

# Local Food Delicacy Preferences and Consumers' Delight

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## ABSTRACT

This study explored the relationship between local food delicacy preferences and consumer delight in Biliran Province, Philippines. Using a descriptive correlational research design, the study aimed to understand the factors influencing consumer satisfaction and their preferences for local delicacies. Data were collected from 100 respondents through a structured questionnaire, and statistical methods such as Pearson correlation were used for analysis. The findings revealed that consumer preferences for Biliran delicacies are strongly influenced by factors such as taste, texture, appearance, cultural significance, and price. Consumers expressed high levels of delight, particularly when exposed to the cultural narratives behind the food, with service quality and perceived value further enhancing their dining experiences. A moderate positive correlation was found between consumer preferences and consumer delight ( $r = 0.525$ ), indicating that higher preferences for Biliran delicacies lead to greater levels of satisfaction. The study concluded that local food businesses in Biliran should focus on enhancing the authenticity of their dishes, improving service quality, and maintaining good value for money to maximize consumer delight. These factors are essential in strengthening both consumer preferences and satisfaction, contributing to the long-term success of the local food industry.

**Keywords:** consumer delight, local food delicacies, preferences, Biliran Province, service quality, cultural narratives.

## INTRODUCTION

Food transcends its basic role as sustenance, acting as a cultural emblem that mirrors the traditions and identities of various communities worldwide (Savannah Evans, 2023). Local delicacies arise from a complex interplay of historical influences, geographical factors, and regional ingredient availability (Nicole Dudenhoefer, 2022). These culinary treasures are vital in representing local cultures, solidifying community bonds, and fostering social cohesion, ultimately enriching the culinary landscape.

In today's globalized world, the appreciation for local cuisines is on the rise, influenced by a growing desire for authentic experiences, healthier diets, and sustainable food practices. Consumers are more inclined to prioritize locally sourced foods, influenced by factors such as perceived freshness and safety, reduced environmental impact due to shorter transportation distances, and support for local economies. This shift in consumer preferences not only benefits health and environmental goals but also encourages the revitalization of local economies (Savannah Evans, 2023).

The increasing interest in local culinary offerings has given birth to a thriving food tourism industry, where travelers seek genuine taste experiences that reflect the unique characteristics of the regions they explore (Savannah Evans, 2023).

The exploration of local food delicacies plays a crucial role in preserving culinary traditions that might otherwise fade away. By documenting and promoting these unique foods, communities can ensure their legacies are celebrated and passed down through generations. Furthermore, the dynamic interaction between consumers, local producers, and culinary artisans fosters innovation and creativity within the food sector. This

collaborative effort enriches the gastronomic heritage of a place while ensuring that local flavors continue to thrive amidst the pressures of modernity (Yang, Cheng-Xian, et al.2024).

Local Food Delicacies refer to traditional and indigenous dishes unique to Biliran Province, prepared using locally sourced ingredients and passed down through generations. Thus, consumer delight encompasses the overall satisfaction and positive emotional response of consumers towards their consumption experience of local food delicacies. It includes factors such as taste, presentation, cultural significance, and perceived value (Kotler & Keller, 2016).

Studies have emphasized the importance of local food systems in promoting food security, supporting rural economies, and preserving cultural identity (D'Andrea, A., & D'Ulizia, A. (2023). Numerous studies have investigated consumer preferences for food, considering factors such as taste, health, convenience, and price (Schiffman & Kanuk, 2010). Research has shown that unique culinary experiences can be a major draw for tourists, contributing significantly to destination attractiveness (Alice Frost, 2024).

While existing research provides insights into local food systems, consumer preferences, and culinary tourism, there is a lack of specific studies focusing on consumer delight specifically related to local food delicacies in Biliran Province, the interplay between the sensory attributes of these delicacies (taste, aroma, texture) and consumer emotional responses, and the role of cultural narratives and storytelling in enhancing the consumer experience of these delicacies.

The main thesis of this investigation posits that the distinct flavors and cultural significance of Biliran's local delicacies play a crucial role in enhancing consumer delight, thereby fostering a sense of identity and belonging among residents and visitors alike. The motivation to explore this topic arises from the increasing importance of local foods in consumer culture, particularly in the context of tourism and community identity. There is a need to understand how local food influences consumer behavior and satisfaction in specific regions, such as Biliran province, which has not been extensively documented.

To address these gaps, the proposed investigation will focus specifically on the unique types of local delicacies in Biliran Province, identifying their characteristics and how they resonate with consumers' emotional and cultural values. By employing quantitative methods such as surveys with local residents and visitors, the study aims to uncover insights into how these delicacies influence consumer delight. This approach is novel as it combines local culinary heritage with consumers' delight and cultural identity, areas that have not been adequately explored in existing literature.

This study hypothesizes that the unique flavors, cultural significance, and authentic preparation of local food delicacies in Biliran Province significantly contribute to consumer delight, leading to increased demand and supporting local culinary traditions. This research is driven by a desire to document and preserve these delicacies and their preparation methods as valuable cultural heritage for future generations. Furthermore, by highlighting the unique culinary experiences offered by Biliran Province, this study aims to contribute to the development of sustainable tourism initiatives.

The study focuses on the relationship between local food delicacies and consumers' delight in Biliran Province, an area renowned for its diverse culinary offerings. The investigation aims to examine how unique local food experiences contribute to consumer satisfaction and overall delight.

## Objectives

The study aimed to investigate on the influence of local food delicacies preference on consumers delight.

Specifically, it sought to:

1. Determine the demographic profile of the respondents in terms of:
  - 1.1 age;
  - 1.2 gender;
  - 1.3 civil status;

- 1.4 occupation;
  - 1.5 monthly income
  - 1.6 educational attainment;
  - 1.7 place of residence; and,
  - 1.8 Frequency of Consumption of Local Food Delicacies.
2. Analyze the preference of the respondents on local food delicacies in terms of:
    - 2.1 taste;
    - 2.2 texture;
    - 2.3 appearance;
    - 2.4 aroma;
    - 2.5 cultural significance;
    - 2.6 health and nutrition; and,
    - 2.7 price.
  3. Determine the level of consumer delight among residents in Biliran Province in terms of:
  4. Ascertain the significant relationship between local food delicacy preference and consumer delight?

## METHODOLOGY

### Research Design and Sampling

This study employed a correlational research design, as outlined by Creswell (2014), to examine the relationship between local food delicacy preferences and consumer delight. The design focused on determining the extent to which consumer preferences for local food delicacies were associated with their levels of satisfaction or delight. Quantitative data were collected through surveys to assess consumers' preferences, consumption patterns, and perceived satisfaction. The correlational approach was chosen to identify and measure the strength and direction of the relationship between these variables, providing insights into how local food preferences influence consumer delight.

The research was conducted in Biliran Province, Philippines, an ideal location for this study on local food delicacy preference and consumer delight. This small island province in the Eastern Visayas region boasted a unique culinary heritage, influenced by both Visayan and Waray cultures. Its abundance of natural resources, coupled with a strong sense of community and tradition, fostered the development of distinctive local dishes. The growing tourism industry in Biliran presented an opportunity to not only document and promote these delicacies but also understand their significance to local residents and visitors. By conducting research within this context, the study gained a deep understanding of consumer preferences, delight, and the factors that contributed to their enjoyment of these unique culinary offerings.

The respondents of the study were selected from the local population of Biliran Province, including both residents and visitors. The participants were chosen to provide a diverse perspective on local food delicacies and consumer delight. Local residents were included to understand their preferences, cultural connections, and satisfaction with traditional foods. Visitors, including tourists, were also surveyed to gauge their experiences and perceptions of the local cuisine. The stratified random sampling technique was used to ensure that specific subgroups within the population, such as age, gender, and occupation, were adequately represented in the sample. This method helped ensure that the study captured a diverse range of perspectives and experiences regarding local food delicacies and consumer delight.

### Data Collection Procedure

Prior to the distribution and conduct of the study, the researcher will seek an approval first by the Dean of the Graduate studies to conduct the study outside of the campus or to the selected locale of the study. Thereafter, a letter approval also to the respondents for their time on answering and respond the survey. The data for this study on local food delicacies and consumers' delight in Biliran Province is being collected through in-depth interviews and focused group discussions with key informants. These include local residents, chefs, food historians, cultural experts, and tourists. The researcher is obtaining necessary permissions and ensuring participant consent and confidentiality. Language and cultural considerations are being carefully addressed to create a comfortable and respectful environment for participants.

The research instrument used in the study was quantitative in nature, as the study employed a descriptive correlational design. A structured questionnaire was utilized, which underwent validation by experts. The survey instrument consisted of four (4) parts for the selected respondents. The purpose of each part was as follows: Part I of the questionnaire elicited the demographic profile of the respondents such as gender, civil status, occupation, monthly income, educational attainment, place of residence; and Frequency of Consumption of Local Food Delicacies. Part II is the local food delicacy preference of respondents such as taste, texture, appearance, aroma, cultural significance, health and nutrition; and price. Part III is the consumer delight of the residents in Biliran Province such as cultural narratives, service quality; and value perception. At the end of the study, the researcher will document and compile a comprehensive list of traditional Biliran dishes and their corresponding recipes.

## Data Analysis

The researcher used descriptive statistics to summarize and describe the demographic characteristics of the respondents, such as age, gender, and occupation. Frequency distributions, means, and percentages were computed to present an overview of consumer preferences and levels of delight. To examine the relationship between local food delicacy preferences and consumer delight, correlational analysis was performed using Pearson's correlation coefficient. This statistical method helped determine the strength and direction of the association between the variables. The significance level was set at 0.05 to ensure the reliability of the findings. Statistical software, such as SPSS, was used to compute the results and interpret the data.

## Ethical Considerations

The researcher adhered to ethical standards throughout the study by obtaining informed consent from all participants, ensuring they understood the study's purpose, their voluntary participation, and their right to withdraw at any time. Confidentiality was maintained by anonymizing responses and securely storing data. The researcher assured participants that their responses would remain confidential and not be shared with third parties or disclosed in any publications. Ethical guidelines were followed to avoid bias in data interpretation and ensure the integrity of the research process.

## Researchers Reflexivity

The researcher acknowledged potential biases and preconceptions throughout the study, particularly due to personal experiences with Biliran's local food culture. To minimize bias, the researcher focused on maintaining objectivity, allowing the data and participants' voices to guide the findings. Regular self-reflection ensured that personal beliefs did not influence the analysis, while feedback from peers and experts helped maintain the integrity of the study. This process enhanced the credibility and trustworthiness of the research, ensuring that the findings accurately represented the participants' experiences.

# RESULTS AND DISCUSSION

## Respondent's Profile

Table 1.1 Distribution of Respondents according to age

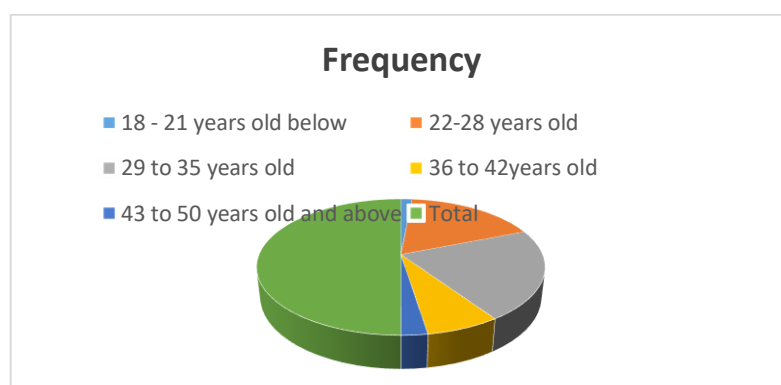


Table 1.1 shows that the majority of respondents (78%) are between 22 and 35 years old, with 43% in the 29-35 age group and 35% in the 22-28 group. This indicates that younger adults are the primary consumers of local food delicacies in Biliran. Therefore, food establishments and tourism initiatives should focus on appealing to this age group by emphasizing authenticity and cultural experiences to attract this large consumer base.

Table 1.2 Distribution of Respondents according to sex

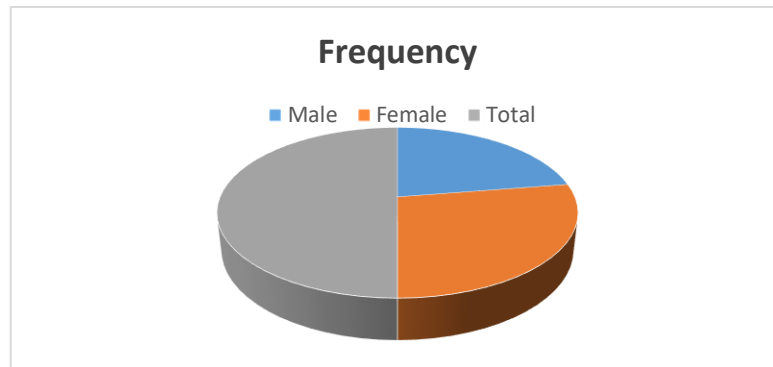


Table 1.2 shows that the distribution of respondents is fairly balanced, with 45% male and 55% female. This indicates that both genders are equally interested in local food delicacies in Biliran, suggesting that food establishments and marketing strategies should cater to both male and female consumers equally, ensuring that their offerings appeal to all demographic groups.

Table 1.3 Distribution of Respondents according to civil status

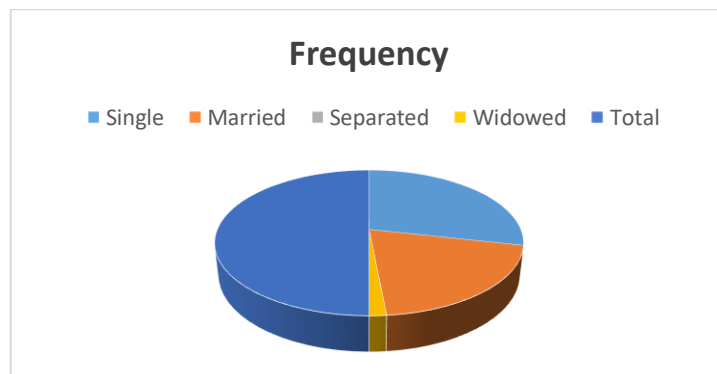


Table 1.3 indicates that the majority of respondents are single (57%), followed by married individuals (40%). A small percentage of respondents are widowed (3%), and no respondents reported being separated. This distribution suggests that food preferences in Biliran are predominantly shaped by younger, single individuals, and food establishments may want to target this group more effectively while still considering the needs of married and older consumers.

Table 1.4 Distribution of Respondents according to civil status

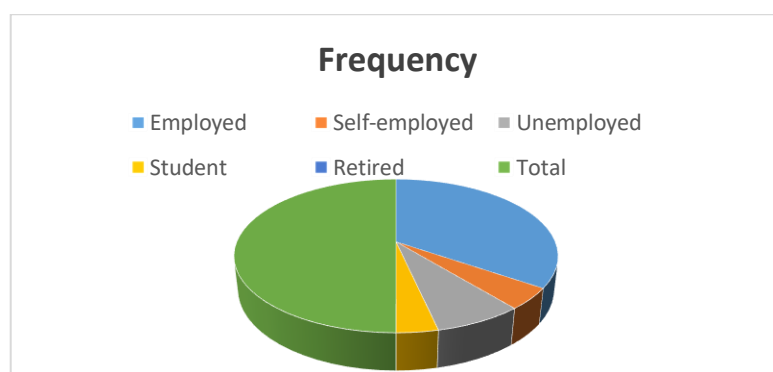


Table 1.4 shows that the majority of respondents are employed (69%), followed by those who are self-employed (9%) and unemployed (15%). A smaller proportion of respondents are students (7%), with no respondents reporting being retired. This suggests that a large portion of consumers in Biliran are working individuals, and food establishments may want to focus on catering to the needs of employed and self-employed consumers, perhaps by offering convenient dining options or lunch specials to attract this group.

Table 1.5 Distribution of Respondents according to monthly income

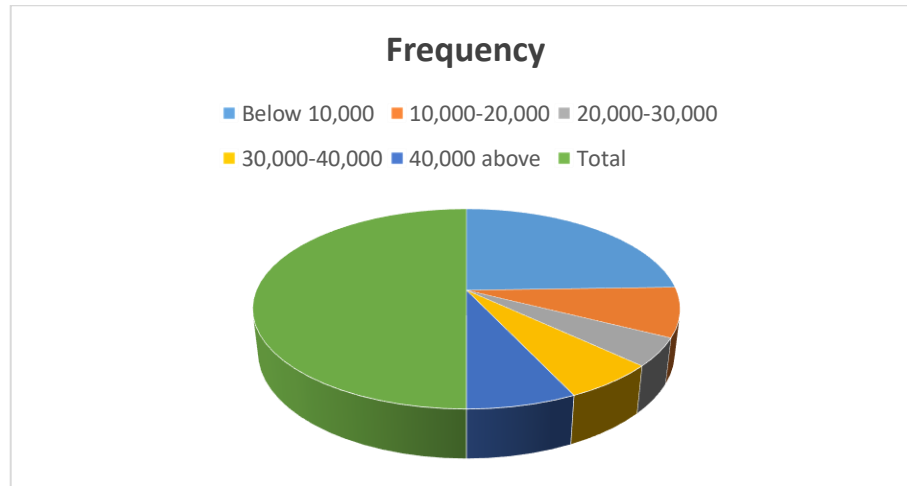


Table 1.5 shows that nearly half of the respondents (49%) have a monthly income below 10,000, followed by 16% earning between 10,000 and 20,000, and 14% earning above 40,000. A smaller portion of respondents fall into the 20,000-30,000 and 30,000-40,000 income brackets. This indicates that a significant portion of consumers in Biliran may have a lower income, suggesting that food establishments should consider offering affordable options to cater to this group while also providing higher-end choices for those with higher incomes.

Table 1.6 Distribution of Respondents according to educational attainment

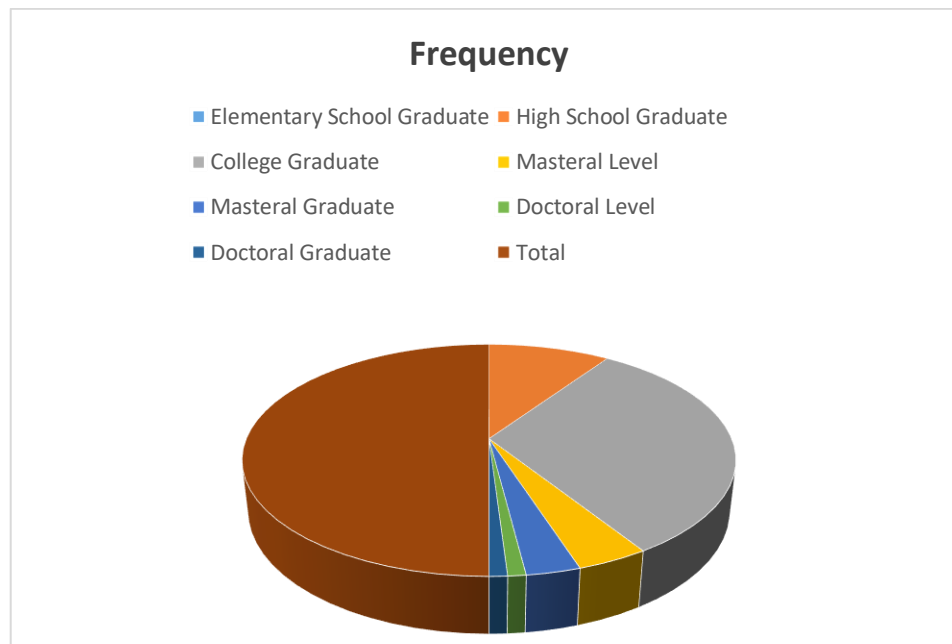


Table 1.6 reveals that the majority of respondents (63%) are college graduates, followed by 19% who are high school graduates. A smaller portion of the respondents have reached master's level (8%) and doctoral level (2%). The findings suggest that the population in the sample has a relatively high level of education, which could influence consumer preferences and their awareness of the cultural significance and nutritional aspects of local food delicacies. Food establishments may consider this when designing marketing strategies and offering information on the cultural or health-related value of their dishes.

Table 1.7 Distribution of Respondents according to Municipalities

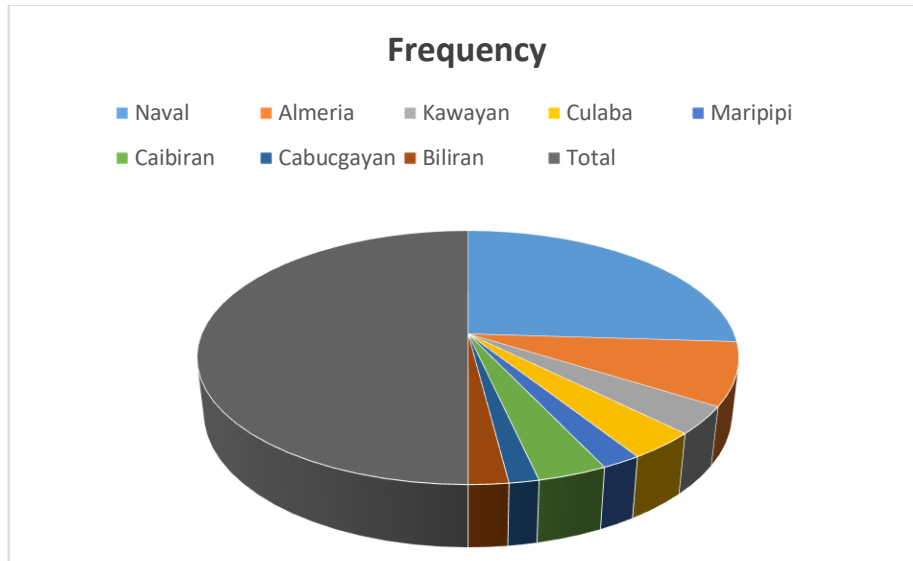


Table 1.7 shows the distribution of respondents according to their municipalities, with the highest percentage (52%) residing in Naval, followed by smaller portions from Almeria (16%) and other municipalities like Kawayan, Culaba, and Caibiran (7% each). The findings indicate that the majority of the respondents come from Naval, which is likely to be the most populous or urbanized municipality in the province. This concentration could affect consumer preferences for local delicacies, with Naval possibly having greater exposure to various food options and tourism activities related to Biliran’s culinary offerings.

Table 1.8 Distribution of Respondents according to Frequency of Consumption of Local Food Delicacies

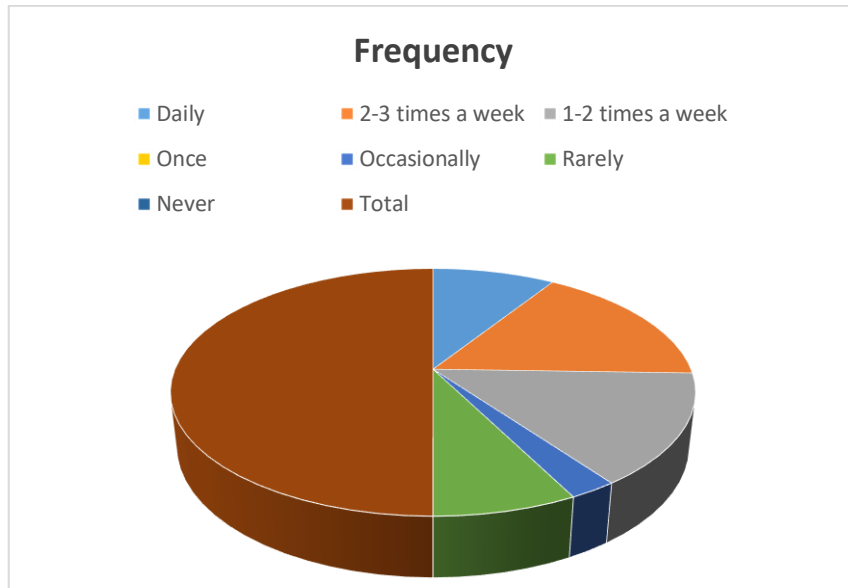


Table 1.8 illustrates the distribution of respondents based on the frequency of consumption of local food delicacies. The majority of respondents consume these delicacies 2-3 times a week (33%) and 1-2 times a week (29%). A smaller percentage consumes them daily (18%), occasionally (5%), or rarely (15%). Interestingly, no respondents reported consuming local delicacies only once or never. This suggests that local food delicacies are a regular part of the respondents' diets, highlighting their significance in the daily or weekly routine of the community, which could reflect the deep cultural attachment to these foods.

### Consumer preferences of local food delicacies

This part shows the results of the Consumer preferences of local food delicacies explicitly in taste, texture, appearance, aroma, cultural significance; health and nutrition; and price as reflected in Table 2 below.

Table 2. Consumer Preferences for Local Food Delicacies

Indicator	Mean	Description	Interpretation
<b>I. Taste</b>			
1. I find the taste of Biliran delicacies to be pleasant and enjoyable.	4.69	Strongly Agree	Very strong positive preference
2. The flavor combinations of Biliran delicacies are appealing to me.	4.77	Strongly Agree	Very strong positive preference
3. The spiciness level of Biliran delicacies is generally appropriate for my preference.	4.73	Strongly Agree	Very strong positive preference
4. I appreciate the authenticity of the flavors used in Biliran delicacies.	4.74	Strongly Agree	Very strong positive preference
5. I find the sweetness level of Biliran delicacies to be just right.	4.83	Strongly Agree	Very strong positive preference
<b>II. Texture</b>			
6. I enjoy the crispiness of Biliran delicacies when appropriate.	4.85	Strongly Agree	Very strong positive preference
7. I appreciate the smoothness of Biliran delicacies when appropriate.	4.77	Strongly Agree	Very strong positive preference
8. The chewiness of Biliran delicacies is pleasing to me.	4.83	Strongly Agree	Very strong positive preference
9. I enjoy the softness of Biliran delicacies when appropriate.	4.71	Strongly Agree	Very strong positive preference
10. The overall texture of Biliran delicacies is appealing to me.	4.69	Strongly Agree	Very strong positive preference
<b>III. Appearance</b>			
11. The visual presentation of Biliran delicacies is appealing to me.	4.81	Strongly Agree	Very strong positive preference
12. Biliran delicacies are aesthetically pleasing to look at.	4.64	Strongly Agree	Very strong positive preference
13. The colors and arrangement of the dishes are visually attractive.	4.48	Strongly Agree	Very strong positive preference
14. The plating of Biliran delicacies is well-done.	4.70	Strongly Agree	Very strong positive preference
15. I find the presentation of Biliran delicacies to be inviting.	4.95	Strongly Agree	Very strong positive preference
<b>IV. Aroma</b>			
16. I find the aroma of Biliran delicacies to be pleasant and appetizing.	4.79	Strongly Agree	Very strong positive preference
17. The aromas of Biliran delicacies enhance the overall dining experience.	4.67	Strongly Agree	Very strong positive preference
18. The aromas of Biliran delicacies are inviting and enticing.	4.70	Strongly Agree	Very strong positive preference
19. I enjoy the distinct aromas associated with specific Biliran delicacies.	4.81	Strongly Agree	Very strong positive preference
20. The aromas of Biliran delicacies are appealing to my senses.	4.46	Strongly Agree	Very strong positive preference
<b>V. Cultural significance</b>			
21. I believe that Biliran delicacies are an important part of the local culture.	4.61	Strongly Agree	Very strong positive preference
22. I am interested in learning more about the cultural significance of Biliran delicacies.	4.29	Agree	General positive preference

23. I appreciate the traditional methods used in preparing Biliran delicacies.	4.46	Strongly Agree	Very strong positive preference
24. I believe it is important to support the preservation of Biliran delicacies.	4.53	Strongly Agree	Very strong positive preference
25. I am willing to pay a premium for Biliran delicacies due to their cultural significance.	4.81	Strongly Agree	Very strong positive preference
<b>VI. Health and Nutrition</b>			
26. I believe that Biliran delicacies are generally healthy and nutritious.	4.21	Agree	General positive preference
27. I appreciate the use of fresh, local ingredients in Biliran delicacies.	4.33	Strongly Agree	Very strong positive preference
28. I believe that Biliran delicacies are good for my overall well-being.	4.63	Strongly Agree	Very strong positive preference
29. I consider the health benefits of Biliran delicacies when making food choices.	4.46	Strongly Agree	Very strong positive preference
30. I believe that Biliran delicacies are a healthy alternative to other food options.	4.89	Strongly Agree	Very strong positive preference
<b>VII. Price</b>			
31. I believe that the prices of Biliran delicacies are reasonable.	4.37	Strongly Agree	Very strong positive preference
32. I am willing to pay a fair price for high-quality Biliran delicacies.	4.79	Strongly Agree	Very strong positive preference
33. I feel that the price of Biliran delicacies reflects their quality and value.	4.70	Strongly Agree	Very strong positive preference
34. The prices of Biliran delicacies are affordable for most people.	4.71	Strongly Agree	Very strong positive preference
35. I am satisfied with the value for money that I receive when I consume Biliran delicacies.	4.83	Strongly Agree	Very strong positive preference
<b>Mean</b>	<b>4.66</b>	<b>Strongly Agree</b>	<b>Very strong positive preference</b>

*As to the taste.* Consumers strongly agree that the taste of Biliran delicacies is very pleasant, enjoyable, and generally well-balanced. Preferences for flavor combinations, spiciness, sweetness, and authenticity all fall within the "Strongly Agree" range. This revealed that the taste experience is a significant driving factor for the positive reception of these foods. The highest score in this section is for sweetness (4.83), showing that consumers find the sweetness level of the delicacies to be perfectly balanced.

*Texture* is another area where consumers express a very strong positive preference. Most respondents enjoy the various textures in Biliran delicacies, including crispiness, smoothness, chewiness, softness, and overall texture. The highest score for texture is for crispiness (4.85), indicating that consumers appreciate the crunchiness when appropriate. This reinforces the idea that texture plays a key role in the overall satisfaction with these foods.

The *appearance* of Biliran delicacies is also highly valued. Consumers strongly agree that the visual presentation, aesthetics, and plating of these foods are appealing. The highest score in this section is for the general presentation being inviting (4.95), showing that people not only appreciate the looks but also feel drawn to the food due to its visual appeal. However, the lowest score is for the colors and arrangement of the dishes (4.48), though it still falls within the "Strongly Agree" range, suggesting it could be an area for improvement.

The *Aromas* are an essential factor in the dining experience, and consumers strongly agree that the aroma of Biliran delicacies is pleasant, appetizing, and inviting. The highest score is for distinct aromas associated with specific delicacies (4.81), pointing to the unique appeal of these foods. The lowest score here is for the general appeal of the aromas (4.46), which suggests there may be occasional variations in aroma preferences.

For the *Cultural Significance* the consumers view Biliran delicacies as an important part of the local culture, with many appreciating the traditional methods used in preparation. The highest score in this section is for willingness to pay a premium for these foods due to their cultural significance (4.81). This indicates a strong sense of cultural pride and an understanding of the value these foods bring to the local community. The only area with a slightly lower score is the desire to learn more about the cultural significance (4.29), which still indicates a positive attitude but shows a slightly lower level of interest.

*Health and nutrition* are important factors in food choices, and most consumers believe that Biliran delicacies are healthy and nutritious. The highest score here is for the perception of Biliran delicacies being a healthy alternative to other food options (4.89), which suggests that health-conscious consumers favor these local foods. However, the lowest score is for the general healthiness of the delicacies (4.21), which indicates a relatively moderate but still positive view on their health benefits.

*Price* is another aspect that consumers strongly agree with. Most respondents feel that the prices of Biliran delicacies are reasonable and reflect their quality and value. The highest score here is for the willingness to pay a fair price for high-quality delicacies (4.79), which suggests that consumers value quality and are willing to invest in these foods. The lowest score in this section (4.37) relates to the perceived reasonableness of prices, which could be interpreted as some consumers perceiving the prices as slightly high compared to their expectations, but still agreeing that the value is justified.

The total positive consumer reception of Biliran delicacies, as reflected by the "Strongly Agree" ratings across all categories, highlights the importance of sensory appeal, including taste, texture, and appearance, in food choices. The strong cultural and health significance attached to these delicacies presents an opportunity for businesses to emphasize their heritage and nutritional value in marketing efforts.

However, there is room to improve consumer interest in learning more about the cultural aspects, suggesting a need for educational initiatives such as food tours or online content. In addition, while prices are generally seen as reflective of quality, addressing concerns about affordability through tiered pricing or promotions could broaden accessibility. In the end, ensuring consistency in texture and aroma across products will help maintain high consumer satisfaction and reinforce the overall positive perception of these delicacies.

## Consumer delight of residents

Table 3. Consumer Delight

Indicators	Mean	Description	Interpretation
1. The availability of local food delicacies in my community meets my expectations.	4.84	Strongly Agree	Excellent
2. Local food delicacies in my area are of high quality.	4.80	Strongly Agree	Excellent
3. I enjoy trying new local food delicacies in my community.	4.65	Strongly Agree	Excellent
4. Local food delicacies are reasonably priced in my area.	4.73	Strongly Agree	Excellent
5. The variety of local food options available to residents is satisfactory.	4.81	Strongly Agree	Excellent
6. I feel that local food delicacies reflect the cultural identity of my community.	4.86	Strongly Agree	Excellent
7. I am satisfied with the freshness of local ingredients used in food preparations.	4.81	Strongly Agree	Excellent
8. Local restaurants and food stalls provide a good representation of traditional food.	4.74	Strongly Agree	Excellent
9. The portion sizes of local food delicacies are appropriate for the price.	4.74	Strongly Agree	Excellent
10. The taste of local food delicacies in my area is consistently good.	4.70	Strongly Agree	Excellent
11. I believe local food delicacies contribute to the overall appeal of my community.	4.76	Strongly Agree	Excellent

12. Local food delicacies are easily accessible to residents.	4.63	Strongly Agree	Excellent
13. I regularly recommend local food delicacies to visitors and tourists.	4.66	Strongly Agree	Excellent
14. The preparation and presentation of local food delicacies meet high standards.	4.70	Strongly Agree	Excellent
15. Local food delicacies are an important factor in my overall satisfaction with the community.	4.83	Strongly Agree	Excellent
<b>Total</b>	<b>4.75</b>	<b>Strongly Agree</b>	<b>Excellent</b>

The table above reveals that consumer delight regarding local food delicacies in the community is exceptionally high, with all indicators receiving strong agreement ratings, ranging from 4.63 to 4.86, signifying excellent satisfaction. Residents are particularly pleased with the availability, quality, variety, and cultural relevance of local foods, as well as the freshness and taste of the ingredients. The strong sense of community identity tied to local food and the willingness to recommend it to others further highlights the integral role of food in enhancing overall satisfaction. These findings align with existing literature, which emphasizes the importance of food quality, cultural significance, and accessibility in fostering consumer satisfaction and loyalty (Goh, 2018; Cohen & Avieli, 2004). An implication of these results is that local food businesses and policymakers should prioritize maintaining the high standards of local food offerings to sustain and potentially expand both resident satisfaction and tourism, thereby promoting community development.

### Significant relationship of the variables

The table below shows the significant relationship of the variables as reflected in the table below.

Table 4. Consumer Preferences and Delight Statistics

	Mean	Std. Deviation	N
Consumers Preference	163.2000	5.60303	100
Consumers Delight	71.2600	2.65002	100

The table presents the statistical data for consumer preferences and delight. The mean score for consumer preferences is 163.20, with a standard deviation of 5.60, indicating that there is a relatively low variation in consumer preferences among the respondents. On the other hand, the mean score for consumer delight is 71.26, with a standard deviation of 2.65, suggesting that the level of consumer delight is generally high and consistently perceived across the sample. The total sample size for both variables is 100 respondents. This revealed that, on average, consumers in the study have strong preferences for Biliran delicacies, and their level of delight with these foods is similarly high. The low standard deviations indicate that both consumer preferences and delight were consistently rated among the respondents. This implied that businesses serving Biliran delicacies should focus on maintaining the high quality and satisfaction levels that consumers expect, as these factors are consistently valued across the sample.

Table 5. Correlation Between Consumers Preference and Consumers Delight

		Consumers Preference	Consumers Delight
Consumers Preference	Pearson Correlation	1	.525
	Sig. (2-tailed)		.000
	N	100	100
Consumers Delight	Pearson Correlation	.525	1
	Sig. (2-tailed)	.000	100
	N	100	

\*\* Correlation is significant at the 0.01 level (2-tailed)

The table shows the correlation between consumer preferences and consumer delight. The Pearson correlation coefficient of 0.525 indicates a moderate positive relationship between the two variables. The significance

value ( $p = 0.000$ ) suggests that this correlation is statistically significant at the 0.01 level. This revealed that as consumer preferences for Biliran delicacies increase, their level of delight also tends to increase, suggesting that preferences play a key role in overall satisfaction. This implied that businesses offering Biliran delicacies should focus on enhancing consumer preferences, as they are positively correlated with greater consumer delight. Strengthening the factors that influence preferences, such as food quality and cultural significance, can lead to higher levels of customer satisfaction.

## CONCLUSIONS, AND RECOMMENDATIONS

### Conclusion

Based on the findings of the study, the following conclusions are drawn:

The respondents of the study are mainly young, educated, and employed, with a significant number in the 29-35 age group, mostly single, and college graduates, indicating that the target demographic for local delicacies in Biliran Province is a younger, educated, and financially active population. Consumer preferences for these delicacies are strongly influenced by taste, texture, appearance, cultural significance, and price, with taste being the most important factor. Consumers also experience high levels of delight when exposed to the cultural narratives behind the food, with service quality and perceived value enhancing their satisfaction. A moderate positive correlation was found between consumer preferences and delight, suggesting that as preferences increase, so does delight. In conclusion, businesses in Biliran should focus on enhancing the authenticity and cultural value of their food offerings, ensuring high service standards, and providing good value to maximize consumer satisfaction.

### Recommendation

Based on the study's findings, the following recommendations are made:

1. Food establishments and local businesses should focus on preserving and promoting the cultural significance of Biliran's food offerings.
2. Efforts should be made to ensure the use of locally sourced, fresh ingredients and traditional cooking methods to maintain the authenticity and uniqueness of the dishes.
3. Enhance the service experience by ensuring friendly staff, efficient service, and a clean, pleasant dining environment.
4. Marketing and educational initiatives should be used to promote the cultural stories behind local delicacies, helping to deepen consumer appreciation.
5. Leverage the province's culinary heritage to support and grow food tourism, attracting more visitors while highlighting the importance of local food traditions.

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