists, 54,590 Overseas Filipino Workers (OFW's) and 4,040 unidentified residences. Moreover, based on the record of DOT, there were a total 312 resorts in Batangas Province with Mabini, Nasugbu, Lemery and San Juan as the highest number of resorts.

This study, however, attempts to determine the consumer buying behavior, in which has a very significant concern to all businesses on promoting their products specifically to the resorts. It is any means of collecting of its acts, attitudes and decisions on choosing, purchasing and consuming products and services as well as its post-consuming responses [2].

A consumer is someone who makes decisions on purchasing products at the store, and someone who may be influenced by any promotions and advertisements [3].

Consumer behavior is more than studying what consumers want to buy. It also attempts to know how the decision-making process goes and how it affects consumers' purchasing decision [4]. Studies on consumer behavior focus on individuals and groups where they select, purchase, use and dispose products, ideas, services or experiences.

The marketers study consumers purchasing patterns to unravel where they will buy, what they will buy and why they will buy. However, knowing why customers buy a specific product is difficult to solve because the response is locked profound within the customers' mind [5].

Likewise, according to study [6], consumer-purchasing decision is the outcome of trends of products and services in the viewpoint of turning sales and marketing. The other factors involved in the development of consumer behavior are the fast introduction of entrant products and services, dumpy product life cycles, augmented consumer protection movements by private groups and public policy, the environment, development and marketing services.

Customer purchasing decision plays a vital part in the promotional campaigns. It is a portion of any human behavior and of studying previous buying behavior. Due to distinct differences of the people and the impact of outside forces on the different types of people, the customers have a variety of behaviors and these behaviors cause difficulties on predicting consumer behavior and how marketing mix respond [7].

The theory on consumer behavior pointed out that customers' buying behavior and level of satisfaction are influenced by their background, characteristics and external stimuli. It is influenced by the availability of customers' products and services and the provision of quality has become a major worry for all businesses [8].

According to study [9], age, gender and household income have significant effects on consumer buying behavior. These demographic characteristics were always considered by the marketers in planning and implementation of their business.

In term of gender, it stated that it is a concept referring to psychologically, sociologically, or culturally rooted traits, attitudes, beliefs, and behavioral tendencies. Because gender is a pervasive filter through which individuals experience their social world, consumption activities are fundamentally gendered. It is revealed that masculinity was a significant predictor of consumer purchase intentions [10]. On the other hand, study found out that femininity

is more significant than masculinity in terms of fashion and shopping. For promotion responsiveness, they have found out that women are more promotion prone than men. Traditionally, family life cycle comprised only of young singles and married couples with children [11]. Nowadays, the marketers are focusing on alternative, nontraditional stages such as unattached couples, childless couples, same sex couples, single parents and singles marrying later in life [5].

The income of the consumer and purchasing power of customers are also influenced purchasing decision. Likewise, the level of income also affects what customers afford and their perspective on spending. People with similar occupations, tend to have parallel taste on leisure activities as well as in music and clothing, etc. They typically socialize within a group, and share the similar values and ideas. Income level effects on what consumer can afford and perspective towards money (Solomon 2014). The personality differs from person to person. It can be self-confidence, adaptability, sociability and dominance [5].

Personality governs how people see themselves and the world around them as well as how other people see them. Attitudes, values and people around them shape their personality. Personality changes lifetime when a person grows up and changes surroundings [12].

Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions.

The three significant factors that affect a consumers behavior are as follows, reference groups, family, role and status [13]. Family members can influence individual consumers' buying behavior. A family forms the environment for an individual to acquire values, develop and shape personality. This environment offers the possibility to develop attitudes and opinions towards several subjects such as social relations, society and politics. A family creates first perceptions about brands or products and consumer habits. Individuals play many different roles in their lives. An individual is expected to perform according to the people in his environment by the activities and attitudes that his or her role consists [14].

A buyer's choices are also influenced by four psychological factors, i.e. motivation, perception, learning, and beliefs and attitudes. A consumer is an individual who has different kind of needs. Researcher said [5] that when people are motivated, they are ready to act. Learning comes from action. Learning illustrates changes in a person's behavior that emerge from experience. People can also learn by observing others

without having their own personal experience. Learning can happen even unconsciously. Consumers can hum many jingles and recognize several brands even without using those themselves. This is known as incidental learning. People can learn all the time.

Consumer behavior is deeply influenced by cultural factors such as: buyer culture, subculture, and social class. According to study [15], basically, culture is the part of every society and is the important cause of person wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries.

Culture involves society's thoughts, words, their traditions, language, materials, attitudes and feelings. One of the elements that make culture is beliefs. Beliefs of the people in a community can show similarities [16]. Study defines culture as, "The collective programming of the mind which distinguishes the members of one human group from another". The elements of culture consist of mutually shared operating procedures, unstated assumptions, tools, norms, values, habits about sampling the environment, etc." [17].

When it comes to a brand, it is vital to understand and take into consideration the factors such as culture inherent to each market or to each contingency in order to adapt its product and the marketing strategy. As these will play a role in the perception, habits, behavior or expectations of consumers [18].

On the other hand social network has widely grew to the point of becoming a must have, especially among young people. In just a simple click, they will be able to know the background of each resort by reading the reviews of the people went there, seeing the pictures uploaded and evaluate the resorts [18].

One of the reasons why resorts in Batangas are good attraction spots is because of the abundant number of destinations and amenities plus the awing beaches the said province offers. Both local and foreign tourists were satisfied and enjoyed visiting the beaches due to the warm accomodation of the Filipino staff and personnel. The programs organized by the local Tourism office in Batangas are leading towards developing Batangas as an attractive and favored place for relaxation nearby to its neighboring towns and provinces.

Having knowledge on the behavior of consumers is a key to the success of business organizations. Consumer behavior can be explained as the analysis of

how, when, what and why people buy It is completely impossible, because it is closely related to human mind [19]. Moreover, consumers' purchasing decision is indeed influenced by different factors like cultural, social, personal and even psychological factors. This is a portion of human comportment and by studying previous buying behavior, the business managers would be able to evaluate how consumers make decisions [5].

Specifically, the researchers focus on the resorts in District 1 including the most visited Department of Tourism (DOT) accredited resorts in Balayan, Calaca, Calatagan, Lemery, Lian, Nasugbu, Taal and Tuy.

In this thought, the researchers conduct study to determine the factors that affect among consumers. Moreover, this study will contribute to the economic development of the resorts after knowing the pulse of the guests in selecting the resorts and also help resort industry and management in the province specifically on catering the needs of the guests and tourists. It will also give knowledge and awareness of the guests that the resorts in Batangas are excellent and worthy to visit and be known in the country and abroad.

Hence, the resorts owners and educational institutions like the Lyceum of the Philippines University can help the Batangas Tourism Office in the implementation of the programs and other projects to boost the resort industry. With the help of the Lyceum Family including the students of the College of International Tourism & Hospitality Management, the Batangas Tourism Office may do tie-ups and spearhead viable projects and programs for the improvement and promotion of the resorts in Batangas province.

## **OBJECTIVES OF THE STUDY**

This study aims to identify the factors influencing the consumer buying behavior on the resorts in Batangas Province. Specifically, it seeks 1) to present the demographic characteristics of the respondents in terms of age, gender and average monthly income; 2) to determine the consumer buying behavior in terms of cultural, social, personal and psychological; 3) to test the significant difference on the factors that affect the customer buying behavior when grouped according to profile and 4) to propose an action plan based on the results of the study that can be used by the resort management to align for the demands of the customers.

## **METHODS**

### **Research Design**

The researchers used descriptive survey method to determine the factors affecting the consumer buying

behavior among guests on resorts in Batangas Province. Descriptive survey method involves gathering data through the use of questionnaires. There are distinct advantages in using a questionnaire versus an interview methodology: questionnaires are less expensive and easier to administer than personal interviews; they lend themselves to group administration; and, they allow confidentiality to be assured [20]. Likewise, mailed surveys are extremely efficient at providing information in a relatively brief time period at low cost to the researcher [21].

### Participants

The participants of this study were composed of tourists and guests in the ten (10) Department of Tourism (DOT) accredited resorts in Batangas province who regularly submit their tourists' arrival and have the most number of guests as of December 2015. The researchers used 30% effect size and a power size of 95% in determining the number of respondents,  $G^*$  power 3.1.9 is a method of gathering representative data from the group.

A total of 200 respondents will be involved in this study, 20 respondents from each of the 10 accredited resorts in Batangas province. Interpreted and finally analyzed to formulate the findings, conclusions and recommendations. The resorts include Canyon Residential Beach Resort (Nasugbu), Ronco Beach Resort (Calatagan), Filipinas Beach Resort (Calaca), Pico Sands Hotel (Nasugbu), La Suenabrisa Beach Resort and Event Place (Lemery), Club Punta Fuego (Nasugbu), Coral Beach Club (Lian), Blue Dolphin Resort (Balayan), Matabungkay Beach Resort (Lian) and Bella Beach Resort (Lian). These are the most frequently visited resorts in Batangas District 1 according to the data given by the DOT in the Provincial Capitol.

### Instrument

The researchers used adopted questionnaire and served as a gathering data instrument in finishing this research study. The questionnaire was adopted from the research study of Falcunitin, Andry Jr. M., Maugas, Aira O., Bruce, Jomarie R., Pulhin, Adriane A. and Magpantay, Pol Vincent M. It was divided into two (2) parts.

Part I deals with the profile of the respondents in terms of age, gender, and average monthly income. Part II comprises of questions on the factors affect their buying behaviors in terms of personal factors, social factors, psychological factors and cultural factors.

### Data Gathering Procedure

The researchers obtained important data for the completion of this study through the use of books and other research materials about the problem being investigated. After the thesis proposal had been approved, the researchers prepared a draft of the questionnaire, which was presented to their adviser for suggestions and recommendations.

Then, the researchers went to the Department of Tourism Office to ask for the list of DOT accredited resorts and most number of guest arrivals in Batangas Province specifically in the District 1.

The researchers visited the resorts to distribute questionnaire to the target respondents. The questionnaires were retrieved that day also. The results were then tabulated, presented analyzed and interpreted in the next chapter of this study.

### Data Analysis

After the data had been gathered, the responses were then tallied, tabulated, analyzed and statistically treated to facilitate the analysis and arrive in certain conclusions. In treating the data gathered, the researchers used the following statistical tools: Percentage and Frequency Distribution, Weighted Mean and Analysis of Variance (ANOVA).

Percentage and Frequency Distribution. This is used to determine the total responses and ratio and percentage of observations that exist for each data in every category of the profile of the respondents specifically the age, gender, marital status, employment status and average monthly income.

Weighted Mean. This method used to assess the responses of the participants on how personal factors, social factors, psychological factors and cultural factors affect their consumer behavior in choosing resorts.

Analysis of Variance (ANOVA). It used to test differences between the means of the personal factors, social factors, psychological factors and cultural factors in choosing resorts as compare to the profile of the participants by analyzing vari

## RESULTS AND DISCUSSION

Table 1 shows the frequency and percentage distribution of the profile of the respondents in terms of age, sex and monthly income.

Most of the respondents are on the age ranging from 18-27 years old garnering 45 percent. This means that the tourists and guests visiting the resorts are young adults composing of teens or having small family.

Likewise, 86 participants are 28-37 years old and 21 respondents are 38-47 years old.

**Table 1. Percentage Distribution of the Respondents' Profile**

Profile Variables	Frequency	Percentage (%)
<b>Age</b>		
18-27 years old	90	45.00
28-37 years old	86	43.00
38-47 years old	21	10.50
48 years old and above	3	1.50
<b>Sex</b>		
Male	125	62.50
Female	75	37.50
<b>Monthly Income</b>		
Below P10, 000	53	26.50
P10, 001-P25, 000	141	70.50
P25, 001-P40, 000	6	3.00

This is parallel to the study [13], which concluded that most of the guests and tourists visiting the resorts are male teenagers who spend time in resorts with their friends and family for special gatherings and summer getaway and special occasions.

Meanwhile, only three respondents are 48 years old and above equivalent to 1.50 percent. This entailed that only few old people were visiting in resorts because they prefer to stay at home or other places like churches.

In terms of gender, majority of the respondents are male composing of 125 or 62.50 percent while 75 are female or 37.50 percent. This means that males are more willing to spend in resort with their friends unlike girls who like to spend time in malls or stay at home.

Based on the monthly income, majority of the respondents have an income of 10,000-25,000 per month composing of 141 responses equal to 70.50 percent. On the other hand, 53 respondents have a monthly income of less than 10,000. Meanwhile, only six respondents have an income of higher than 25,000.00. This entailed that majority of the resort-goers are in the average fortunate family who are earning above minimum wage in a month.

Table 2 depicts the respondents' perception on the cultural factors affecting consumers buying behavior with the composite mean of 3.16, it indicates that that respondents' agreed on the above mentioned indicators.

It concludes that the respondents affect their consumer buying behavior behaviors when they know that employees speak universal language acquiring the

highest weighted mean score of 3.27. It was followed by observes local custom and traditions and offers special menu for different religion of guest with mean scores of both 3.23 and rated as agree.

**Table 2. Cultural Factors Affecting the Consumers Buying Behavior**

Indicators	WM	VI	Rank
1. preserves cultural resources	3.18	Agree	4
2. observes local custom and traditions	3.23	Agree	2.5
3. offers special menu for different religion of guest	3.23	Agree	2.5
4. let the employees speak universal language	3.27	Agree	1
5. serves international cuisine dishes	3.14	Agree	6
6. employees are capable in serving foreign guest	3.12	Agree	7
7. promotes and produce exciting festival events	3.15	Agree	5
8. accommodate mixture of guest	3.09	Agree	9
9. makes creative design dedicated to its community	3.09	Agree	9
10. based their architecture from other countries	3.09	Agree	9
<b>Composite Mean</b>	3.16	Agree	

*Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree*

This implied that in terms of culture factors, the respondents prefer the resorts where they can feel oneness and there is an understanding and interaction between the guests and the employees like asking query and information and instruction in the resort. Moreover, this means that the guests and tourists choose the resort that is embracing the customs of the Filipinos and local traditions and offer unique delicacies and recipes.

According to the study [22], the guests and tourists were not influenced by physical features of the establishments but more on the quality of the products of the products and services rendered by the staffs. Moreover, they revealed that it is not the about the ability of the resorts to accept or accommodate bulk number of guests but more on the satisfactory services and amenities they could offer.

On the other hand, the respondents agreed to the least extent that the least indicators on choosing resorts based on social factors are the resorts that can accommodate mixture of guest, makes creative design dedicated to its community and based their architecture from other countries earning equal mean scores of 3.09.

This connotes that the guests and tourists were not looking for a resort that can accommodate different type of guests or ability to house bulk number of guests but still they are looking for a better and safer place they might enjoy and be relaxed with their friends and families. This also implies that the guests and tourists visiting resorts were small number only thus they are not looking for a wide and big resort, small and accessible resort is enough but not limited to the facilities.

This is parallel to the study [23], which revealed that the guests and tourists still prefer the safe and accessible place where their loved one would enjoy. More so, the guests are not looking for a resort that is big and have many rooms that may accommodate the guests as long the mode of transportations is present, the accommodation rates, foods and beverages are affordable, parking area is enough and have sufficient space indoor and outdoor activities.

Likewise, the respondents also agreed to the least extent that they are not after the good design and physical image of the resort or its underlying amenities and facilities. This means that the resort goers are not looking for luxurious design or themed with the community it belongs. They are only satisfied to a resort with complete facilities even no more design but is harmless to stay with.

This is supported by the study [22], which concluded that the guests and tourists are not after the good and modernized designs of the resort but only has only a safe and clean and with good sanitation resort and the facilities are complete and okay and safe to use.

Moreover, they are not looking for creative design designs of the resort but only a good place to stay with to unwind and good architecture is not a mass on their preference as long as they enjoy with the environment and the historic of the place and nature. Likewise, the guests and tourist said that resorts that is innovated its architecture in foreign establishment with won't affect their decision making in choosing resorts and the kind or nationality/race of guests in a resort will also make little or no effect in their interest.

According to the study [7], the architectural designs of the resort has a little impact on the decisions of the guests and tourists because they are only looking of a resort with offering unique water sports activities and recreational activities, accessible place and with good facilities and maintenance and with pleasing and accommodating staffs.

**Table 3. Social Factors Affecting the Consumers Buying Behavior**

	<b>Indicators</b>	<b>WM</b>	<b>VI</b>	<b>Rank</b>
1.	has modern features on websites	3.13	Agree	2
2.	is highly recommended by guests	3.10	Agree	5
3.	is an accredited establishment	3.21	Agree	1
4.	is a famous brand in the Province	3.11	Agree	4
5.	is well-known excellent in service	3.05	Agree	9
6.	is fast, convenient and has reliable Wifi	3.06	Agree	8
7.	offers beautiful scenery of nature	3.04	Agree	10
8.	employees are friendly and sociable	3.08	Agree	6
9.	has known celebrities-visitors or guest	3.06	Agree	7
10.	is modern and has high-tech facilities.	3.12	Agree	3
<b>Composite Mean</b>		<b>3.09</b>	<b>Agree</b>	

*Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree*

Table 3. reveals the social factors affecting the buying behavior with a composite mean of 3.09 rated as agree.

It can be seen that the respondents are choosing the resort that is accredited acquiring a mean score of 3.21. It was followed by having modern features in their websites garnering a mean of 3.13 and modernized facilities and features of the resorts earning a mean of 3.12, rated as agree.

This implied that the guests and tourists are considering the brand and goodwill of the resort if it is recognized by governing and accreditation body like the Department of Tourism and Department of Environment and Natural Resources (DENR) and Bureau of Fisheries and Aquatic Resources (BFAR). Moreover, websites and social networking sites have also still great impact to the decision of the guests and resort goers including the reviews and good blogs and shared photos of the netizens since the guests the tourists are looking for adventure and new trend of facilities safe relaxation and enjoyment.

According to the study [24], the guests and tourists are using the internet to look for best resorts where they spend with the family and considering the reviews of the resort goers. Likewise, study [2] revealed that the

tourists also sought if the resort is accredited by governing body and it has goodwill.

On the other hand, the respondents agreed to the least extent that they choose the resort with fast, convenient and reliable Wi-Fi (3.06), well known and excellent service provider (3.05) and offers beautiful sceneries of nature (3.04), rated as agree. This implied that the said factors have less influence in their decision in choosing the resort. All of the resorts in the district have pleasing environment and surrounded by gorgeous sceneries.

This is supported by the study [22] which revealed that the tourists and guest are not looking for free Wi-Fi but on the activities the resorts are offering for them to enjoy with their friends and family. Moreover, they are after the reviews and public attention not specifically the sceneries of the resort.

**Table 4. Personal Factors Affecting the Consumers Buying Behavior**

Indicators	WM	VI	Rank
1. caters services of different occasions	3.25	Agree	5
2. has water activities and facilities.	3.38	Agree	1
3. has Sports facilities and training room.	3.36	Agree	2
4. offers affordable accommodations	3.34	Agree	3
5. has intimate and luxurious setting.	3.32	Agree	4
6. has certain area for smoker guest.	3.23	Agree	7
7. offers Spa and massage parlor	3.24	Agree	6
8. provides entertainment facilities.	3.10	Agree	10
9. has privately own room and facilities	3.13	Agree	9
10. has gym equipment and instructor	3.16	Agree	8
<b>Composite Mean</b>	<b>3.25</b>	<b>Agree</b>	

*Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree*

Table 4 depicts the mean distributions of the responses of the respondents regarding their perception on the personal factors that affects their decision on choosing resorts. It can be noted in the table that it has a composite mean of 3.25 agreeing that personal factors has effect of the buying decision of the guests and resort goers.

Based on the perception of the respondents, they agreed that they choose the resort with water activities and facilities with a mean score of 3.38 rated as agree. It was followed on having sport facilities and training room with a mean score of 3.36 rated as agree and with pleasant accommodation garnering a mean of 3.34 rated as agree.

This means that the guests and tourists prefer the resort where they can play and do water sports like diving, snorkeling, boating and with complete equipment and staff that will assist their needs in their activities. Moreover, the respondents also agreed that they prefer the resorts where they would feel comfortable and be relaxed.

This is supported by the study [25], the guests include the preference on resorts to have offered water outdoor activities including water skiing, kayaking, beach volleyball, banana boats, etc. Moreover, they select the resort with large space and away from public for privacy where they cannot be disturbed.

On the other hand, the respondents revealed that they prefer less than the other factors the factors 1) resorts that have gym equipment and instructor (3.16), 2) privately own room and facilities (3.13) and 3) provides entertainment facilities (3.10), rated as agree.

This means that these three factors have least influence and impact of the decision of the guests and tourists in choosing resorts. This is because they are not into entertainment but on relaxation in the water and they do not need private room because they were with friends and families to enjoy with.

Guests and tourists were not considering good facilities and entertainment facilities but more on the available activities, physical setting and resources, accessibility of the place and the concept or meaning which the visitor brings to the settings [26].

Table 5 presents the perceptions of the respondents on the psychological factors affecting their decision on choosing resorts and it can be noted that it acquires a composite mean of 3.09, rated as agree.

The respondents agreed to the great extent that they choose a resort with recreational activities earning the highest mean score of 3.15. This was followed by secured, safe and covered parking area for their vehicles with a mean score of 3.14 and with relaxing and pleasing atmosphere with a mean score of 3.13. This implies that the guests and tourists went to the respondents to give themselves a break thru recreational activities like water sports and to soothe and condition their physique not only for enjoyment and family and friends bonding.

**Table 5. Psychological Factors Affecting the Consumers Buying Behavior**

Indicators	WM	VI	Rank
1. has covered and secured parking.	3.14	Agree	2
2. offers free stress and peace of mind.	3.12	Agree	4
3. is convenient and located in the city.	3.12	Agree	5
4. is clean and environment friendly.	3.07	Agree	7.5
5. has CCTV technology in the area	3.09	Agree	6
6. has trained security officers	2.96	Agree	10
7. has comfortable rooms and beds.	3.07	Agree	7.5
8. with relaxing and pleasing atmosphere	3.14	Agree	3
9. has additional services for your needs.	3.03	Agree	9
10. has recreational activities.	3.15	Agree	1
<b>Composite Mean</b>	<b>3.09</b>	<b>Agree</b>	

*Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree*

This is supported by the study [26], which stated that the resort goers are always for the resort which they can enjoy through its water sports and activities in which they enjoy with the family and friends as well as the good atmosphere of the feel relaxed and chilled.

Meanwhile, the respondents agreed to the extent that they less considered the resorts with clean and environment friendly and have comfortable rooms and beds (3.07), additional services for the needs (3.03) and trained security officers (2.96) rated as agree. The said factors have the lowest effect on the decision of guests and tourists on choosing resort garnering the lowest mean scores.

This connotes that the guests and tourists do not look for additional amenities and services that the resorts offered but more on facilities and equipment that could provide them relaxation and enjoyment aside from good environment. Moreover, they revealed that do not ask for security officers but mere safety upon entering and CCTV enflamed in the resort.

This is supported by the study [23], which revealed that the guests and tourists were not giving much attention to the friendly environment of the resort and the elegance of the rooms but more on the availability of the recreational space, attentive and accommodating staffs, clean pools and comfort rooms, with training or planning session, signboards with safety precautions and sanitized and clean areas

**Table 6. Summary Table on the Factors Affecting the Consumers Buying Behavior**

Indicators	WM	VI	Rank
Cultural	3.16	Agree	2
Social	3.09	Agree	3.5
Personal	3.25	Agree	1
Psychological	3.09	Agree	3.5
<b>Composite Mean</b>	<b>3.15</b>	<b>Agree</b>	

*Legend: 3.50 – 4.00 = Strongly Agree; 2.50 – 3.49 = Agree; 1.50 – 2.49 = Disagree; 1.00 – 1.49 = Strongly Disagree*

Table 6 summarizes the composite means of the factors affecting the buying behavior as perceived by the respondents and it weighed total composite mean of 3.15.

It can be gleaned in the table that personal factor prevails to be the most important factor considered by the resort goers and guest in choosing resorts with a mean of 3.25, followed by cultural factors with a mean score of 3.16 rated as agree.

This means that the personal decision still prevails in making decision on choosing resorts including the time to enjoy and find satisfaction thru sports and water activities considering the pleasing and good atmosphere. This is also brought by the personal motive in going in the resort with any circumstances either with family or friends.

This is related to the findings [7], which revealed that the participants select a resort thru personal experiences and influence by peers. These factors vary from person to person that result in a different set of perceptions, attitudes and behavior towards certain goods and services. This includes age or life cycle stage, occupation, economic circumstance, lifestyle and personality and self-concept.

Meanwhile, it can be noted that the social and psychological factors have least impact of the decision of the tourists and guests in choosing the resort obtaining mean scores of both of 3.09 rated as agree. This means that social and psychological factors are predominant in consumer buying decision in choosing resorts. They less considered these factors because they are more on personal satisfaction considering their interest and will to enjoy and be relaxed.

As stated [27], interpersonal influence in consumer behavior is moderated by the extent of consumer sensitivity to social comparison information concerning product purchase and usage behavior. Therefore, it still depends on the personal preference and experience as to how much the consumer will be affected by the social and psychological influences in consumer behavior.

**Table 7. Difference of Responses on the Factors Affecting the Consumers Buying Behavior When Grouped According to Age**

Factors	F - value	p - value	Interpretation
Cultural	0.317	0.813	Not Significant
Social	0.019	0.996	Not Significant
Personal	0.815	0.487	Not Significant
Psychological	1.815	0.146	Not Significant

Legend: Significant at  $p\text{-value} < 0.05$

As seen from the result in table 7, there were no significant differences observed on the factors affecting consumers buying behavior when grouped according to age. This was observed since the obtained p-values were greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This implies that younger and old consumers considered the same factors in buying.

Teenagers would be more interested in visiting resorts as well as parents as compared to a middle aged or elderly individual who would prefer to stay at home or in church. A bachelor would prefer spending lavishly on items like beer, bikes, music, clothes, parties, and clubs and so on. An individual who has a family, on the other hand would be more interested in buying something which would benefit his family and make their future secure.

According study [28], there are various factors which governs the purchase behavior of an individual out of that age is consider as one of the prominent factor after income and price of the product. Age is considered as one of the important demographic variables which can have a deep influence on purchase pattern on an individual He presumed that consumers would use their rational shortcuts to make decisions. People of different age groups can show different buying pattern. Even the age plays role in choosing the particular products or services keeping the other variables constant. Moreover, he concluded that consumer buying pattern is not same throughout his life, his values, lifestyle, environment, hobbies, activities and consumer habits evolve throughout his life.

**Table 8. Difference of Responses on the Factors Affecting the Consumers Buying Behavior When Grouped According to Sex**

Factors	t - value	p - value	Interpretation
Cultural	0.821	0.413	Not Significant
Social	0.471	0.638	Not Significant
Personal	1.432	0.154	Not Significant
Psychological	0.917	0.360	Not Significant

Legend: Significant at  $p\text{-value} < 0.05$

Table 8 presents the hypothesis testing on the significant difference of the responses on the factors affecting consumer behavior based on gender. It can be gleaned in the table that all of the factors have no significant differences on consumers buying behavior when grouped according to sex. This was observed since the obtained p-values were greater than 0.05 alpha level, thus the researchers fail to reject the null hypothesis. This implies that the age is not an issue on choosing resort. Whether male or female or either third sex have the same preference on selecting the resort they want to go.

The gender may affect the idea on choosing a destination. *The rather strongly held gender identities suggest that appropriately targeted gender advertisements for introducing products as services might be quite effective.* However, much in this lies on the location and safety, and the security of the region. The majority of the guests and tourists had the interest, knowledge and a positive attitude and considered the place as a beautiful, modern and attractive place, which was not anticipated at the outset [29].

**Table 9. Difference of Responses on the Factors Affecting the Consumers Buying Behavior When Grouped According to Monthly Income**

Factors	F - value	p - value	Interpretation
Cultural	7.704	0.001	Significant
Social	14.719	0.000	Highly Significant
Personal	2.504	0.084	Not Significant
Psychological	1.693	0.187	Not Significant

Legend: Significant at  $p\text{-value} < 0.05$

Based form the table 9, there was highly significant difference on the factors affecting the consumer buying behavior in terms of social factors when grouped according to monthly income obtaining a probability value of 0.001 at 0.05 alpha level, thus the null hypothesis under this variable is rejected. This means that the social factors are being considered by the guests and tourists in choosing resorts including the influence of peers and social media. Likewise, they are choosing resorts which are beyond their income on because changes in the level of income lead the consumer to change her/his consumption, in order to maximize the utility of spendable income. The analysis of income changes on consumption, therefore, is an important part of the theory of consumer's behavior. Moreover, the decision on choosing resorts is greatly influenced by their economic status including the

ability to pay for the resorts and other expenses and disbursements including food and fare and other miscellaneous.

The income of the person influences his buying patterns. The income decides the purchasing power of an individual and thus, the more the personal income, the more will be the expenditure on other items and vice versa [7]. Moreover, the income of an individual influences his buying behavior as it determines the level to which the amount is spent on the purchase of goods and services and other leisure activities [30].

Similarly, cultural factors have significant difference on the factors affecting the consumer buying behavior in terms of social factors when grouped according to monthly income obtaining a probability

value of 0.001 at 0.05 alpha level and the null hypothesis under this variable is also rejected.

This can be inferred that a significant difference observed and reveals that monthly income that ranges from 25,001 - 40, 000 differ significantly with the other group.

The buying tendency of an individual is directly proportional to his income/earnings per month. The guest or resort goer with high income would go to expensive and premium resorts as compared to individuals from middle- and lower-income group who would spend mostly on necessary items. It is observed that an individual from a low-income group spending money on the foods cooked and prepared in their homes.

**Table 10. Proposed Action Plan to Improve the Resorts in Batangas Province**

Key Result Area/Objectives	Strategies/Program/Implementation	Outcome
<b>Cultural Factor</b>		
To accommodate mixture of guests and tourists	The resort should offer different activities for any ages and kind of guests and should add additional facilities and features to attract more resort goers like water sports activities (kayaking, banana boating, diving, snorkeling, fish hunting) and entertainment facilities like inviting live bands and featured artists.	The resort management should be able to accommodate bulk of guests and tourists that would satisfy their needs
To promote the resort and the community at the same time and be known in its unique features and design	The resort management should think of the concept and unique features of their community to have trademark in resort industry like water complex, nature and cultural tours, skiing, spa, beaches, geocaching and pristine beaches.	The resort will be known in the province and in the world as well as the community it belongs
To bring the guests and tourists in other countries through its resorts' architectural designs.	The resort management should make facilities and amenities based on resorts in other countries	The resort would bring their guests and tourists in other countries through its designs of architectures.
<b>Social Factor</b>		
To monitor the guest arrivals and be known to be one of the accredited resorts in the Province	The resort management should regularly submit the number of guest arrival in the DOT and renew the accreditation certificate if expired	The resort would be able to maintain its goodwill to have good service being a DOT accredited resorts and a basis of tourist arrivals in the province
To attract the tourists and guests in its beautiful sceneries of nature	The resort management must maintain the cleanliness and orderliness of the place thru regularly sweeping the garbage in the seashore, cutting of excess leaves of the trees, putting or maintaining good flower garden and placing trash cans in elsewhere.	The resort will be known not only for having good sceneries but also good and maintained environment.
To be known in good customer service in resort industry in the region and in the world and give the tourists and guests excellent service	The resort management must give trainings and seminars to its employees on good customer service and must give appraisal and performance bonus to be inspired and motivated to work harder and better.	The resort would be able to acquire goodwill in the resort industry and the guests and tourists will be satisfied to the best service they deserve.

**Table 10 (cont). Proposed Action Plan to Improve the Resorts in Batangas Province**

Key Result Area/Objectives	Strategies/Program/Implementation	Outcome
<b>Personal Factor</b>		
To provide entertainment to the guests and tourists	The resort management should add additional facilities for entertainment like billiard halls, videoke and invite bands to play in the resort	The guests and tourist would enjoy the stay in the resort and be entertained and relaxed
<b>Psychological Factor</b>		
To provide security officers	The resort management should place security personnel in the resort to ensure the safety of its guests and resorts and to secure that no strangers could enter in the place	The guests and tourists would feel safe and would enjoy their stay in the resort and don't think of any harm
To maintain good service and satisfy the need of the guests	The management should always keep on checking on the revenue depending upon the result of the consumer purchase decision and guest arrivals and conduct survey on the service and satisfaction of the resorts	The management would be able to improve their service and adjust if there were certain issues to serve the guests a at its best

**CONCLUSIONS AND RECOMMENDATION**

Most of the tourists visited the resorts in Batangas Province male with the age ranging from 18-27 years old and with an averagely monthly income of 10,000-25,000. Personal factors including personality and satisfaction have the greatest influence on the consumer buying behavior of the tourists in choosing a resort followed by cultural factors. The consumers buying behavior have no significant difference to the four factors in terms of age and gender while cultural and social factors have significant difference on consumer buying decision in terms of monthly income. The researchers able to propose one action plan found on the result of the study.

The resort owners and manager should register their band apply for accreditation to the Department of Tourism (DOT) or reapply if the certification is already expired.

The resort manager should create their own website or account in social networking sites to be able to known by the public and display their resorts' features and highlights and activities and reach by the tourists through internet.

The staffs should be well-oriented and trained to the best customer service like being hospitable, attentive and accommodation to the needs of the guests and tourists.

The local government in cooperation of the residents and resort owners should help and support each other on developing Batangas as a beautiful place for vacation and relaxation through its infrastructure and transport development of the resorts.

The resort management should maintain cleanliness and good sanitation of the resort to preserve the goodwill and promote activities specially water sports that the guests and tourists should enjoy.

Proposed action plan may be implemented and give a copy of results of the study to the resort management for application and operation.

Future researchers may conduct follow-up studies regarding the factors affecting behavior of the guests and tourists in selecting resorts to further evaluate the findings of the study

**REFERENCES**

[1] Buted, D. R. et al (2014). Tinapay Festival: Potential Tourist Attraction in Batangas, Philippines. *Asia Pacific Journal of Education, Arts and Sciences*, 1(2), 45-52.

[2] Fratu, D. (2011). Factors on Influence and Changes in the Tourism Consumer Behavior. *Bulletin of the Transilvania University of Braşov*. 4(53), 1-2011, V: Economic Sciences. Retrieved from <http://webbut.unit.ro>.

[3] Joseph, Chris. (2015). Customer and Consumer Definitions. Retrieved from <http://smallbusiness.chron.com/>

[4] Solomon, M. (2014). *Consumer Behavior*; 5 th: Edition. Prentice Hall, p:155

[5] Kotler, P. & Armstrong, G. (2010). *Principles of Marketing*. Pearson Education. Thirteenth Edition. New Jersey. Retrieved from <http://www.singaporeanjbem.com>.

[6] Bhasin, H. (2016). Factors Affecting Consumer Buying Behavior. Retrieved from <http://www.marketing91.com>.

- [7] Haghshenas, L. & Thorsten, S. (2013). Consumer Behavior and Factors Affecting on Purchasing Decisions. *Singaporean Journal of Business Economics and Management Studies*. 1(10) from <http://www.singaporeanjbem.com>
- [8] Engel, J. F., Blackwell, R.D.&Miniard, P.W. (2010). Customer Satisfaction and Loyalty in a Digital Environment: an Empirical Test. *Journal of Consumer Marketing*. 23 (7), 445-457.
- [9] Saleh, Mahmoud Abdel H. (2013). Impact of Gender, Age and Income on Consumers' Purchasing Responsiveness to Free-product Samples. *Research Journal of International Studies*. <http://www.researchjournalofinternationalstudies.com>.
- [10] Bristor, A. & Fischer, R. (2017). Effects of Gender Marketing on Consumer Behavior. [www.books.google.com.ph/books/Effects\\_of\\_Gender\\_Marketing\\_on\\_Consumer](http://www.books.google.com.ph/books/Effects_of_Gender_Marketing_on_Consumer).
- [11] Fischer, E.& Arnold, S.J. (2010). Sex, gender identity, gender role attitudes, and Consumer Behavior. *Psychology and Marketing*, 11, 163-182. Retrieved from <http://www3.interscience.wiley.com>.
- [12] Wright, R. (2006). *Consumer Behavior*. Cengage Learning EMEA. Retrieved from <https://www.amazon.co.uk>.
- [13] Perreau, F. (2014). "The 4 Factors Influencing Consumer Behavior". [Theconsumerfactor.com](http://www.citethisforme.com). Retrieved from <http://www.citethisforme.com>.
- [14] Khan, M. (2006). *Consumer Behavior*. New Age International, 2007. Retrieved from <https://books.google.com.ph>
- [15] Shah, H. (2015). *Consumer Buying Decision Process*. Retrieved from <http://consumer3rb3haviour.blogspot.com>.
- [16] Yakup, D. (2011). Impact of Cultural Factors on the Consumer Buying Behaviors Examined through An Empirical Study. *International Journal of Business and Social Science*, 2(5). Retrieved from <http://ijbssnet.com>
- [17] Hofstede. (2014). Dimensionalizing Cultures: The Hofstede Model in Context. Online Reading in Psychology and Culture, Unit 2. Retrieved from <http://scholarworks.gvsu.edu>
- [18] Rani, B. A. (2014). The Influence of Social Media on Indian Teenagers *International Journal of Science, Technology and Management*. 04(01):2394-1537. Retrieved from <http://www.allresearchjournal.com>.
- [19] Lautiainen, T. (2015). Factors Affecting Consumers' Buying Decision in the Selection of a Coffee Brand. Undergraduate Thesis. Saimaa University of Applied Sciences Faculty of Business Administration, Lappeenranta Degree Programme in International Business. Retrieved from <https://www.theseus.fi>.
- [20] Leary, S. (2012). Meaning of the Term-Descriptive Survey Method. *International Journal of Transformations in Business Management*, 1(6). Retrieved from <http://ijtbm.com>.
- [21] Robson, P. M. (2013). *Research Methodology and its Application*. Retrieved from <http://lup.lub.lu.se/luur/download?func=downloadFile&recordId=7456421&fileId=7456422>
- [22] Faytaren, F. et. al. (2016). Potential of Lemery as Tourist Destination. Unpublished Thesis. University of Batangas.
- [23] Adriatico, K. F. et. al. (2016). Feedback on Resorts in Batangas as Perceived by the Tourists. Undergraduate Thesis. Lyceum of the Philippines University-Batangas.
- [24] Pouzadoux, C. (2013). Internal and external factors that influence the ecotourists: A study on green consumer behavior, applied to ecotourism. Retrieved from <http://www.diva-portal.org>.
- [25] Choorichom, J. (2011). Factors Influencing the Selection of Hotels/Resorts in LantaYai Island, Krabi, Thailand by International Travelers. *Veridian E-Journal*. Retrieved from <http://www.suic.org>.
- [26] Pearce, Florida Jean M. (2011). An Evaluation of the Five Outstsnading Resorts in Mabini, Batangas. Unpublished Thesis. Lyceum of the Philippines University-Batangas.
- [27] Bearden, W. O. & Rose, R. L. (2011). Attention to Social Comparison Information: An Individual Difference Factor Affecting Consumer Conformity. *The Journal of Consumer Research*, 16(4), 461-471. Retrieved from <https://www.researchgate.net>.
- [28] Pinki R. (2014). Factors influencing consumer behavior, *International Journal of Current Research in Academic Review* 2014; 2(9):52-61.
- [29] Palani, S. & Sohrabi, S. (2013). Consumer Attitudes and Behavior When Selecting A Holiday Destination. <http://citeseerx.ist.psu.edu>.
- [30] Vadim, K. D. (2011). Income Factor As a Factor of Consumer Behavior of Latvian Inhabitants in Economics and Tourism. The First International Conference for PhD Candidates. Economics, Management and Tourism. South-West University of NeofitRilsky, Faculty of Economics.

#### COPYRIGHTS

Copyright of this article is retained by the author/s, with first publication rights granted to APJMR. This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/4>).