

**BEHAVIORAL INTENTION TO ADOPT BROWN RICE CONSUMPTION:
FEEDBACK FROM MOTHERS IN BARANGAY BAGONG SIKAT,
SCIENCE CITY OF MUÑOZ, NUEVA ECIDA**

An Undergraduate Thesis Presented to the
Faculty of the Department of Development Communication
Central Luzon State University

In Partial Fulfillment
of the Requirements for the Degree
Bachelor of Science In Development Communication

by

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This undergraduate thesis entitled "**BEHAVIORAL INTENTION TO ADOPT BROWN RICE CONSUMPTION: FEEDBACK FROM MOTHERS IN BARANGAY BAGONG SIKAT, SCIENCE CITY OF MUÑOZ, NUEVA ECIIJA,**" prepared and submitted by **NICA GRACE DE GUZMAN AGUSTIN, PAULENE ASUNCION DE GUZMAN,** and **NORA LYN MARTIN TORRES** in partial fulfillment of the requirements for the degree of **BACHELOR OF SCIENCE IN DEVELOPMENT COMMUNICATION,** has been examined and is hereby accepted:


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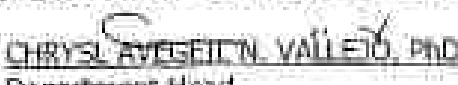
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THESIS ABSTRACT

1. Title: BEHAVIORAL INTENTION TO ADOPT BROWN RICE CONSUMPTION: FEEDBACK FROM MOTHERS IN BARANGAY BAGONG SIKAT, SCIENCE CITY OF MUÑOZ, NUEVA ECJA
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7. Abstract:

7.1 Rationale/Background

Rice remains a staple for more than 100 cultures throughout the globe. Of the total 40,000 rice varieties, it is common knowledge that many rice varieties can be prepared and sold as brown rice. Rice consumers in developed countries are shifting their consumption from white rice to brown rice because of health and wellness reasons. The study findings contribute to the future promotion and strategies of the government and private institutions, the existing body of knowledge of household mothers on Barangay Bagong Sikat, Science City of Muñoz, Nueva Ecija, to the future researchers that are interested in this field of study, and SDG 3 (Good Health and Well-Being).

7.2 Summary

The study aimed to know the behavioral intention toward brown rice consumption through the knowledge, attitudes, and beliefs as the feedback from Mothers in their households. The study was conducted in the Science City of Muñoz specifically in Barangay Bagong Sikat which has four Puroks as the strata and from that the respondents were randomly selected and is only limited to 87 mothers. Additionally, this study employed a descriptive correlational method and a survey questionnaire was instruments which consisted of five sections. Lastly, the study

used mean and frequency, Likert scale, Savin's formula, and Spearman's rho that determined the relationship between the two variables, the independent and dependent, that were examined. To process and analyze the data, Jamovi, a statistical tool, was used.

7.3 Major Findings

The study reveals that mostly the interpersonal sources like friends and family and from the mass media, mostly from the television and social media are the identified sources of knowledge about brown rice. Considering that, knowledge about brown rice was 'moderately correlated' to their behavioral intention toward brown rice consumption. The attitude and beliefs of the household mothers leaned toward their knowledge about brown rice. On the other hand, socio-economic characteristics in terms of their age, household size, educational attainment, and the number of members with regular income did not show correlation with the knowledge, attitude, belief, and behavioral intention of the respondents toward brown rice consumption.

7.4 Conclusions

Based on the findings, the following conclusions are drawn:

- most of the respondents for the study are college and high school graduates and have household members with five members or less wherein the males and females are not beyond 3 members. They mostly have 2 to 3 members who are 18 and below and as well as 2 to 3 members ranging from 19 to 50 years old. While majority of the respondents' families have at least 3 members with a regular income.
- When it comes to the sources of information/knowledge of mothers about brown rice, most of them learned about it through interpersonal sources like friends and family and from the mass media, mostly from the television and social media.
- When it comes to the respondents' attitude towards brown rice, they affirmed to the attitudinal statements wherein they value the opinions of their household members in choosing which rice to buy and in how they also value good health over comfort.
- Meanwhile, respondents mostly disagreed with the statements regarding beliefs toward brown rice wherein they said that brown rice is just for wealthy people, and that white rice and brown rice are just the same, as much as believing that consuming brown rice is just to keep with the trend.
- The behavioral intention of the mothers toward brown rice consumption resulted to an agreement over the statements implying a probability that they are most likely or ready to adopt brown in their own households especially when given the opportunity.

- The knowledge, the attitude, the beliefs and the behavioral intention of the respondents toward brown rice consumption in correlation to their socio-economic characteristics in terms of their age, household size, educational attainment, and the number of members with regular income has no significant relationship with each other.
- Moreover, results showed that knowledge was moderately correlated to the respondents' behavioral intention toward brown rice consumption as the attitude and beliefs leaned toward knowledge.
- Considering the above premises of generalizations, the null hypothesis that there is no relationship between the behavioral intention and knowledge, attitude, and belief of the respondents toward brown rice consumption is rejected.
- The findings indicated that there is a moderate relation between the knowledge and behavioral intention of mothers toward brown rice consumption.

7.3 Recommendations

Based on the foregoing findings and conclusion the following recommendations are offered:

- There should be a continuous and a wider scope of promotion and encouragement from the government with the help of the Department of Agriculture (DA) when it comes to the exposure of brown rice through the mass media and the production of IEC materials for all the community members and not just to mothers.
- To private institutions, there should be a mass promotion of the health benefits and nutritional attributes of brown rice to the community especially as they have studies to back up their claims.
- Meanwhile, to household mothers, they should widen their knowledge towards brown rice consumption and not just limit it as good for health issues like diabetes and high blood but rather as a nutritional food staple for their families.
- Lastly, to future researchers, they must broaden the sample size for the population as well as the large margin of error should be lowered down to further specify the results and lessen its generalizability.

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TABLE OF CONTENTS

TITLE PAGE	i
APPROVAL SHEET	ii
THESIS ABSTRACT	iii
ACKNOWLEDGMENTS	ix
TABLE OF CONTENTS	xi
LIST OF TABLES	xiv
LIST OF FIGURES	xvi
LIST OF ABBREVIATIONS	xvii
CHAPTER	
1. INTRODUCTION	
Rationale of the Study	1
Literature Review	4
Theoretical Framework	13
Conceptual Framework	16
Statement of the Problem	17
Hypotheses	18
Definition of Terms	18
2. MATERIALS AND METHODS	
Research Design	21
Research Locale	21

Sampling Method	22
Scope and Delimitations	23
Research Instrument	24
Data Gathering Procedures	25
Data Analysis	26
Ethical Considerations	26

3. RESULTS AND DISCUSSION

Socio-Economic Characteristics of the Respondents	28
Source of Information/Knowledge about Brown Rice	31
Respondents' Attitude Toward Brown Rice	32
Respondents' Beliefs Toward Brown Rice	34
Behavioral Intention to Adopt Brown Rice Consumption	35
Relationship Between Socio-economic Characteristics and Knowledge about Brown Rice and Its Benefits	37
Relationship Between Socio-economic Characteristics and Attitude Toward Brown Rice	38
Relationship between Socio-economic characteristics and beliefs toward Brown Rice	39
Relationship between Socio-economic Characteristics and Behavioral Intention Toward Brown Rice Consumption	40

Relationship between Behavioral Intention Toward Brown Rice	
Consumption, knowledge, attitude, and beliefs toward Brown Rice	41
Conclusions	43
Recommendations	45
REFERENCES	46
APPENDICES	
A. Request Letter for Pre-Testing	53
B. Pre-Test Questionnaire	54
C. Letter to Ethics Review Committee	55
D. Ethical Clearance	56
E. Post-Test Questionnaire	57
F. Request Letter for Data Gathering	63
G. Data Gathering Photo Documentation	64
H. Budgetary Plan	65
I. Gantt Chart	67
CURRICULUM VITAE	69

LIST OF TABLES

Table No.	Title	Page
1	The population and sample size for the study	23
2	Cronbach alpha coefficient of the Questionnaire	25
3	Household size of the respondents	28
4	Household members of the respondents'	29
5	Number of household members according to their age	29
6	Household member's educational attainment of the respondents	30
7	Number of household members with regular income	31
8	Respondents' Knowledge of Brown Rice	32
9	Respondents' Attitude Toward Brown Rice	34
10	Respondents' Beliefs Toward Brown Rice	35
11	Behavioral Intention To Adopt Brown Rice Consumption	37
12	Relationship between Socio-economic Characteristics and Knowledge about Brown Rice and Its Benefits	38
13	Relationship between Socio-economic	39

	Characteristics and attitude toward Brown Rice	
14	Relationship between Socio-economic characteristics and beliefs toward Brown Rice	40
15	Relationship between Socio-economic Characteristics and Behavioral Intention Toward Brown Rice Consumption	41
16	Relationship between Behavioral Intention Toward Brown Rice Consumption, knowledge, attitude, and beliefs toward Brown Rice	42

LIST OF FIGURES

Figure No.	Title	Page
1	Theory of Reasoned Action Model	16
2	Conceptual Paradigm of the study showing the IV and DV in Correlation	17
3	Map of the Philippines, focusing on the Science City of Muñoz	22

LIST OF ABBREVIATIONS

A.Y. : Academic Year

COVID-19 : Coronavirus Disease

DA : Department of Agriculture

GI : Glycemic Index

KAP : Knowledge, Attitude, and Practices

NAS : National Academy of Sciences

NFA : National Food Authority

PHIRice : Philippine Rice Research Institute

PNA : Philippine News Agency

PSA : Philippine Statistics Authority

SDG : Sustainable Development Goals

SLAC : SL Agricultural Technology Corporation

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