

Promoting the Top Pasalubong Products: Basis for Baguio City's Revenge Tourism

Alexandra Whayne Ledesma Baeño*, Katlyn Flores Cave*, Neo Kyle Ingreso*,
Silva Zachary Pascual*, Sison Andrea Kyle de Villena*, Earl Duncan Hapita*,
Rovena I. Dellova*

Abstract

The city of Baguio, commonly known as the summer capital of the Philippines takes pride in being a famous destination where tourists planned how to bring home the best pasalubong products. This pasalubong products have become instrumental to its local economy revealing the cultural and innovative entrepreneurial strategies. This descriptive quantitative study gathered data from 343 tourists who visited Baguio City and purchased the products to determine the factors of choosing the top Pasalubong products. Based on the study, the taste, delivery, pricing, quality, and shelf life are major elements influencing the sale of pasalubong products. The most significant is the taste, while delivery and price were also highly relevant. The tourist are motivated with their curiosity, fulfilled their craving, and perceived value for money, focusing on the importance of the quality of product and the efficient service. Furthermore, cashless transactions, e-payments, promotions, and free delivery vouchers were identified as the most preferred purchasing channels, while online transactions were only marginally relevant. The study concludes that strengthening the promotion of pasalubong products through quality enhancement, digital payment integration, and online reselling platforms can improve customer satisfaction, attract more travellers, and enhance the overall competitiveness of Baguio's pasalubong industry.

Keywords: Destination, Products, Entrepreneurial, Efficient, Purchasing Channels, Customer Satisfaction

Introduction

Baguio is known as the coldest city in the Philippines having 9 degrees celsius at times, particularly from November to February. According to Lamudi (2019), it is understandable how it became known as the Summer Capital of the Philippines—the preferred destination for both locals and foreign visitors seeking to experience a blend of rural and urban environments. From a sleepy northern village, it has grown into one of the Philippines' most densely populated cities. This is the ideal location because it is rich in history, the best location for foodies, a coffee hotspot, a destination for well-known festivals, and a paradise for strawberry pickers (2019).

One of the main reasons apart from seeing a beautiful view of each place, one of the goals of the tourist is to taste the top delicacy of each place. In every region there are various proud products that are made there and have become especially popular in their area, and this is the reason why many people want to go to Baguio City because of their Pasalubong products. According to Libao (2020), people frequently return to Baguio for its brisk breeze, breathtaking scenery, original Delicacy, amiable cab drivers, and opulently welcoming residents. And one approach to remember the experience is to purchase mementos that will serve as a reminder of how Baguio made you feel while you were there.

* College of International Tourism and Hospitality Management, Lyceum of the Philippines University, Manila.
Email: alexandra.baeño@lpunetwork.edu.ph; katlyn.cave@lpunetwork.edu.ph; neo.ingreso@lpunetwork.edu.ph;
andrea.silva@lpunetwork.edu.ph; earl.sison@lpunetwork.edu.ph; rovena.dellova@lpu.edu.ph

As imagined by many, a trip to Baguio is not complete unless you bring home some of the renowned Good Shepherd Ube Halaya, Strawberry Jam, and other Baguio products. Bruselas (2019), mentioned that to achieve its brilliant purple hue, the convent and pasalubong haven perfected its recipe by using premium ingredients such as fresh carabao's milk, fresh butter, sugar, and, of course, high-quality purple yam. Because purple yams are in short supply, Good Shepherd's Ube Jam is now available in white. Even if it is evident that climate change is affecting supplies of our products, it is wonderful that our local ube producers are back in business with a new batch of the beloved purple ube jam.

According to Salta (2022), The outcome of a cross-brand collaboration between two Baguio food establishments extends beyond simply drawing new customers or growing sales: there is a larger, more important factor at work. Everything Nice Cafe and The Good Shepherd, which have each developed their own market in and outside of Baguio for the past 70 and 20 years, respectively, have joined forces for the first time to offer bottled ube and signature cakes with a side of philanthropy. What makes this even more remarkable is that, in addition to being the first time Good Shepherd has collaborated with another firm, the project is oriented on corporate social responsibility and the beliefs of the Good Shepherd Religious. As a result, a limited-edition cake and crinkles that incorporate Good Shepherd's unique ube halaya improve on the formula. And it's not just for show or by chance. The ube cake, which comes in sharing (P1, 200) or solo (P280) tubs, confidently switches layers of ube chiffon, ube cream, and ube halaya before being topped with ube crumbs that will impress anyone with a color sense. Each bite has a moderate sweetness and an unremarkable consistency, as one would expect from an Everything Nice Cafe product.

This study aims to provide insights among business owners and resellers of pasalubong products in Baguio City. It examines how sustainable promotional strategies influence customer behaviour and purchasing decisions toward local products. Moreover, the study explores the marketing strategies applied to promote pasalubong products to revenue tourists, emphasizing practices that support environmental responsibility, cultural preservation, and community-based economic growth.

Literature Review

When Baguio is mentioned, what immediately comes to mind are the popular pasalubongs, particularly the delectable desserts stored in plastic jars. Baguio offers a wide variety of pasalubongs.

Motivating Factors of the Tourists

According to Philippine Daily Inquirer (2020), almost every visitor stops by the Good Shepherd convent near Mines View Park to purchase its famous "ube jam" (purple yam) as a gift or commonly called "pasalubong" in the Philippines (Philippine Daily Inquirer, 2020). However, the production of Good Shepherd jams and pastries was abruptly halted on March 16 when President Duterte imposed an enhanced community quarantine in Luzon in order to control the spread of the COVID-19, when its store closed, and 400 full-time employees and students were sent home. When Good Shepherd stopped producing strawberry jam, about 30 contract strawberry farmers in Benguet and Mountain Province lost their market. Cordillera students make Good Shepherd products as a form of vocational training. Sales proceeds pay for their education. People expressed hope that operations would resume soon as Baguio transitions to general community quarantine, which would allow more businesses to produce or sell necessities. The Good Shepherd Convent is one of Baguio's most well-known souvenir stores, if not the most, according to the More fun with Juan article from 2020. It contains food items that Good Shepherd nuns at Mountain Made Training Center created. Although they are more expensive than other brands, you can be sure that they will be of the highest quality and have an unparalleled taste. Given its proximity to other popular tourist destinations like Mines Perspective Park and Wright Park and The Shepherd's Gallery, where you can get a beautiful view of the city from a higher point of view, some visitors have even dubbed the delicacies from Good Shepherd "Edible Heaven."

In addition, Bebs (2021), noted that the word *Lengua de Gato* translates to cat's tongue in English. These cookies are appropriately titled due to their shape and thinness. It is a popular pasalubong in the Philippines, especially if

you visit Baguio City, which produces the highest quality, Lengua de Gato. Lengua de Gato is crispy thin Filipino cookies. They feature long, flat oval forms that resemble the tongue of a cat (gato). (lengua). These cookies are frequently served with coffee or tea as a midday snack. These cookies not only make excellent Christmas treats, but they also make excellent pasalubong. Cat's tongue biscuits are a favorite snack in many nations. Cat's tongue biscuits are a favorite snack in many nations. These include French Languette de Chat and Indonesian Kue Lidah Kucing. Their buttery crispness is already irresistible. Cookies coated in melted chocolate or baked with bright candy sprinkles are also popular.

In the City of Pines, there is no shortage of delicious delicacies and pasalubong (Brittany Corporation, 2018). Peanut brittle and Choco flakes are two of the top Baguio snacks to add to your list. Peanut brittle is a thin, flat delicacy made of roasted peanuts and caramelized sugar. Choco flakes, on the other hand, combine salty and sweet flavors by covering cornflakes in milk chocolate. These Baguio delicacies are widely available across the city. De Leon (2022), mentioned that ube, commonly known as purple yam, sugar, fresh carabao milk, and a little butter to make it extremely silky on the tongue are all combined to form ube halaya. The major ingredient is ube, which is not a sweet potato or kamote, unlike what many people believe. Due of its earthy flavor, ube is frequently used in meals with strong flavors like ginataang bilo bilo, halo halo, or jam. The Good Shepherd Convent in Baguio is the source of one of the most well-known (and tasty!) kinds of ube halaya. But when the sisters revealed its recipes, one of which was for its famous ube halaya (this is from the Good Shepherd's The Good Food Book), we had to give it a try.

In addition, Dunuan (2020), Strawberry jam or preserves rank right up there with fresh strawberries as the best memento from Baguio. Get the strawberry jam pasalubong from Baguio if you love your strawberries boiled, mashed, and made into this deliciously sweet, pulpy delight. However, purchase the strawberry preserve if you want your strawberries whole. However, keep in mind that because preserves contain entire strawberries, they are typically more expensive than the jams sold in bottles as Baguio souvenirs. According to Dad on the move: A family travel and Parenting Blog (2022), another enduring Baguio City staple is chocolate

crinkles. These are tender chocolate biscuits covered in icing. It is a pleasure to eat chocolate crinkles because of their soft and slightly mushy feel. Baketech (2023), noted another baked treat of international origins that has come to be associated with Baguio cuisine is this one. Kids and adults alike love these chocolate cookies with powdered sugar sprinkles in cities and across the nation. These round, crinkle-shaped cookies are very crumbly, resembling polvoron cookies in texture, and have distinctive cracks that gave them their name since the cracks resemble wrinkles, or cracked wrinkles.

Benefits and Challenges

Vacations appear to be at the top of many people's wish lists for this summer because of a protracted time of abstinence. People now feel secure in the knowledge that they may enjoy a traditional holiday with restaurants, entertainment, etc. without worrying about COVID-19 restrictions. According to Callaghan (2022), the industry, which has been caught off guard by the speedy recovery and is scrambling to assemble enough staff to handle the rush of travellers at airports, has experienced new problems because of the quick bounce. Long lines and waiting periods for passengers are a result of staff shortages and airport bottlenecks at major European hubs like Frankfurt, London, Paris, and Amsterdam. Many flights are being cancelled, and passengers miss their flights.

As stated by Hahn (2022), holidays and quick getaways with friends and family are often at the top of the list of things to do after a lockdown. The fact that so many people were compelled to stay at home and conserve money, which they subsequently used to pay for their vacation may work in the hotel industry's favor. According to a German poll, 10% of Germans want to spend much more on their vacations while 70% plan to spend the same amount they always have. Owners of hotels have a fantastic opportunity because of this. The additional services offered to hotel are more likely to attract guests who are looking to help pampering themselves. This might include specials from restaurants, spa services, or any other amenities that let visitors tailor their trip exactly how they want it to be. They utilize this trend to promote services to visitors both before and during their stay. By doing this, tourism sector also increases their sales.

The Department of Tourism (DOT) *Impakabsat* trade fair that, an annual virtual trade fair, which features goods created by regional micro, small, and medium-sized enterprises (MSMEs), was virtually launched by the Department of Trade and Industry in the Cordillera Administrative Region (DTI-CAR) on November 19, 2020. Included in the virtual trade fair, about 80 exhibitors display over 500 merchandises for sale, including furniture, collectible antiques, hand-woven goods, bamboo crafts, presents, housewares, and ethnic novelty items, where The Department of Trade and Industry secretary Ramon Lopez stated that a magnificent depiction of the Cordillera's scenery, heritage, and culture can be found at the trade expo. It is a testament to the Cordillera Administrative Region's brilliance and tenacity and a beautiful portrayal of the culture and kinship of the Cordillera. Through these events, micro, small, and medium-sized enterprises (MSMEs) can now gain access to wider markets and engage with other businesses both locally and internationally.

E-commerce is exploding, online shopping has evolved significantly in recent years, but it has become an essential service in the aftermath of the global pandemic. In fact, Tayo et al. (2021) mentioned that social media has become the primary source of information which encourages more travelers to visit a certain destination. While an ecommerce platform eliminates the risk of customers stealing merchandise from the store floor, there are a slew of other potential issues and risks that are unique to digital businesses. According to Bader (2022), these risks include illegal data sharing, fraud, malware, and other security breaches, as well as vulnerabilities associated with working with third-party platforms, data privacy laws, online security regulations, and customer service issues. Furthermore, Mall challenges arise daily for those who run an ecommerce business. To make matters worse, there are larger, looming threats that must be addressed immediately if your company is to survive. According to Carter (2020), these existential threats can come from products, customers, software, and even your overall approach to sales. Fortunately, if you have a solid plan, you can properly address these challenges. Although the challenges, problems, and issues that online sellers face vary depending on what they sell, there are several issues that all sellers must address. These includes, Data safety, Price increases that were not expected, Inventory

shortages and overstocking, and returns, refunds, and delivery. Also, Unawa (2023), social media is now essential for advertising travel and connecting with potential tourists. Local government units (LGUs) have benefited from this by creating social media campaigns that highlight the appeal and variety of their regional attractions, eventually generating more interest and visitors. Some local government units (LGUs) have started trending tourist marketing on Facebook, Instagram, and YouTube. These advertising campaigns highlighted the local culture and natural beauty of their respective locations through spectacular pictures, engrossing stories from the inhabitants, and exclusive experiences. Local government units (LGUs) have prioritized empowering local populations by offering digital skills training in addition to enhancing the visitor experience. As a result, locals may take advantage of the tourist sector's expanding economic potential.

Outcome of Motivating Factors

The Mountain Maid Good Shepherd specialty products are now available for purchase through the recently launched Facebook online store of the social company operated by the Religious of the Good Shepherd. On June 7, 2020, Facebook posted a notice announcing that the Good Shepherd Baguio Online Shop has begun taking orders from customers in the National Capital Region. As stated by the Facebook post of Good Shepherd (2020), St. The Good Shepherd's work is fiercely protected by Joseph. We aspired to carry out the initiatives for Cordilleran adolescents who were facing difficulties because of the lockdown and pandemic risks from COVID-19. The Online Shop fulfills that sustainable ambition. According to The Philippine Star (2020) claims that accepting the digital world is now considered the new normal. In actuality, however, this attempt to forge new paths and discover uncharted territory in the digital realm had already been made prior to the pandemic. The significance of the digitalization of our way of life has just recently come to light during this period of lockdowns, quarantines, social withdrawal, and homebound or remote labor. And this digitalization is just as significant at the neighbourhood or local level as it is in major cities and metropolises. Local chief executives learned why accepting digital payments in

government is crucial as we enter the “new normal” and how to easily implement this system for better constituent service during the first leg of the series, “Enabling LGUs in the New Normal through Digital Payments Acceptance.” Orlando “Doy” Vea, the founder and CEO of PayMaya, listed the various advantages of digital payments in his introductory remarks, which of course included the convenience of conducting business and the promotion of physical distance and touch-free transactions as part of the “new normal.”

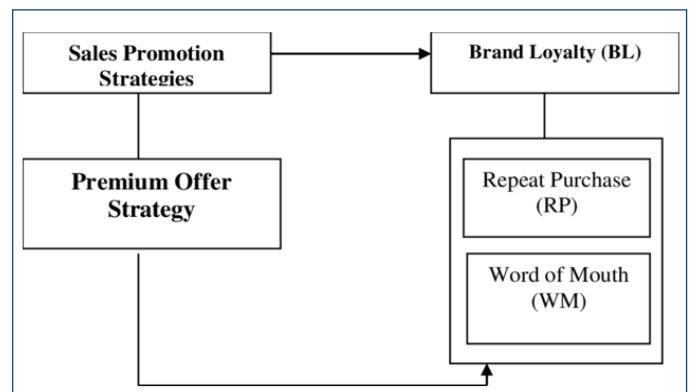
The tourist sector in the Philippines has undergone a transformation because to LGUs’ creative digital efforts. The creation of internet resources that offer thorough information on tourist attractions, lodging options, and activities is one of the most prominent projects. These efforts’ beneficial effects have completely changed the sector, making it simpler for visitors to plan their journeys and have access to crucial information at their fingertips. For instance, the city of Baguio developed a website named “Baguio Visita” to tell travelers about the attractions, lodgings, and activities available in the area. The website’s online lodging reservation system has made it much simpler for travelers to organize their vacation and reserve a hotel room in the destination. This program, along with others, has made a substantial contribution to the tourist sector’s successful digital transformation by LGUs. The Philippine Department of Tourism (DOT) claimed a record-breaking 8.26 million foreign visitor arrivals in 2019, which represents a 15.24% increase compared to the previous year, as a consequence of these digital activities. This expansion has been greatly fueled by LGU digital platforms like Baguio Visita, which make it easier for tourists to acquire information and advertise the nation as a top vacation destination on a global scale.

Methodology

This descriptive, quantitative study distributed the questionnaires to 343 to determine the factors of choosing the top 5 Pasalubong products being patronized by tourist in Baguio City in terms of taste, delivery, price, quality, and shelf life. This affects the selling of the products; benefits

and challenges that tourists utilized in purchasing it. Descriptive statistics, specifically frequency distribution, mean, and standard deviation were used to describe the data using the 4-point Likert scale to categorize the level of relevance for each statement.

This study is anchored on Sales Promotional Theory. In an article published by Dick (2017), presented Sales Promotional Theory which explains that due to the swift measurement of the outcomes and the advertising’s specific commitment. Criticism surrounds sales promotions since some claim that boosting temporary revenue does not result in a profitable future. According to an article published by Guidolin et al. (2019), when regular and promotional sales are combined, the pattern of overall sales reflects the influence of promotions, which are regarded as external acts. While current clients may take benefit from discounts and forego deciding to buy at the usual rate, prospective consumers may be drawn in by a decrease in price.



Source: Daniel Dick (2017).

Fig. 1: Sales Promotional Theory

Results and Discussion

Several pasalubong products have emerged as the city’s most-loved items, preferred by tourists in the city of Baguio. These products are highly sought after by visitors due to their unique characteristics, cultural significance, and overall appeal.

Table 1: Baguio's Most-Loved Pasalubong Products

<i>Baguio's Pasalubong Products</i>	<i>Frequency (n)</i>	<i>Percentage (%)</i>
Strawberries Jam	233	67.5
Ube Halaya	196	56.8
Peanut Brittle	188	54.5
Lengua de Gato	151	43.8
Crinkles	151	44.9

Before the arrival of the tourists in Baguio, they already identified what products to buy. The Top pasalubong were identified. First, Strawberries Jam with 233 responses or 67.5%. Based Products: Baguio is famous for its sweet and juicy strawberries. Visitors often indulge in fresh strawberries, strawberry jams, preserves, and other related products. The availability of these products throughout the year makes them a popular choice among tourists. As mentioned by Nachura (2021), in Baguio, strawberries are the most popular meal, even among the various traditional dishes that the city is famous for. Fresh strawberries are one of the most sought-after mementos from the summer capital of the Philippines, and tourists stockpile them at the Baguio City Market. Second, Ube Halaya with 196 responses or 56.8%.

Ube is a staple ingredient in many Filipino desserts, and Baguio offers a wide variety of ube-flavored treats. Ube jam, ube halaya (a sweet paste), ube hopia (flaky pastry), and other similar products are highly regarded by tourists. Third, Peanut Brittle with 188 responses or 54.5%. Baguio's nut-based delicacies, particularly peanut brittle, are incredibly popular among tourists. Fourth, Lengua de Gato with 151 responses or 43.8%. One of Baguio's most iconic and beloved pasalubong products. The delicate buttery cookies are thin and rectangular in shape, resembling the tongue of a cat ("Lengua de Gato," which means "cat's tongue" in Spanish). Fifth, Crinkles 151 responses or 44.9%. Crinkles in Baguio have become a beloved pasalubong treat and a delightful indulgence for visitors. These chocolate cookies are characterized by their cracked or crinkled appearance, which is achieved by rolling the dough in powdered sugar before baking. According to Wordpress (2021), children love to eat chocolate crinkles as snacks. The delightfully soft, fudge-like chocolate biscuits known as "chocolate crinkles" are covered in a layer of confectioners' sugar. The Food and Nutrition Research Institute of the Department of Science and Technology (FNRI-DOST) recognized its strong potential for iron fortification because of its popularity among children.

Table 2: Factors Motivating the Tourists to Purchase the Pasalubong Products

<i>Statements</i>	<i>Mean Value</i>	<i>Standard Deviation</i>	<i>Response Category</i>
Taste			
The richness of the flavor in the products was one of its best features	3.58	0.74	Highly relevant
Satisfactory with the quality of the sweet taste	3.57	0.72	Highly relevant
The flavor is well balanced	3.54	0.72	Highly relevant
Freshly made products	3.40	0.77	Highly relevant
Delivery			
Accuracy and completeness of the products you received	3.54	0.70	Highly relevant
The products are freshly delivered and on time	3.35	0.76	Highly relevant
Communication during the delivery process	3.32	0.76	Highly relevant
Convenience to the customer	3.30	0.84	Highly relevant
Flexibility of the delivery schedule	3.28	0.78	Highly relevant
Price			
The product is good for its price	3.41	0.78	Highly relevant
The price is equivalent to the demand	3.39	0.74	Highly relevant
The product cost corresponds to the price	3.34	0.76	Highly relevant

Statements	Mean Value	Standard Deviation	Response Category
Quality			
The quality of the product is excellent	3.52	0.71	Highly relevant
The freshness of the products	3.49	0.72	Highly relevant
Shelf Life			
The packaging makes the product last longer	3.50	0.74	Highly relevant
The products last long	3.41	0.77	Highly relevant
Online Shopping			
Using electronic devices	3.27	0.85	Highly relevant
Cashless payments (through cards and e payment)	3.20	0.91	Highly relevant
Providing promos	3.15	0.90	Highly relevant
Free delivery vouchers	3.03	1.02	Highly relevant
Online transaction	2.85	1.07	Quite relevant
Reselling			
Direct Marketing	3.11	0.96	Highly relevant
Flash sales and discounts	3.05	0.97	Highly relevant
Run social media ads	3.03	0.96	Highly relevant
Product Promotion through video content	2.98	1.00	Quite relevant
Email Marketing	2.86	1.03	Quite relevant
General Weighted Mean and SD	3.43	0.75	Highly relevant

Table 2 shows the factors that affect the selling of pasalubong products in Baguio City in terms of taste, delivery, price, quality, and shelf life. It demonstrates that the respondents agree that taste is a highly relevant factor when it comes to selling the pasalubong products since it appears that the respondents' top choice is the richness of the flavor in the products was one of its best features. As revealed by Addie Lewis (2022) developing the ideal recipe, a dish for your menu, or even a cocktail combination all requires an understanding of taste and what your consumers will like and order more of. Humans generally gravitate towards sweeter, higher-energy foods, as is already established. Think about how you can produce foods that people will like depending on their tastes without putting an excessive amount of flavour added compounds in your products if you own a food business. It is also important to consider some alternative, less processed food options and more natural

sugar alternatives for more selection for the consumer's preference.

The least favoured by the respondents was the freshly made products option, yet it shows in the table that it is still a highly relevant option. According to Sergio Roman et al. (2017), it is stated in their journal the results of the Nielsen Global Health and Wellness Survey (2015). 60 countries were able to join with 30,000 participants, disclosed that the most important component for the consumable food that they acquire should be solely based on its freshness, natural essence of the product, and the minimal process of cultivating the product. These market research findings demonstrate that many customers in industrialized countries want to eat natural foods, with the majority of majority of respondents to the study perceiving a close relationship between "pure" and "nutritious."

Table 3: Benefits and Challenges in Purchase of Pasalubong Products

Statements	Mean Value	Standard Deviation	Response Category
Cravings Satisfied	3.62	0.66	Highly relevant
Worth Buying	3.58	0.70	Highly relevant
Curiosity Satisfaction	3.52	0.71	Highly relevant

Statements	Mean Value	Standard Deviation	Response Category
Travel Restrictions	3.43	0.77	Highly relevant
Natural Disasters and Unpredicted Weather	3.34	0.82	Highly relevant
Out of Stock or Unavailable	2.76	1.07	Quite relevant
General Weighted Mean and SD	3.38	0.79	Highly relevant

The benefits and challenges that affect Baguio City's pasalubong product sales are shown in Table 2. Given that it comes in as the respondents' top choice, it shows that the respondents concur that having one's cravings satisfied is a highly relevant factor when it comes to selling pasalubong products. Theoretically, any cue could develop into a conditioned stimulus that causes an urge for food, and in fact, lab studies on appetitive conditioning have demonstrated that neutral cues like geometric figures or objects can increase the desire to eat when they have previously been linked to food intake. According to Meule (2020), Theoretically, Relevant cues in real life are often internal feelings like hunger, exterior states, or settings like time of day, and many more. In addition, when it comes to seeking information, curious consumers demonstrate a tendency to do so regardless of the potential outcome, whether positive or negative.

According to Wiggin et al. (2018), one possible explanation for this behaviour is that curiosity itself creates a rewarding state. This curiosity-induced state triggers a broad motivation to pursue rewarding outcomes, which we refer to as the desire for rewards. This desire encompasses the urge or craving to obtain a rewarding stimulus when an individual experiences physiological arousal. Curiosity serves as a catalyst for a generalized longing for rewards. In this regard, we expect that curiosity fosters a desire for rewards that goes beyond the pursuit of knowledge alone. Instead, we anticipate that the desire for knowledge extends to other domains that are based on rewarding experiences. In addition, a food craving refers to a strong longing or desire to consume a specific type of food. Usually, these cravings are for energy-dense foods, with chocolate and other chocolate-containing foods being the most craved items, followed by another high-calorie sweet and savoury foods.

Table 4: Significant Relationship Between Motivating Factors and Benefits and Challenges in Purchasing Pasalubong Products

Variables	Correlation Coefficient	Probability Value	Verbal Interpretation	Decision Rule
Motivating factors Benefit and challenges	-0.086	0.872	Not yet significant	Do not reject H_0

*Significant at $\alpha = 0.05$

Table 4 shows the relationship between the motivating factors and the benefits and challenges in purchasing the pasalubong products in Baguio City for revenge tourism. The p -value of 0.872 is not less than the level of significance. Thus, the rejection of the null hypothesis was not possible. This indicates that there is no significant relationship between the motivation of the respondents and the benefits and challenges in buying the products since. Furthermore, the correlation coefficient is -0.086 which suggests a negative weak correlation between the two variables.

The relationship between the elements that motivate people to buy pasalubong in a tourist area like Baguio

City, as well as the advantages and difficulties of doing so. Tourists may be motivated by a variety of motivations, including cultural attractiveness, uniqueness of the item, sentimental value, personal preferences, and a desire to support local businesses, to buy pasalubong items. The advantages of buying pasalubong goods frequently include protecting cultural heritage, offering gifts or souvenirs for loved ones, and fostering lifelong memories of the location. According to Then and Yulus (2022), revenge tourism is the practice of going on a journey to exact revenge on people who canceled their trip due to the epidemic in the past after the pandemic has ended. According to this report, young travelers are one of the tourism industry's fastest growing and most dynamic segments. They checked

several factors to evaluate buying decisions in a product (Guoha & Dellova, 2025).

As mentioned by Panzer-Krause (2022), the idea of rural tourism is in jeopardy as it increasingly loses its small-town feel and displays indicators of over tourism. By exploring potential future travel routes to rural areas regarding sustainability both during and after the COVID-19 era, this study hopes to contribute to the conversation about the viability of rural tourism in the future. The analysis shows that so yet, neither “revenge travel” nor a relaunch of tourism that is degrowth-oriented can be found.

Discussion

The study revealed that the important determinants for the top pasalubong products in Baguio City that the consumers based their preferences for the motivation of their purchase by its taste, delivery efficiency, cost, overall quality of the product, and its shelf life. These given characteristics as standard for the relevance of the behaviour of the consumers as to why they purchase the goods and influenced their decision-making and purchasing actions. Understanding the importance of having a top-quality pasalubong product in motivating the consumers to the sales of the market is highly relevant. The results demonstrate that top pasalubong products are important as it gives the convenience for the consumers to stay in their homes and wait in their doorsteps the order that they've purchased online. First, it will give the convenience for both sellers and consumers for the product reach, it will be accessible for the consumer to purchase the product using the technology while the seller will create a bigger platform for their business for it to reach its sales and target market. Second, it can improve how they can address the lapses regarding the delivery procedures which will create substitute solutions to adhere the concerns of the consumers. Third, it adds to the adaptation method of the Baguio City on how they can manage and address the primary needs of the tourists traveling to the city. Overall, it was proven that purchasing behavioural intention of the consumers can greatly affect the sales of the sellers of Baguio's Top Pasalubong products, as well as Baguio's economy when it comes to the annual sales. Recognizing the affecting factors that affect the overall quality of Baguio's Top

Pasalubong Products will support the consumer behaviour and product preferences, this will help the business build a positive and interactive engagement that will help sell and market the seller's products. With the result of the survey, the findings shows that the most affecting factor in the consumer's preference when it comes to product purchasing is the cost of the product, followed by delivery process on the accessibility of purchasing goods from the internet. The survey respondents agreed that these factors affect their motivation to choose the product, especially with its overall reputation.

Conclusion

Based on the findings, the tourism industry in Baguio City has been significantly impacted by the pandemic, and there is a need for innovative strategies to attract tourists to the city. The Top 5 pasalubong products which are unique to Baguio City have the potential to become a significant draw for tourists. Strawberry Jam, Ube Halaya, peanut brittle, lengua de Gato and crinkles are highly valued by tourists as gifts for their loved ones, and their promotion contributed to the Baguio City's tourism industry's revitalization.

In addition, the top factors that affect the selling of pasalubong products in Baguio City, identified as taste, delivery, price, quality, and shelf life. Additionally, the taste plays a highly relevant role in the selling process, as respondents considered factors such as well-balanced flavour, freshly made products, satisfactory quality of the sweet taste, and richness of flavour as important. Quality and shelf life were identified as highly relevant factors in the selling of pasalubong products. Factors like excellent product quality, freshness, long-lasting products, and effective packaging received high ratings from respondents.

Furthermore, the findings suggests that online shopping channels, including cashless payments through cards and e-payment, using electronic devices, providing promos, and free delivery vouchers, are highly relevant for tourists purchasing pasalubong products in Baguio City. The utilization of reselling channels, such as running social media ads, direct marketing, and offering flash sales and discounts, also received high relevance ratings, this implies that these strategies are effective

in attracting tourists to purchase pasalubong products. The researchers found out that these factors are highly relevant to customers and have a significant impact on their purchasing decisions. The researchers have recommended several strategies for promoting the top pasalubong products, including the use of Cashless payments, Direct marketing, Flash sales and discounts. The researchers acquired that these strategies could help to promote and increase the visibility of the Top 5 pasalubong products and attract more tourists to Baguio City.

Overall, the pasalubong products have a strong potential to support the Baguio City's tourism since they are highly valued by tourists as a symbol of city's identity and culture. Its promotion can contribute significantly to the city's tourism industry's revitalization to encourage business owners to strategize more in for sustainable practices from supporting local artisans, eco-friendly packaging and marketing thereby, promoting its local culture. Thus, strengthening the industry, guiding business owners in developing effective strategies, promoting the pasalubong products, attract more guests and bring lasting benefits to Baguio City and the community.

Limitations of this Study

This study used quantitative research methods due to the nature of the research questions and the promotion of the top pasalubong products in Baguio City as a basis for revenge tourism. The survey conducted for this study yielded statistically significant results, leading the researchers to conclude that revenge tourism played a huge role in promoting pasalubong products. While the results were obtained and validated, they are limited to the five pasalubong products tourists purchase. As a result, only specific pasalubong products were evaluated in terms of what tourists looked for pasalubong. For further study, other pasalubong products should evaluate in order to boost local tourism and make them known to tourists so that they can try and support them in the future. The development of this research could significantly boost local tourism because businesses could use the promotional strategies of the top pasalubong products to increase tourists' knowledge of these products.

While there is accurate data on the factors that tourists look for in pasalubong products, there is a lack of data

and consistent measures of assurance in these factors due to changes made by tourists, over which businesses have no control. It is possible that the reason for businesses focusing on these factors at this point is "how to promote the pasalubong products so that the consumers will be satisfied for a long time" rather than promoting the pasalubong products to revenge travelers. The development of pasalubong products satisfies consumers and leads to long-term patronage of the products, boosting local tourism.

References

- Agoot, L. (2020). *DTI opens virtual annual trade fair*. Philippine News Agency. Retrieved from <https://www.pna.gov.ph/articles/1122325>
- Al-Zaman, S. (2021) COVID-19-Related social media Fake News in India. *Journal Media*, 2(1), 100-114; doi:<https://doi.org/10.3390/journalmedia2010007>
- Bader. S. (2023). Common risks with ecommerce (and how to avoid them)
- Baketeck, A. (n.d.). *Regional Baked Delicacies – Baguio - Baketeck Solutions*. Baketeck Solutions. Retrieved from <https://baketecksolutions.com/news-tips-tricks/regional-baked-delicacies-baguio/>
- BEBS. (2021). *Lengua De Gato*. Retrieved from <https://www.foxyfolksy.com/lengua-de-gato/>
- Bruselas, A. (2019). Good Shepherd's Famous Purple Ube Jam is Now White! Retrieved from <https://booky.ph/blog/ube-desserts/>
- Callaghan, L. (2022). Heathrow urged to sort out problems as airlines suffer 'negative impact'.
- Carter, T. J. (2020). 7 Challenges online marketplace sellers face and how to overcome them. Retrieved from <https://www.process.st/online-marketplace/>
- Dick, D. (2017). Theories in sales promotion. Retrieved from <https://bizfluent.com/list-6524232-theories-sales-promotion.html>
- De Leon, B. B. (2022). Good Shepherd-Style Halaya Recipe. Retrieved from <https://www.yummy.ph/recipe/good-shepherd-style-ube-halaya-recipe-a2037-20221116-lfrm>
- Dunuan, L. F. (2020). 10 Best Pasalubong from Baguio and Baguio Souvenir Items to Bring Back Home. Retrieved from <https://yoorekka.com/magazine/baguio-northern-luzon/2018/03/21/10-best-souvenirs-and-pasalubong-to-bring-back-from-baguio>

- Good Sheperd. (2020). Retrieved from <https://www.facebook.com/BaguioJams/>
- Good Sheperd. (2023). An integrated holistic human development approach. Retrieved from <https://www.goodshepherd-asiapacific.org.au/project/146>
- Guidolin, M., Guseo, R., & Mortarino, C. (2019). Regular and Promotional Sales in New Product Life Cycles: Competition and Forecasting. Retrieved from <https://www.sciencedirect.com/science/article/abs/pii/S0360835219301123>
- Guoha, L., & Dellova, R. (2025). Perceived impact of product innovation on brand loyalty: A study of smartphone consumers in China. doi:https://doi.org/10.48017/dj.v10ispecial_1.3151
- Hahn, J. (2022). Revenge travel: How you can take advantage of the new tourism trend
- History. (2013). Crinkles. Retrieved from <https://clarissemacuja.wordpress.com/ingredients/>
- <https://blog.suitepad.de/en/take-advantage-of-tourism-trend-revenge-travel>
- <https://rewind.com/blog/common-risks-with-ecommerce-and-how-to-avoid-them/>
- <https://www.linkedin.com/pulse/philippine-tourism-goes-digital-how-lgus-boosting-growth-unawa>
- <https://www.philstar.com/other-sections/newsmakers/2020/08/25/2037530/digital-new-normal>
- <https://www.thenationalnews.com/world/uk-news/2022/11/21/heathrow-urged-to-sort-out-problems-as-airlines-suffer-negative-impact/>
- J. (2023). Must-Try Baguio Delicacies. Luxury Homes for Sale in the Philippines | Brittany Corporation. Retrieved from <https://www.brittany.com.ph/blogs/must-try-baguio-delicacies/>
- Jose, I. (2022). *Baguio City's 5 most popular classic sweet pasalubong products*. Dad on the Move: A Family Travel and Parenting Blog. Retrieved from <https://www.ivankhristravel.com/2018/08/baguio-city-sweet-pasalubong-products.html?m=1>
- Lamudi. (2019). Baguio city guide. Retrieved from <https://www.lamudi.com.ph/journal/baguio-city-guide/>
- Lewis, A. (2022). What is Taste and Why is it Important in Food Products? The Hub | High Speed Training. Retrieved from <https://www.highspeedtraining.co.uk/hub/what-is-taste-in-food-products/>
- Meule, A. (2020). The psychology of food cravings: The role of food deprivation. *Current Nutrition Reports*, 9(3), 251–257. doi:<https://doi.org/10.1007/s13668-020-00326-0>
- Nachura, C. (2021). *7 delicious strawberry specialties in baguio that we're craving right now*. KKday Blog. Retrieved from <https://www.kkday.com/en/blog/35981/asia-philippines-7-delicious-strawberry-specialties-in-baguio>
- Panzer-Krause, S. (2022). Rural tourism in and after the COVID-19 Era: “Revenge Travel” or chance for a degrowth-oriented restart? Cases from Ireland and Germany. *Tourism and Hospitality*, 3(2), 399–415. doi:<https://doi.org/10.3390/tourhosp3020026>
- Philippine Daily Inquirer. (2020). Lockdown dries fund source of scholars making Baguio jams <https://newsinfo.inquirer.net/1277128/lockdown-dries-fund-source-of-scholars-making-baguio-jams>
- Román, S., Sanchez-Siles, L. M., & Siegrist, M. (2017). The importance of food naturalness for consumers: Results of a systematic review. *Trends in Food Science and Technology*, 67, 44–57. doi:<https://doi.org/10.1016/j.tifs.2017.06.010>
- Sergio Roman et al. (2017). The importance of food naturalness for consumers: Results of a systematic review, 67, 44-57, <https://www.sciencedirect.com/science/article/pii/S092422441730122X>
- Then, J., & Yulius, K. G. (2022). Motivation and interest in traveling of young traveler during revenge tourism. *Global Research on Tourism Development and Advancement*, 4(2), 110–121. doi:<https://doi.org/10.21632/garuda.4.2.110-121>
- Tayo, E. J. A., Macaraeg, D. L., Mijares, A. Z., Duhaylungsod, J. M., Nadera, A. P., & Dellova, R. I. (2021). Tourism during COVID-19: Perception of students on the effectiveness of mass media in promoting Philippine tourism. *Avahan Journal on Hospitality & Tourism*, 9(1), 25-35.
- Toledo, M. (2020). Digital as the new normal of higher education. *Journal of Physics Conference Series*, 1691(1), 012068.
- UNAWA. (2023). Discover how local government units (LGUs) are driving growth in the Philippine tourism industry through innovative digital strategies.
- Wiggin, K., Reimann, M., & Jain, S. (2018). Curiosity Tempts Indulgence. *Journal of Consumer Research*, 45(6), 1194–1212. Retrieved from <https://academic.oup.com/jcr/article/45/6/1194/5039824?login=false>