

ABSTRACT

This descriptive method of research aimed to determine the influence of pandemic to Jamindanganons' brand preference for hygienic product. Primarily, it aimed to determine the level of influence of pandemic to the Jamindanganons' decision in buying hygienic products in terms of quality and price. Secondly, it aimed to ascertain significant differences in the level of influence of pandemic to Jamindanganons' decision in buying hygienic products when respondents were grouped as to age, type of occupation, and estimated family income. Finally, it aimed to find out if sex, type of occupation and monthly family income were signification predictions of Jamindanganon's decision of buying hygienic products. It employed survey method using purposive sampling. Furthermore, it utilized the researchers-made questionnaire to gather the needed data. The respondents of the study were the 50 residents of Jamindan, Capiz. The statistical tools used were the mean, standard deviation, t-test for independent samples, One-Way Analysis of Variance (ANOVA) and Multiple Regression Analysis. Alpha kevek was set at 5% level of significance. Findings of the study revealed that the level of influence of pandemic to Jamindanganons' decision in buying hygienic products are "high". Also, no significant differences in the level of influence of pandemic to Jamindanganon's decision in buying hygienic products were found when the respondents were categorized as to sex, age, type of occupation and estimated family income. Finally, while respondent's sex is a significant predictor of their decision to buy hygienic products, their age, type of occupation and income were found to be negative predictors of Jamindanganons' decision to buy hygienic products.