



RESEARCH AND PUBLICATION CENTER
Institute of Economy and Enterprise Studies
In collaboration with



2nd

Regional Student Research Congress & Regional Conference on recent issues and trends in Business, Accounting, Management, and Economics

IEES 2023

CONFERENCE PROGRAM

July 21, 2023

via zoom powered

CONFERENCE OBJECTIVES:

This conference tries to:

- a) To stimulate the exchange of ideas and foster collaboration among faculty, students, and graduate researchers by highlighting the importance of data-driven research and its impact on economic recovery;
- b) To empower students and young researchers to elevate their research efforts in addressing industry - specific challenges, bridging the gap between theoretical knowledge and practical application; and
- c) To provide a platform for showcasing innovative, data-driven situations to economic disruptions, thereby fostering a culture of research and development that can drive sustainable economic recovery.

CONFERENCE SPEAKERS



Keynote Speaker

DR. MICHAEL B. BATU
University of the Fraser Valley
Canada



Plenary Speaker 1

DR. SAKET JESWANI
OP Jindal University
India



Plenary Speaker 2

DR. DEWI FAENI
Universitas Bhayangkara Jakarta Raya
Indonesia

Application of Poisson distribution on the emotional marketing and purchase decision among food store consumers in Tagum City

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ABSTRACT

Consumers are significantly shifting in how they come to know, purchase, and consume food products. It has been noted that consumers are no longer focusing on product specifics but are looking for an emotional connection to express who they are by consuming and supporting a specific brand. Moreover, several studies reported that consumers' purchase decision has transformed in a way that they are seeking emotional connections rather than using values. However, for many years, businesses have seemed familiar with rationality but deliberately pay no attention to the emotional facet as an essential purchase decision spur of consumers. Hence, this study sought to determine the domains of emotional marketing that best influence the purchase decision among food store consumers in Tagum City. A descriptive correlation design was used, and the Cochran formula was employed in determining the sample size of 384 respondents. The researchers used adopted and modified questionnaires which were validated by experts. Systematic Random Sampling and Poisson distribution strategy were used in gathering the pertinent data. Every third of customers who had dined in the approved food stores were the considered respondents and data was collected simultaneously across food stores in Tagum City from November 11 to November 21, 2022, during the peak hours of 11:00 AM and 2:00 PM. The result showed a very high level of emotional marketing. The level of purchase decision was also very high. Moreover, there is a significant relationship between emotional marketing and purchase decision, Lastly, there are domains of emotional marketing that significantly influences purchase decisions among Tagum City food store consumers.

Keywords: *emotional marketing, purchase decision, food store consumers, Tagum City*