

INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY: APPLIED BUSINESS AND EDUCATION RESEARCH

2024, Vol. 5, No. 7, 2777 – 2786

<http://dx.doi.org/10.11594/ijmaber.05.07.31>

Research Article

Factors Influencing Consumers to Purchase Cultured Mushrooms

Marklynne R. Divina^{1*}, Lord Jan T. Rodiris²

¹Graduate School, Divine Word College of Vigan, P. Burgos Street, Vigan City, Philippines

²College of Hospitality and Tourism Management, Divine Word College of Vigan, P. Burgos Street, Vigan City, Philippines

Article history:

Submission 24 April 2024

Revised 07 July 2024

Accepted 23 July 2024

*Corresponding author:

E-mail:

marklynnerdivina@gmail.com

ABSTRACT

The popularity of mushroom cultivation in the Philippines can be attributed to its minimal input demands, driving its increasing adoption across various sectors. Therefore, the purpose of this study was to ascertain how product quality, social influence, and market accessibility influenced the purchase intention of cultured mushroom consumers. The study also investigated product quality, social influence, market accessibility, and purchase intention. It employed descriptive and correlational study designs, with 165 consumers in the first district of Ilocos Sur serving as respondents. To choose the study participants, it used the convenience sampling technique. A questionnaire that the researcher constructed was used to collect the data. The findings indicated that product quality, social influence, and market accessibility influence the purchase intention of consumers. Finally, to optimize sales, market reach, and market visibility, this study offered recommendations for cultured mushroom growers in the first district of Ilocos Sur.

Keywords: *Product quality, Social influence, Market accessibility, Purchase intention, Cultured mushroom*

Introduction

Since its inception in the 17th century, mushroom agriculture has advanced significantly (Adedokun & Okomadu, 2017). In the past, mushrooms were gathered from forests; nowadays, more are cultured (Zhang, Geng, Shen, Wang, & Dai, 2014; Bakratsas, Polydera, Katapodis & Stamatis, 2021). As cited by Dollison (2023), the yearly production of mushrooms was projected at 11.9 million tons worldwide. In 2020, Asia Pacific topped the

worldwide market. China accounted for over 78% of the global market share in terms of production as well as consumption (Cianni, Pipinato, & Mancuso, 2023). Producers that want to concentrate on mushroom growing may find that cultured mushroom farming is an economically viable option (Moxley, Ebel, Cripps, Austin, Stein, & Winder, 2022), and opens a door for rural areas to enter the cultivating mushroom business (Bandara, Lian, Xu, & Mortimer, 2021).

How to cite:

Divina, M. R. & Rodiris, L. J. T. (2024). Factors Influencing Consumers to Purchase Cultured Mushrooms. *International Journal of Multidisciplinary: Applied Business and Education Research*. 5(7), 2777 – 2786. doi: 10.11594/ijmaber.05.07.31

Mushroom cultivation in the Philippines is growing in popularity due to its minimal input requirements. The Department of Agriculture lists mushroom cultivation as one of its top priorities right now (De Guzman, 2021). As cited by Badalyan, Gharibyan, and Grigoryan (2015), because of its high-profit margin, short turnaround time, and low cost of production, mushroom farming is seen as an effective way to reduce poverty in developing nations. The process of growing mushrooms involves utilizing tissue culture techniques to transform agricultural wastes into valuable goods with diverse applications. Agricultural wastes can be used to create valuable veggies that are appropriate for all gender classes, instead of being burned or causing harm to the ecology (Adedokun & Okomadu, 2017).

However, there is not much development in the mushroom cultivation industry (Badalyan, Gharibyan, and Grigoryan, 2015). The volume of production is quite low and subpar in the Philippines. Cultured mushroom growers typically limited their output to meet the demands of their regular markets (De Guzman, 2021), and as to Cianni, Pippinato, and Mancuso (2023), the Philippines is not even ranked among the leading marketplaces and consumers in Asia.

Global mushroom production is gradually rising (Dulay, Batangan, Kalaw, De Leon, Cabrera, Kimura, Eguchi & Reyes, 2023). In the Philippines, they actively promote the production of mushrooms since they have the potential to be profitable (Ballesteros, Manaois, Morales & Abilgos-Ramos, 2021). However, some prospective mushroom farmers are worried about the Philippines' mushroom industry's future (Chang, Jeon, Cosadio, Icalina, Panganiban, Quirino, & Song, 2014). Thus, policymakers should be guided by knowledge about the determinants of purchasing and consuming mushrooms (Owusu & Anang, 2023; Predanócyová, Árvay, & Šnirc, 2023), because Moxley, Ebel, Cripps, Austin, Stein, and Winder (2022) recommended that it should be the subject of future research. Though there is various research conducted on cultured mushrooms, the amount of mushroom research conducted in the Philippines is limited and may be regarded as an emerging field of study (Dulay,

Batangan, Kalaw, De Leon, Cabrera, Kimura, Eguchi, & Reyes, 2023; Predanócyová, Árvay, & Šnirc, 2023). At present, there is a scarcity of research on product quality, social influence, and market availability of cultured mushrooms as factors that influence the purchase intention of consumers. Likewise, on the readings of the researcher, it was even found that no research was done in the first district of Ilocos Sur focusing on these variables.

Providing value to customers, which encompasses tangible and intangible items such as packaging, brand name, performance quality, and service attributes, is one of the key components of the business definition (Sambo, Sunday, Mary, & John, 2022). Quality is often understood to mean excellence or distinction (Razak, Nirwanto, & Triatmanto, 2016). Ehsani and Ehsani (2015) cited that the customer's assessment of a product's overall quality or superiority over alternatives about its intended purpose is known as the quality of the product, while the quality of a product, as cited by Anggita and Ali (2017), is defined by its capacity to satisfy both identified and latent demands. Sambo, Sunday, Mary, and John (2022), on the other hand, stated that the entirety of a product's attributes that have the potential to meet or exceed customers' expectations is what makes up its quality dimensions. According to Imaningsih and Rohma (2018), product quality can be used as a tactical advantage to outperform rivals. Only the business with the highest-quality products will expand quickly, and that business will ultimately outperform the other business in the long run. Thus, during the decision-making process for a purchase, one of the most crucial factors is product quality (Anggita & Ali, 2017), because Imaningsih and Rohma (2018) found that quality and purchase decisions have a strong beneficial relationship.

Social influence is the term used to describe how interactions with other people or groups can alter an individual's actions, feelings, thoughts, attitudes, or behaviors (Walintukan, Tumbuan & Tulung, 2018; & Malviya, Saluja & Thakur, 2013). Peer and family pressure, as well as socialization, are examples of it. It is frequently associated in social psychology with the influence of social norms on how people's

behavior and attitudes change. Individuals' purchasing decisions are greatly influenced by their friends, family, and other social groupings. These reference organizations market themselves by word-of-mouth. They have the power to actively shape other people's perspectives. Sometimes, that powerful influence works against or in support of a specific organization's goals (Walintukan, Tumbuan & Tulung, 2018).

The location is a flurry of activity where the company distributes its products to the consumers who are targeted to be available; the right time and place for a decision on the location are hard to change and require a long time for adjustment; decisions about the locations used require careful consideration to pay attention to environmental and consumer characteristics. The location is where the business operates to provide customers with goods or services at the appropriate time and location. A business can place its goods and services there for the intended clientele to see them. The site serves as the planning and execution hub for a distribution program (Brata, Husani & Ali, 2017). Awareness is a key factor in consumer decision-making, as higher awareness translates into a product or brand being considered among the options the consumer has to choose from. Consumers become aware through effective marketing communication channels like media, the internet, and headphone advertising (Shabbir, Khan & Khan, 2017).

Purchase intention is the consumer's inclination to purchase the good or service. Traditionally, intention has been described as the factors that influence and motivate consumers to make purchases of goods and services (Walintukan, Tumbuan & Tulung, 2018). The decision a customer makes to buy is a complicated one. Purchase intention is typically correlated with consumer behavior, attitudes, and perceptions. A crucial factor in how customers access and assess a particular product is their purchase behavior (Mirabi, Akbariyeh & Tahmasebifard, 2015).

This study's main goal was to statistically investigate whether consumers' intentions to purchase cultured mushrooms can be influenced by product quality, social influence, and market accessibility. Additionally, the market

accessibility of the cultured mushrooms in the first district of Ilocos Sur, the social influence on customers' purchase intentions, and the product quality of the cultured mushrooms produced in that district were all evaluated separately.

This study could be beneficial in the sense that the gaps found in previously conducted research, as well as the practical gaps, could be bridged through this study. This contributed to the body of knowledge because this research has discussed the factors that influence purchasing intention. This specifically provided information on the product quality, social influence, and market accessibility of cultured mushrooms.

Research Method

Research Design

The relationship between purchase intention and product quality, social influence, and market accessibility was determined by this study using the descriptive and correlational methods of research. The variables and the relationships that developed spontaneously between and among them were described in a descriptive-correlational study design. In contrast to straightforward cause-and-effect correlations, correlational designs entailed the systematic exploration of the nature of relationships, or associations, between and among variables.

Local of the Study

This study was conducted in the first district of Ilocos Sur. Specifically, the municipalities of Bantay, Caoayan, San Vicente, Santa Catalina, San Ildefonso, Sto. Domingo, Magsingal, San Juan, Cabugao, Sinait, and the City of Vigan. These towns were tapped as the research locales for the following reasons: (1) accessibility to the researcher; and (2) the existence of cultured mushroom production in the municipalities of Sinait, Cabugao, San Juan, Sto. Domingo, Bantay, Sta. Catalina, and Vigan City.

Respondents of the Study

The respondents of the study were composed of 165 consumers of cultured mushrooms. The respondents were chosen using the non-probability convenience sampling method,

wherein resident consumers in the first district of Ilocos Sur were tapped. According to Gallo-way (2005), using respondents who are "convenient" for the researcher is known as convenience sampling. There is no pattern in how these respondents are found; they might be found by just asking anyone on the street, in a public space, at work, etc. The respondents were the primary source of data needed to arrive at the result of the study.

Instrument

The data needed for this study were gathered primarily through a survey questionnaire developed by the researcher. There was only one set of survey questions for the respondents to answer. The survey questionnaire elicited information on product quality, social influence, market accessibility, and purchase intention. The items in the survey questionnaire were developed based on current practices, articles, and literature related to the study. After the development of the survey questionnaire at the researcher and adviser level, three experts in the field were asked to content-validate the

items in the questionnaire using a content-validation instrument. The validity index of the questionnaire was 3.67 (Very Highly Valid). After the survey questionnaire was validated by experts, pilot testing was conducted to establish the consistency of the items in the questionnaire. The participants in the pilot testing were non-residents of the first district of Ilocos Sur. The internal consistency of the questionnaire was confirmed with Cronbach’s Alpha of 0.92.

Statistical Tools

The gathered data were tabulated and treated using the following statistical tools: (1) Weighted mean, which described the level of product quality, social influence, market accessibility, and purchase intention; and (2) Pearson Product Moment of Correlation determined the significant relationship between the following: (1) purchase intention and product quality; (2) purchase intention and social influence; and (3) purchase intention and market accessibility.

The following were used to analyze the mean ratings:

Norms	Statistical Range	Descriptive Rating	Overall DR
4	3.26 – 4.00	Strongly Agree (SA)	Very High (VH)
3	2.51 – 3.25	Agree (A)	High (H)
2	1.76 – 2.50	Disagree (D)	Low (L)
1	1.00 – 1.75	Strongly Disagree (SD)	Very Low (VL)

Ethical Considerations

During the actual collection of data through a survey questionnaire, the researcher encouraged the qualified respondents to participate. A letter explaining the background of the study was also addressed to them, asking them to fulfill the requirement as proof of their consent to engage with the study. The researcher did not ask for any personal information from the respondents. If any rejection took place or change of mind from the respondents while answering the questionnaire, the researcher did not force them to accomplish it; hence, the study only accepted voluntary participants. The result of the

survey questionnaire was analyzed and interpreted in a general manner and did not directly reflect on a specific respondent.

Results and Discussions

The Level of Product Quality of Cultured Mushroom

Table 1 presents the level of product quality of cultured mushrooms produced in the first district of Ilocos Sur.

The composite mean of 3.62 as shown in Table 1 lies within the range of 3.26 to 4.00, indicating a very high product quality of cultured mushrooms in the first district of Ilocos Sur.

Table 1. Level of product quality of cultured mushrooms

Indicators	MEAN	SD	DR
1. The taste, appearance, aroma, and texture of the cultured mushrooms meet expectations.	3.66	0.48	SA
2. The packaging of the cultured mushrooms is attractive.	3.58	0.54	SA
3. The lifespan of the cultured mushrooms is determined.	3.54	0.61	SA
4. The cultivated mushrooms available on the market are clean.	3.66	0.52	SA
5. The nutritional benefits of cultured mushrooms are identified.	3.68	0.55	SA
Composite Mean	3.62	0.47	VH

Legend: SA=Strongly Agree, VH=Very High

When taken individually, each item received a rating of "strongly agree," with mean ratings ranging from 3.54 (lowest) to 3.68 (highest). It was further revealed that "The nutritional benefits of cultured mushrooms are identified" (\bar{x} =3.68, SD=0.55), "the taste, appearance, aroma, and texture of the cultured mushrooms meet expectations" (\bar{x} =3.66, SD=0.48), "the cultivated mushrooms available on the market are clean" (\bar{x} =3.66, SD=0.52), "the packaging of the cultured mushrooms is attractive" (\bar{x} =3.58, SD=0.54), and "the lifespan of the cultured mushrooms is determined" (\bar{x} =3.54, SD=0.61).

Remarkably, the product quality of the cultured mushrooms is noteworthy. This suggested that various aspects of cultured mushrooms, including their nutritional benefits, sensory qualities, cleanliness, packaging attractiveness, and lifespan, have been thoroughly evaluated, providing valuable insights into consumer perceptions and preferences regarding these products. This finding was aligned with the works of Sambo, Sunday, Mary, & John, (2022); Razak, Nirwanto, & Triatmanto, 2016; Ehsani & Ehsani (2015); Anggita & Ali (2017) that product quality encompassed packaging,

brand name, and other product's attributes that met the satisfaction of customers.

The Level of Social Influence of Cultured Mushroom

Table 2 presents the level of social influence of cultured mushrooms produced in the first district of Ilocos Sur.

The composite mean of 3.48 (SD=0.46) as shown in Table 2 lies within the range of 3.26 to 4.00, indicating a very high social influence of cultured mushrooms in the first district of Ilocos Sur.

When taken singly, each item received a rating of "strongly agree," with mean ratings ranging from 3.28 (lowest) to 3.60 (highest). "I see posts on the different social media platforms about cultured mushrooms" obtained \bar{x} =3.60, SD=0.57, "I see my friends, family members, or colleagues eating cultured mushrooms" (\bar{x} =3.52, SD=0.54), "I see others satisfied with the cultured mushrooms" (\bar{x} =3.52, SD=0.58), "I hear word-of-mouth from others about cultured mushrooms" (\bar{x} =3.50, SD=0.54), and "I read blogs and articles about cultured mushrooms" (\bar{x} =3.28, SD=0.67).

Table 2. Level of Social Influence of cultured mushrooms

Indicators	Mean	SD	DR
1. I see my friends, family members, or colleagues eating cultured mushrooms.	3.52	0.54	SA
2. I hear word-of-mouth from others about cultured mushrooms.	3.50	0.54	SA
3. I read blogs and articles about cultured mushrooms.	3.28	0.67	SA
4. I see others satisfied with the cultured mushrooms.	3.52	0.58	SA
5. I see posts on the different social media platforms about cultured mushrooms.	3.60	0.57	SA
Composite Mean	3.48	0.46	VH

These underscored the multifaceted nature of individual perceptions and behaviors concerning cultured mushrooms, influenced by a variety of factors including social interactions, media exposure, and personal experiences. This finding was supported by the statements of Walintukan, Tumbuan & Tulung, (2018); Malviya, Saluja & Thakur, (2013) that peers, friends, family, and social interactions such as

word-of-mouth can all contribute to describing the social influence on purchasing a product.

The Level of Market Accessibility of Cultured Mushroom

Table 3 presents the level of market accessibility of cultured mushrooms produced in the first district of Ilocos Sur.

Table 3. Level of market accessibility of cultured mushrooms

Indicators	Mean	SD	DR
1. I can buy cultured mushrooms online.	3.48	0.68	SA
2. I can buy cultured mushrooms from the supplier.	3.50	0.54	SA
3. I can buy cultured mushrooms from the grocery store or supermarket.	3.36	0.60	SA
4. I can buy cultured mushrooms at the different trade fairs.	3.42	0.57	SA
5. I can buy cultured mushrooms from grower outlets.	3.54	0.54	SA
Composite Mean	3.46	0.41	VH

The composite mean of 3.46 (SD=0.41) as shown in Table 3 lies within the range of 3.26 to 4.00, indicating a very high market accessibility of cultured mushrooms in the first district of Ilocos Sur.

When taken singly, each item received a rating of "strongly agree," with mean ratings ranging from 3.36 (lowest) to 3.54 (highest). "I can buy cultured mushrooms from grower outlets" obtained \bar{x} =3.54, SD=0.54, "I can buy cultured mushrooms from the supplier" (\bar{x} =3.50, SD=0.54), "I can buy cultured mushrooms online" (\bar{x} =3.48, SD=0.68), "I can buy cultured mushrooms at the different trade fairs" (\bar{x} =3.42, SD=0.57), and "I can buy cultured mushrooms from the grocery store or supermarket" (\bar{x} =3.36, SD=0.60).

Cultured mushrooms enjoyed a high level of market accessibility within the first district of

Ilocos Sur, reflecting their availability and integration into the local market landscape. This underscored the multifaceted nature of individual perceptions and behaviors concerning the accessibility of cultured mushrooms, influenced by a variety of factors including the availability of different purchasing channels such as online, direct supplier, grocery store or supermarket, trade fairs, and outlets. This was consistent with Brata, Husani & Ali (2017); Shabbir, Khan & Khan (2017) that the product's market accessibility and customer awareness are influenced by its location and various distribution channels.

The Level of Purchase Intention

Table 4 presents the level of intention to purchase cultured mushrooms produced in the first district of Ilocos Sur.

Table 4. Level of purchase intention

Indicators	Mean	SD	DR
1. I buy cultured mushrooms for my own consumption.	3.52	0.58	SA
2. I buy cultured mushrooms as a gift.	3.02	0.82	A
3. I buy cultured mushrooms to support local farmers.	3.72	0.50	SA
4. I buy cultured mushrooms for my business.	2.86	0.78	A
5. I buy cultured mushrooms for my diet.	3.20	0.73	A
Composite Mean	3.26	0.49	VH

Legend: SA=Strongly Agree, A=Agree, VH=Very High

The composite mean of 3.26 (SD=0.49) as shown in Table 3 lies within the range of 3.26 to 4.00, indicating a very high level of intention to purchase cultured mushrooms in the first district of Ilocos Sur.

When taken separately, only items 1 and 3 received a rating of "strongly agree," with mean ratings ranging from 3.52 to 3.72 (highest). "I buy cultured mushrooms to support local farmers" obtained \bar{x} =3.72, SD=0.50, "I buy cultured mushrooms for my own consumption" (\bar{x} =3.52, SD=0.58). However, the following obtained a rating of "agree," with mean ratings ranging from 2.86 (lowest) to 3.20. "I buy cultured mushrooms for my diet" (\bar{x} =3.20, SD=0.73), "I buy cultured mushrooms as a gift" (\bar{x} =3.02, SD=0.82), and "I buy cultured mushrooms for my business" (\bar{x} =2.86, SD=0.78).

Consumers residing in the first district of Ilocos Sur showed a notable level of interest and eagerness to acquire cultured mushrooms.

The reasons behind this inclination are diverse and may encompass several factors. These included individual preferences for consuming mushrooms, the practice of using mushrooms as gifts for occasions or gestures, a desire to support local agricultural producers, potential entrepreneurial endeavors related to mushroom cultivation or sales, and considerations related to dietary habits or nutritional benefits. This finding corroborated the statement of Mirabi, Akbariyeh and Tahmasebifard (2015) purchase intention is typically linked with consumer behavior, attitudes, and perceptions.

Relationship Between the Purchase Intention and the Product Quality, Social Influence, and Market Accessibility

Table 5 reveals the relationships of the purchase intention and each of the following: (1) product quality, (2) social influence, and (3) market accessibility.

Table 5. Relationship between the purchase intention and the product quality, social influence, and market accessibility

Purchase Intention	Pearson's r	Interpretation	p-value/ Significance	Decision (Ha)
Product Quality	0.574	A strong positive linear relationship	<.001	Supported
Social Influence	0.634	A strong positive linear relationship	<.001	Supported
Market Accessibility	0.537	A strong positive linear relationship	<.001	Supported

The person correlation coefficient measured the strength and direction of the relationship between the variables. The results revealed that (1) there was a strong positive linear correlation ($r=0.574$, $p<0.001$) between the purchase intention and product quality, which suggested to accept the alternative hypothesis; (2) there was a strong positive linear relationship ($r=0.634$, $p<0.001$) between the purchase intention and social influence, which suggested to accept the alternative hypothesis; and (3) there was a strong positive linear correlation ($r=0.537$, $p<0.001$) between purchase intention and market accessibility, which suggested to accept the alternative hypothesis. These results also indicated that the correlations of the variables were statistically significant at the 0.001 level of significance.

On the relationship between purchase intention and product quality, the results suggested that as the perceived quality of the product increases, there was a corresponding increase in the intention of consumers to purchase it. This implied that consumers were more likely to consider buying a product when they perceived it to be of higher quality. It underscored the importance of focusing on quality assurance and product development strategies to positively influence consumer behavior and enhance sales performance. This was consistent with the findings of Imaningsih and Rohma (2018) that quality and purchase decisions have a strong beneficial relationship.

On the relationship purchase intention and social influence, indicated that as social influence grows, consumers' inclination to purchase

a product increases accordingly. This implied that individuals were more likely to consider buying a product when they feel a stronger influence from their social circle, including recommendations from friends, family, or online communities. Further, this indicated leveraging social influence strategies, such as word-of-mouth marketing or influencer endorsements, can effectively boost purchase intentions and drive sales. This was aligned with the statement of Walintukan, Tumbuan and Tulung (2018); Malviya, Saluja and Thakur (2013) that individuals' purchasing decisions are greatly influenced by their friends, family, and other social groupings. These reference organizations market themselves by word-of-mouth.

Lastly, the result suggested that with improved market accessibility, there was a correlated increase in consumer purchase intention. This indicated that consumers were likelier to consider buying a product when they perceive it as conveniently available and easily obtainable in the market. Factors contributing to market accessibility may encompass the presence of distribution channels, proximity to retail outlets, and the convenience of purchasing options. Additionally, it underscored the significance of distribution strategies and efforts to enhance product availability to meet consumer demand effectively. This corroborated the finding of Shabbir, Khan and Khan (2017) that online selling, and other distribution and marketing channels play pivotal roles in consumer decision-making, as increased awareness leads to a product or brand being included in the range of options the consumer considers.

Conclusions

The results drew attention to significant facets of the intention to purchase cultured mushrooms. Cultured mushroom consumers from the first district of Ilocos Sur had a strong perception of product quality, social influence, and market accessibility. Significant repercussions on the purchase intention were also determined. Notably, purchase intention was significantly and positively influenced by product quality, social influence, and market accessibility. Comprehensively, nutritional benefits, sensory qualities, cleanliness, packaging attractiveness, lifespan, peers, friends, family, word-

of-mouth, and different purchasing channels such as online, direct suppliers, grocery stores or supermarkets, trade fairs, and outlets had contributed to the consumers' purchasing behavior.

Recommendations

The following are recommended based on the results of this study: (1) the mushroom growers in the first district of Ilocos Sur should fortify the cultured mushroom's quality to boost its competitiveness in sales; (2) the mushroom growers in the first district of Ilocos Sur should strengthen the cultured mushroom's social influence to widen its market reach; (3) the mushroom growers in the first district of Ilocos Sur should improve the cultured mushroom's market accessibility to enhance to improve its visibility to the market; (4) the mushroom growers should design packaging that is appealing enough to serve as a gift, distribute their products to businesses, and highlight the dietary advantages to improve the purchase intention of costumers; and (5) future studies should identify further factors and metrics influencing purchase intention to enhance the market appeal of cultured mushrooms in the first district of Ilocos Sur.

Acknowledgement

The researchers would like to extend their gratitude to Dr. Elita B. Valdez, Dr. Francisco G. Alcalde, and Prof. Marie Joy G. Encarnacion for their unwavering support and assistance in reviewing and providing their insights and suggestions to improve this research work.

References

- Adedokun, O.M., & Okomadu, C.A., (2017). Wild and domesticated mushroom consumption in Nigeria. *African Crop Science Journal*, 25(1): 123-131. <http://dx.doi.org/10.4314/acsj.v25i1.9>
- Anggita, R., & Ali, H., (2017). The influence of product quality, service quality and price to purchase decision of sgm bunda milk (study on PT. Sarihusada Generasi Mahardika Region Jakarta, South Tangerang District). *Scholars Bulletin*, 3(6): 261-272. <https://doi.org/10.21276/sb>

- Badalyan, S., Gharibyan, N., & Grigoryan, M., (2015). *Current situation and further development of the mushroom-growing industry in Armenia*. <https://www.researchgate.net/publication/236876892>
- Bakratsas, G., Polydera, A., Katapodis, P., & Stamatis, H. (2021). Recent trends in submerged cultivation of mushrooms and their application as a source of nutraceuticals and food additives. *Future Foods*, 4, 100086. <https://doi.org/10.1016/j.fufo.2021.100086>
- Bakratsas, G., Polydera, A., Katapodis, P., & Stamatis, H. (2021). Recent trends in submerged cultivation of mushrooms and their application as a source of nutraceuticals and food additives. *Future Foods*, 4, 100086. <https://doi.org/10.1016/j.fufo.2021.100086>
- Ballesteros, J., Manaois, R., Morales, A., & Abilgos-Ramos, R., (2021). Towards consumer-oriented mushroom-based product development: an exploratory study in rice-based farming communities in central Luzon, Philippines. *Journal of Economics, Management & Agricultural Development*, 7(1): 1-19.
- Bandara, A., Lian, C.K., Xu, J., & Mortimer, P., (2021). Mushroom as a means of sustainable rural development in the Chin State, Myanmar. *Circular Agricultural Systems*, 1: 4. <https://doi.org/10.48130/CAS-2021-0004>
- Brata, B.H., Husani, S., & Ali, H., (2017). The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4B): 433-445. <https://doi.org/10.21276/sjbms>
- Chang, H.Y., Jeon, S.W., Cosadio, A., Icalina, K., Panganiban, R., Quirino, R., & Song, Y., (2014). Status and prospect of mushroom industry in the Philippines. *JPAIR Multidisciplinary Research*, 16(1): 1-16. <https://doi.org/10.7719/jpair.v16i1.268>
- Cianni, R., Pippinato, L., & Mancuso, T., (2023). A systematic review on drivers influencing consumption of edible mushrooms and innovative mushroom-containing products. *Appetite*, 182: 106454. <https://doi.org/10.1016/j.appet.2023.106454>
- De Guzman, R., (2021). Evaluation of mycelial growth of oyster mushroom (*pleurotus ostreatus*) from cassava and taro pure culture media in crack corn. *JournalNX - A Multidisciplinary Peer Reviewed Journal*, 7(4): 177-183.
- Dollison, M., (2023). Performance of edible mushroom varieties under different agricultural substrates. *International Journal of Multidisciplinary: Applied Business And Education Research*, 4(5): 1612-1617. <http://dx.doi.org/10.11594/ijmaber.04.05.22>
- Dulay, R.M., Batangan, J., Kalaw, S., De Leon, A., Cabrera, E., Kimura, K., Eguchi, F., & Reyes, R., (2023). Records of wild mushrooms in the Philippines: A review. *Journal of Applied Biology & Biotechnology*, 11(2): 11-32. <https://doi.org/10.7324/JABB.2023.110202>
- Ehsani, Z., & Ehsani, M.H., (2015). Effect of quality and price on customer satisfaction and commitment in Iran auto industry. *International Journal of Service Sciences, Management and Engineering*, 1(5): 52-56.
- Galloway, A., (2005). *Non-Probability Sampling*. Encyclopedia of Social Measurement.
- Haris, J., Rahim, S. A., Haris, M., & Zahari, M. S. (2021). Using the Theory of Planned Behaviour to Predict Purchase Intention towards using Taobao. *International Journal of Academic Research in Business and Social Sciences*, 11(2), 952-959.
- Imaningsih, S., & Rohma, S., (2018). The model of product quality, promotion, price, and purchase decisions. *Jurnal Ekonomi*, 23(2): 260-271.
- Malviya, M., Saluja, M., & Thakur, A., (2013). A study on the factors influencing consumer's purchase decision towards smartphones in Indore. *International Journal of Advance Research in Computer*

- Science and Management Studies*, 1(6): 14-21.
- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H., (2015). A study of factors affecting on customers purchase intention. case study: the agencies of bono brand tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology*, 2(1): 267-273.
- Moxley, A., Ebel, R., Cripps, C.L., Austin, C.G., Stein, M., & Winder, M., (2022). Barriers and opportunities: specialty cultivated mushroom production in the united states. *Sustainability*, 14: 12591. <https://doi.org/10.3390/su141912591>
- Owusu, R., & Anang, B.T., (2023). Consumption and preferences for mushrooms in Ghana: A comparison between regret-based and utility-based approaches. *Food and Humanity*, 1(2023): 1619-1626. <https://doi.org/10.1016/j.foo-hum.2023.11.004>
- Predanócyová, K., Árvay, J., & Šnirc, M., (2023). Exploring consumer behavior and preferences towards edible mushrooms in Slovakia. *Foods*, 12: 657. <https://doi.org/10.3390/foods12030657>
- Razak, Nirwanto, & Triatmanto, (2016). The impact of product quality and price on customer satisfaction with the mediator of customer value. *Journal of Marketing and Consumer Research*, 30: 59-68.
- Sambo, E., Sunday, U.I., Mary, A., & John, F., (2022). *Impact of product quality on customer satisfaction and loyalty*. The Academy of Management Nigeria.
- Shabbir, M.Q., Khan, A.A., & Khan, S.R., (2017). Brand loyalty brand image and brand equity: the mediating role of brand awareness. *International Journal of Innovation and Applied Studies*, 19(2): 416-423.
- Walintukan, C., Tumbuan, W., & Tulung, J., (2018). The effect of product quality, sales promotion and social influence. *Jurnal EMBA*, 6(4): 3533-3542. <https://doi.org/10.35794/emba.v6i4.21657>
- Zhang, Y., Geng, W., Shen, Y., Wang, Y., & Dai, Y.C., (2014). Edible mushroom cultivation for food security and rural development in China: bio-innovation, technological dissemination and marketing. *Sustainability*, 6: 2961-2973. <https://doi.org/10.3390/su6052961>