

**FACTORS AFFECTING PACKAGING DECISION OF BAKESHOPS AND  
BAKERIES IN SELECTED MUNICIPALITIES IN CAVITE**

**THESIS**

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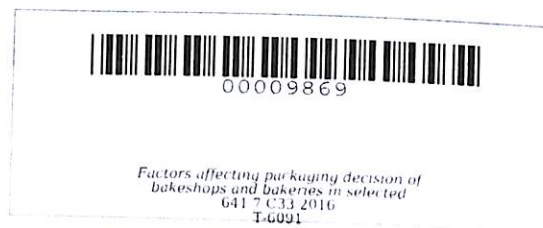
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Bachelor of Science in Business Management



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## ABSTRACT

**CERVANTES, CHECHE P., KASAYSAYAN, JESS LORD P. and ROSANO, JEAN FAYE C.** **Factors Affecting Packaging Decision of Bakeshops and Bakeries in Selected Municipalities in Cavite.** Undergraduate Thesis. Bachelor of Science in Business Management major in Operations. Cavite State University, Indang, Cavite. April 2016. Adviser: Engr. Gilberto S. David.

The study was conducted to determine factors affecting the packaging decision of bakeshops in selected municipalities in Cavite. Specifically, it aimed to: 1. determine the business profiles of different bakeshop; 2. determine the degree of consideration of the strategies and techniques in packaging the product; 3. determine the degree of influence of the different factors affecting the packaging decision; 4. determine relationship between the business profiles and the strategies and techniques used in the packaging; 5. determine the relationship between business profiles and factors affecting packaging decisions; 6. determine the relationship between strategies, and techniques used in the packaging and factors affecting packaging decision; and 7. identify different problems encountered in packaging.

The study was conducted in six selected municipalities in Cavite, namely; Alfonso, Dasmarinas, Indang, Mendez, Tagaytay, and Trece Martirez.. A total of 200 respondents were selected to gather the needed information.

Descriptive statistical tools such as frequency counts, mean, rank percentage, standard deviations were used to answer the objectives of the study such as to determine the business profiles, strategies and techniques and factors affecting packaging decisions. Pearson correlation was used in determining the relationship between the business profile

and strategies/techniques used in the packaging decision; relationship between business profiles and factors affecting packaging decision; and relationship between strategies, and techniques used in packaging and factors affecting packaging decision.

Based on the result, majority had 11 to 20 number of products. Ninety one percent had been in operation for at most 10 years. Majority of the bakeshops had at most 10 employees and an average starting capital amounting to P38, 250.

Spearman Rank Correlation showed that there is a significant relationship between business profiles and strategies and techniques, and between the strategies and techniques and the factors affecting packaging decision.



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## **INTRODUCTION**

Baked products, even when freshly done tend to undergo changes in quality during storage, specifically when the properties of packaging materials are not capable of preserving product quality. For this reason, packaging has a major impact on the overall quality of a certain product and requires a considerable attention.

The bakeshops and bakery industry in the Philippines are now on the road to progress. Bakeshops and bakeries are established in almost all parts of the country especially in the cities and major towns.

Packaging is an important influencing factor to the consumer buying decision. It has great impact to the success of the company in the heavy competitive environment. The role of packaging has changed due to increasing self-service and changing