

# CULTURAL AWARENESS, MOTIVATION AND SATISFACTION OF PUTO LATIK FESTIVAL TO BINAN CITY RESIDENTS, LAGUNA

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**Abstract.** The Puto Latik Festival in Binan City, Laguna, which is a contemporary commemoration of the traditional feast of San Isidro Labrador, the Patron Saint of Farmers, is one of the city's cultural highlights. While "Latik" refers to the traditional dance "Maglalatik", which originated in the city, "Puto" refers to the well-known Puto Biñan. To honor the "Magpuputo" of Biñan's contributions to the pride and identity of the city, this study investigates the Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival to the Residents of Biñan City, Laguna. Analyzing 381 responses in total with 127 responses each barangay from the immediate residents of three barangays, namely, Barangay Canlalay, Barangay, Poblacion and Barangay San Joseph where the festival was held. This study investigated how Cultural Awareness, Motivation, and Satisfaction affect one another using information gathered from locals that attend the Puto Latik festival. The structural analysis reveals that there is significant and no significant difference in the respondents' assessment of the festival satisfaction, motivation and cultural awareness depending on the respondent's demographic profile. When grouped by gender and educational attainment, the null hypothesis of no significant is not rejected however, when grouped by age there is a significant difference in festival motivation and by location the three factors have a significant difference. The results showed that community benefits and cultural and educational advantages are good predictors of residents' subjective measures of motivation, satisfaction and cultural awareness.

**Keywords:** *Puto Latik, Barangay, Maglalatik, festival*

## Introduction

According to Zhang et al. (2021), festivals are a way of recognizing a culture's uniqueness by celebrating a specific kind of tradition and promoting local values. People's interactions lead to the formation of relationships between them and the event, and so to the categorization of meanings to that experience. Festivals provide social and cultural benefits in this way. Cultural background and the local environment have a significant impact on tourist experiences. Local communities can benefit from festivals by strengthening their sense of identity while also conserving traditional customs. It offers both locals and tourists recreational activities and possibilities through developing local pride and community spirit in culture, as well as marketing the community's image. It has been linked to various festival satisfaction, festival motivation and cultural awareness. One of the city's cultural properties is the Puto Latik Festival in Binan City, Laguna, which is a modern celebration of the traditional feast of San Isidro Labrador, the Patron Saint of farmers. "Puto" refers to the world-famous Puto Biñan, On the other hand, "Latik" refers to the traditional dance "Maglalatik," which originally came to the city. It is to recognize the contributions of Biñan's "Magpuputo" to the city's pride and identity. The involvement of communities in festivals is becoming more and more prevalent, leading to various benefits for the community. As a result of an event, some

groups look forward to getting resources, while others look forward to receiving recognition from the rest of society for their cultural contributions (Zhang et al., 2021).

Biñan City Rep. Marlyn Alonte-Naguiat, then-mayor, founded the nine-day celebration in 2011 to commemorate Biñan's cityhood and foundation anniversary in February. On May 15, the traditional day for the Maglalatik dance, Vice Mayor Gel Alonte and the Sangguniang Panglungsod formalized the event. Pageants, street dances, cultural exhibitions, floats, and costume parades are just a few examples. However, due to the current issues that the entire world is facing as a result of the pandemic, the Puto Latik festival has been hosted online every year since 2019 due to the LGU's strict implementation of safety standards (Dedicatoria, 2019). The City of Biñan is the newest component city in the Philippines province of Laguna (Standard, 2017). The City of Life Biñan City is noted for "catering to all your life's needs" as the South's commerce and trade metropolis. It is known for "Puto Binan," a rice flour pancake with cheese or butter on top. Residents claim that Barangay San Vicente has the best Puto Binan makers. The Puto Latik Festival has grown into a socially and culturally significant event that encourages Biñanenses to retain their cultural history and unite as a strong, united society. The researchers will conduct the survey in Brgy. Poblacion, where the Puto Latik festival is annually held and the Binan Plaza are located. These are some of the competitions and activities that the locals do every May 15 to 23: Ms. Gay Queen Biñan 2022; the 4th City of Life Awards in 2022 for outstanding companies and barangays in the city of Biñan; the 6th Biñan Cultural Summit in partnership with the National Commission for culture and the arts; Mr. & Ms. Biñan, Puto Biñan Cook Off Challenge; Puto Latik Battle of the Bands; and Biñan Flair Challenge; and many more. However, activities during the event may be different from year to year based on the theme of the festival. And because of that, the researchers will conduct a survey here on the residents of Brgy. Poblacion, Brgy. Canlalay and Brgy. San Joseph.

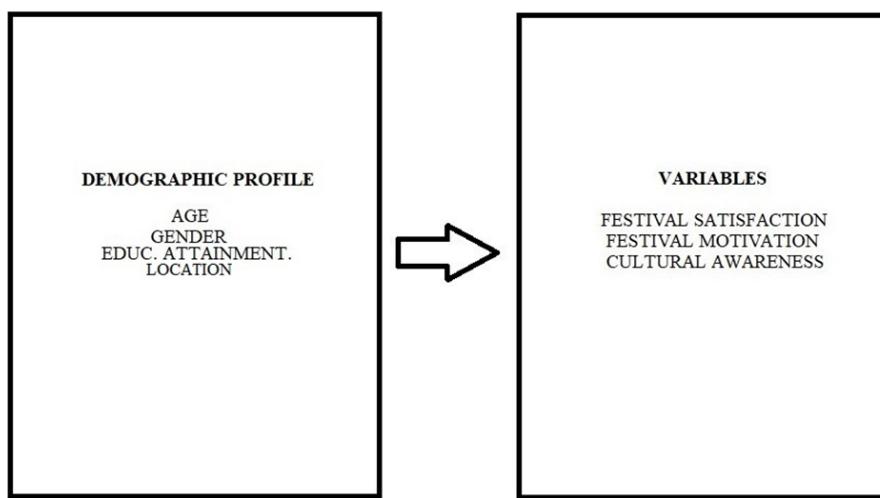
The researchers sought to determine the Cultural Awareness, Motivation and Satisfaction of Puto Latik festival to the residents of Biñan City, Laguna. This study has two (2) objectives. The first objective is to determine the resident's Cultural Awareness, Motivation and Satisfaction for the Puto Latik Festival in Biñan City, Laguna. The second one is to look into whether the said variables positively affect the city, demonstrating the ability of visitors to return and influence others in the future. Specifically, the researchers, aim to answer the following: (1) respondent deographic profile include ages, gender, educational attainment, location; (2) respondents assess of Puto Latik Festival which include festival satisfaction, festival motivation and cultural awareness; and (3) significant difference in the respondent's assessment on the Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival when grouped according to profile. The objective of this research is to find out the Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival to the residents of Biñan City, Laguna. The questionnaire that will be given to the respondents contains valuable information whether the objective has an impact on Biñan City, Laguna or not. Moreover, the following will benefit from the study's findings: (1) Locals of Binan City, Laguna. The proposed study may be beneficial to them as this will help them gain more knowledge about Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival to the residents of Biñan City, Laguna and how they can turn it into an opportunity whether a job or cultural pride; (2) Local Government Units or LGU. The proposed study may be beneficial to them as the knowledge gained about our study will help them improve existing strategies and make new strategies on how they can make

their City be well-known for the Puto Latik Festival. It will also help them guide future actions; (3) Non-Government Organization or NGO. The proposed study may be beneficial to them as they will have an insight on how they can help the people of Binan City, Laguna promote their city through patronizing the Puto Latik Festival; as well as (4) Future Researchers. The proposed study may be beneficial to them as their reference materials or guide to other similar studies. Hence, it may provide additional knowledge and information about the Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival to the residents of Biñan City, Laguna.

The general intent of this study is to determine the Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival to the residents of Biñan City, Laguna. This research will be conducted to measure residents and tourists' perceptions of the festival by asking the respondents about festival satisfaction, festival motivation, and cultural awareness of the festival. Other factors that are outside on the said topic were not included and it will not be discussed in this study. The study mainly identified the different variables on Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival to the residents of Biñan City, Laguna. The researchers will gather respondents from the immediate Barangay where the festival is usually held that will be asked to answer the survey-questionnaire for more in-depth information on the subject in the City of Binan, Laguna and the respondents will only be limited to 20 years old and above. The researchers will gather all the data regarding this study and analyze if there is an effect or not. This study is guided using a survey questionnaire to determine if there is an effect on the City of Binan, Laguna. Furthermore, the study only focused on the awareness, motivation and satisfaction of the residents regarding the Puto Latik festival. Residents that are outside Binan City, Laguna were not included in this research.

### ***Theoretical framework***

Festival Satisfaction has long been used as a criterion for assessing the quality of tourism products and services. Satisfaction measurement of visitors is defined as "an evaluation of the quality of destination performance, where visitors are satisfied not only with what they experience; namely, how they were treated and served at a destination, but also how they felt during the service encounter" (Yilmaz, 2020). This study evaluates festival visitors' overall satisfaction based on their festival experiences. Festival Motivation is "A motive internal factor that arouses, directs, and integrates a person's behavior". The reasons why people attend festivals are known as festival motivations (Yilmaz, 2020). Cultural awareness is essential for people to have a healthy sense of self-identity and self-esteem. It demonstrates how cultural awareness aids in the development of a healthy self-image. Through cultural celebration and understanding, people can form a diverse social network through developing a strong sense of belonging and acceptance (SHD, 2018). *Figure 1* shows the relationship between the Puto Latik Festival and how these factors affect the locals who participate in and attend the said festival. To be able to put all the inputs into action, the researchers will be analyzing and evaluating the data through survey questionnaires to know the Cultural Awareness, Motivation and Satisfaction of Puto latik festival to the residents of Biñan City, Laguna.



**Figure 1.** The research framework.

According to Sharpley and Stone (2014) Events have an impact on people and communities. These effects might be either good and beneficial or negative and harmful. The general challenge of attributing the nature of social and cultural repercussions of events to their individual and varied origins is addressed in this chapter. Social and cultural impact define as a self-evident that they can be analyzed on two levels or dimensions. When it comes to the social implications of events, the more immediate and concrete consequences on residents, participants, and those who are directly touched by an event can be conceived of in a basic yet comprehensive viewpoint. The hosting of events has several immediate, observable, and predictable social effects that come from interactions between locals and tourists (in the tourism context, host-guest interactions), event related activities and developments, and the amount of local participation in the event. These effects are similar to those linked with the growth of tourism in general, such as the concrete effects of traffic, crime, and antisocial behavior, as well as wider shifts like cultural commoditization and so on. Events are frequently judged against their economic consequences, which might be restricted implicitly. Residents' opinions of the festivals' impacts are influenced by cultural elements of the two countries. A six-factorial substructure that depicts two key (positive and negative) characteristics of large-scale festivals and implies that local perspectives of festival impacts on communities are influenced by national culture. (Pavluković et al., 2017).

According to Düşmezkalender et al. (2019), one of the Festival's social consequences is socioeconomic, and citizens' willingness to return to the festival increases as a result of the perceived good socioeconomic impacts. The most significant aspect in describing directed behavior is the dimension of behavioral desire and intention. The number of festivals and special events has grown around the world as a result of their social, cultural, and economic, on the destination and the hosting town. According to Local residents' assessments of the festivals economic, cultural, environmental, and pride benefits had a bigger positive significant effect on their level of pleasure than image, entertainment, and social impacts (Jani and Mwakyusa, 2021). Festival satisfaction is defined in existing research as product/service characteristics that lead to increased customer happiness, which leads to a plethora of positive business consequences. Traditional attribute performance measurement, on the other hand, overlooks the non-

linearity of the relationship between attribute performance and customer delight (Velikova et al., 2017). However, event quality, as promised and given by the festival organizer, has been proven to predict festival experiences in other studies, which in turn has a significant impact on visitor enjoyment and desire to promote the venue. Visitors' attachment to the location and their inclination to suggest the site are both influenced by their satisfaction with the festival experience (Culha, 2020). According to the findings, other independent variables such as gifts, meals, accessibility, and festival employee characteristics have an indirect beneficial impact on tourist enjoyment, but the festival area has a direct positive impact. However, there are a variety of reasons to attend a festival (leisure, business, and cinema), and some of these have a direct impact on satisfaction and loyalty (Báez-Montenegro and Devesa-Fernández, 2017).

According to the study of Oh and Lee (2021), to get a fuller picture of the celebration, it is helpful to know how satisfied tourists are with the liminal experience on the basis of their sense of connection and identification with the host society and their hedonistic impression. But in the other study Locals and visitors alike are drawn to festivals in part because of the food and services offered there, and this attraction has a favorable effect on attendance and repeat visits. Festival motivation is defined as an important dimension of the festival. Unlike most festival visitors, who are motivated largely by interaction, festival goers appear to be primarily attracted by the main festival offering, traditional foods. But according to Vinnicombe and Sou (2017), festivals motivate locals and tourists to attend because of external interaction/socialization, and gregariousness. The general festival motivations of visitors had a favorable effect on their place of attachment and happiness. The visitors' theme-related motivations had a favorable impact on their sense of place and happiness. The influence of location reliance and place identity on their low-effort support behavior was also beneficial. In addition, place identification was a favorable predictor of visitors' high-effort support behavior (Zhang et al., 2021), but in the other study shows that tourists who are motivated to attend performing arts festivals have a tendency to regard the festival as being of high quality and to be satisfied with the service they receive, leading them to return and suggest the event (Amorim et al., 2019). Individuals plan a series of events to meet cultural demands, which are referred to as festivities. Locals and tourists might watch celebrations of festivities with joy and prosperity regardless of geography, religion, or caste. People celebrate holidays to get their families together, to get away from their mundane lives, and to eat good food (BS and Koti, 2017) festivals have a significant impact on their work lives since they help them establish their sense of self, the management of an organization's duty and awareness.

Festivals can assist the community that hosts them on a sociocultural level. Locals may feel a sense of belonging as a result of these celebrations. They can also help tourists and hosts interact culturally, as well as give amusement and enjoyment for residents. Festivals allow members of the community to come together and strive toward a shared goal (Sirianni and Sabbag, 2020). Individual members of the community may feel proud of their efforts and receive a deeper sense of identity as a consequence of accomplishing this aim and organizing a successful community festival. According to the study of Motuzaitė (2019), participants fortify their sense of self by participating in communal activities and commemorating special occasions. It enhances cultural awareness and facilitates the sharing of a shared feeling of communal identity. But according to another study, festivals can be a clever method to enhance cultural awareness and entice tourists to discover the architectural and historical heritage of

towns and regions as well as magnificent natural areas off the main path, particularly for an international audience (Grames and Vitcenda, 2012). Festivals, in their position as performative cultural assets located at locations, offer the possibility of pleasant and unforgettable experiences for visitors. Few have explored the perspective of festival stakeholders on the co-creation of cultural value, which is the consequence of their research on festival visitors' psychologies (Chen et al., 2020).

The festival contributes to the preservation of local culture and customs. Festivals provide people a sense of self-identity, feed Filipino culture, and boost economic benefits via the hard effort and perseverance of the host-community to make their festivals known around the world (Gonzales, 2017). Food is a key aspect of festivals, and it's one of the biggest tourist expenditures. In Philippine Catholic society, festivals/fiestas are occasions for homecoming, social cohesion, elegant creativity, creative competitions, and gastronomic spectacles (Guevarra, 2019). The concept of festival enjoyment as rootedness emphasizes the role of aesthetics, spirituality, and nostalgia in producing good emotions like pride, thankfulness, and dedication among festival attendees. Festival pleasure as duty, on the other hand, emphasizes that participation, development with the festival, and contributing to its success can result in festival participants, who are cheerful, empathic, resilient, and altruistic (Mesana and De Guzman, 2022). Community participation, increased cultural pride, and cultural awareness, communication and new knowledge for the community are all socio-cultural effects of events like festivals. Food-related motivation has a good impact on local food participation and destination, food satisfaction and loyalty. It is also discovered that the local Food engagement is linked to food in a substantial and beneficial way of happiness and attachment to the destination (Lacap, 2019). Food tourism is one of the key aspects of the tourists to attend events, such as festivals. Whether the activities are religious, economic/tourism, or leisure/entertainment in nature, the constituents normally attend the majority of the festivals; and Residents of the community "highly agree" that the festivals have an impact on the community's socio-cultural features, particularly the constituents' norms and values (Seligmann and Fine-Dare, 2019). The culture of a country has a huge impact on the culture of another country. Festival treasury as a result of studying them, one can gain a better understanding of what they are saying. Regardless of race, color, or faith, people's culture is profoundly ingrained in society's fabric. Festivals can be one of the most prominent ways for people to exhibit their culture.

Cities have long been centers of celebration and festivity, bringing people together to briefly forget about their monotonous daily lives. Festivals have always served as connecting points between people and locations. According to Finkel and Platt (2020), cultural festivals and cities have a long history that has grown increasingly commercialized and politicized, with a variety of effects for communities, urban areas, and cultural identities. Cultural festivals and cities have a long history that has grown increasingly commercialized and politicized, with a variety of effects for communities, urban areas, and cultural identities. According to Chaney and Martin (2017), the loyalty of festival goers is influenced by managerial and festival-goer ideals. Shared values have an effect on attitudinal loyalty and word-of-mouth, but not on behavioral loyalty, according to the research. However, when there is a high level of shared values, festival-goer commitment fades more slowly over time. According to Bardia and Hazel (2018), hosting socio-cultural events encourages international tourists to visit the event more than once. According to Mair and Weber (2019), many places consider festivals to

be attractions, and they use them as part of their destination marketing strategy. Festival hosting has several distinct advantages, largely economic but also social. According to Scholtz et al. (2018), the event has few positive social implications, and the negative social implications are nearly equal to the positive social implications, which aids in the long-term management of such important occurrences. But according to Li et al. (2019), residents' views on the festivals' social and cultural benefits, as well as their overall satisfaction, affected their support for their development.

## Materials and Methods

According to Bhat (2021), descriptive research focuses on describing the characteristics of the population or subject under inquiry. The "what" of the research topic is given more weight in this methodology than the "why" of the research topic. To collect data, the researchers employed Quantitative and descriptive research design utilizing survey questionnaires as a strategy. Furthermore, the respondents will consist of residents of Binan City, Laguna, to know if there are significant differences to Motivation, Cultural Awareness, and Satisfaction of Puto Latik Festival in Binan City, Laguna. Because a group of individuals were selected from a wider population for measurement, the research design is called a sample in the extent of data included. A sample is a representative sample of a population that allows researchers to extrapolate findings from the research sample to the entire population. The latest population count of Brgy. Canlalay is 24,393, Brgy. Poblacion, 3,434 and Brgy. San Joseph, 6,500. The statistician used the Rao soft computation which led us to 381 in total for our respondents and the number of respondents are equally divided which is 127 respondents per barangay. To gather data, the researchers will use purposive sampling to the immediate residents of the barangays where the festival is usually held specifically; Brgy. Poblacion, Brgy. Canlalay and Brgy. San Joseph under the non-probability sampling method technique to give the data needed to obtain on the research entitled, "Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival to the residents of Binan City, Laguna". It is a non-random technique that does not need theories or a set number of informants. The researchers decided what needs to be known and set out to find people who can and are willing to provide the information of knowledge or experience. The questionnaire will be distributed online through google forms.

The researchers created a structured questionnaire to establish the Motivation, Cultural Awareness, and Satisfaction of Puto Latik Festival to the residents of Biñan City, Laguna and determine if these variables contribute favorably or negatively to the city of Binan. Their responses will be used to compile primary data. After that, the data will be evaluated to gain a general understanding of the residents according to their awareness, motivation, and satisfaction with the Puto Latik Festival. In addition, we discovered that there are few to no studies on this topic after evaluating the RRL we chose for our study. The questionnaire is a self-made questionnaire validated by 2 experts from the Hospitality Management Department. The demographic profile of the respondents is the first component of the questionnaire, which is divided into four sections. The respondents' Festival Satisfaction will be determined in the second section. The respondent's Festival Motivation will be assessed in the third section, and their Cultural Awareness will be determined in the fourth section scale to indicate their agreement or disagreement level using a 4-point likert scale. Based on the statistician,

upon gathering the data the statistical treatment that will be used are Frequency and percentage, Weighted mean, T-test in comparing 2 groups (ex. Gender; male & female) and in comparison, for more than 2 groups ANOVA will be used (ex. Age, educational attainment, and location). Pilot testing was done and participated by 10 respondents who attended the festival. Based on the statistician, there is an excellent internal consistency (as indicated in the interpretation below) in the items of the questionnaire. The reliability analysis resulted in a reliability coefficient or Cronbach's alpha of 0.942. To sum it up, this paper is purely non-output based and will be coming up with only recommendations regarding the Cultural Awareness, Motivation and Satisfaction of Puto Latik Festival in Biñan City, Laguna.

## Results and Discussion

In computing the primary data, the statistical treatment that used are Frequency and percentage, Weighted mean, T-test in comparing 2 groups (ex. Gender; male & female) and in comparison, for more than 2 groups ANOVA was used (ex. Age, educational attainment, and location). The frequency calculation based on the respondent's demographic profile is displayed in the *Table 1*. ANOVA was used to determine percentage frequencies for age, educational attainment, and location. The T-test was used to determine percentage frequencies for gender. Based on the interpretation, it can be seen that the verbal interpretation of the mean for the three variables-satisfaction, motivation, and cultural awareness-is very high. The mean was calculated as 1.367 for satisfaction, 1.369 for motivation overall, and 1.34 for cultural awareness, indicating that the majority of respondents strongly agreed with the majority of the questionnaire's specifications (*Table 2*).

**Table 1. Demographic profile.**

Category	Frequency (N=381)	Percentage (%=100)
Age		
20-25	121	31.759
26-30	164	43.045
31-35	0	0
36-40	45	11.811
41-45	37	9.711
>46	14	3.675
Gender		
Male	202	53.018
Female	179	46.982
Education		
Basic education (Primary high school)	22	5.774
Senior high school	45	11.811
Higher education (College graduate)	195	51.181
Master degree	62	16.273
Undergraduate	40	10.499
Postgraduate	17	4.462
Location		
Brgy. Canlalay	127	33.333
Brgy. Poblacion	127	33.333
Brgy. San Joseph	127	33.333

**Table 2. Accessibility to Puto Latik Festival.**

Category		Mean	Total	Interpretation
Festival satisfaction	1. The activities of the festival are well organized.	1.522	1.367	Agree
	2. Realizes that festival activities are quiet inspiring.	1.276		Strongly agree
	3. Makes me want to know more about our local culture upon seeing the festival.	1.315		Strongly agree
	4. Exceeds my expectations by the overall quality of the festival.	1.352		Strongly agree
	5. Entertains me through the various programs of the Puto Latik Festival.	1.354		Strongly agree
	6. The quality of entertainment in the festival are really satisfying.	1.381		Strongly agree
Festival motivation	1. Attending the festival because the organizers are informing the locals about the activities & programs prior the event.	1.42	1.369	Strongly agree
	2. Suits the entire activities for my family.	1.365		Strongly agree
	3. Enjoys the activities for my family.	1.365		Strongly agree
	4. Realizes that attending Puto Latik Festival makes me more creative.	1.336		Strongly agree
	5. Allows me to spend quality time with my family and friends while also experiencing a sense of belongingness.	1.394		Strongly agree
	6. provides a unique experience for me.	1.360		Strongly agree
Cultural awareness	1. Learns that a person's way of expressing themselves reflects their culture.	1.375	1.340	Strongly agree
	2. Helps me realize that there is still a lot to know about Binan City's admirable culture.	1.299		Strongly agree
	3. Makes me experience the customs and cultures of Binan City.	1.315		Strongly agree
	4. Changes my perspective about cultural activities.	1.325		Strongly agree
	5. Helps me improve my cultural knowledge about the city.	1.352		Strongly agree
	6. Reflects that Binan city culture can be recognized by the locals very well while attending the festival.	1.373		Strongly agree

There is no significant difference in the respondents' assessment of the Festival satisfaction and cultural awareness when respondents are grouped by age, since the F-values of 0.671, and 1.212 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. Respondents from different age groups have the same assessment of the Festival Satisfaction and Cultural Awareness (*Table 3*). However, there is a significant difference in the respondents' assessment of the festival motivation when respondents are grouped by age since the F-value of 2.602 has a p-value less than 0.05. The null hypothesis of no significant difference is rejected. It is observed that respondents from the youngest group of 20-25 have the lowest assessment of Festival Motivation as compared to respondents from the older groups. There is no significant difference in the respondents' assessment of festival satisfaction, festival motivation and cultural awareness when respondents are grouped by gender, since the t-values of 1.001, 0.403 and 0.052 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. Thus, male and female respondents have the same assessment of Festival Satisfaction, Festival Motivation and Cultural Awareness (*Table 4*). There is no significant difference in the respondents' assessment of festival satisfaction, festival motivation and cultural awareness when respondents are grouped by educational attainment, since the F-values of 1.925, 1.759 and 1.748 have p-values greater than 0.05. The null hypothesis of no significant difference is not rejected. Thus, assessment of Festival Satisfaction, Festival Motivation and Cultural Awareness is the same across all educational attainment groups (*Table 5*). However, there is a significant difference in the respondents' assessment of Festival Satisfaction, Festival motivation and Cultural Awareness when respondents are grouped by location, since the F-values of 3.549, 4.756 and 5.961 have p-values less than 0.05. The null hypothesis of no significant difference is rejected. It is observed that respondents from the Brgy. San Jose has the lowest assessment of Festival Satisfaction, Festival motivation and Cultural Awareness as compared to respondents from Brgy. Poblacion and Brgy. Canlalay (*Table 6*).

**Table 3. Grouped by age.**

Factors	Age					f-value	p-value	Interpretation
	20-25	26-30	36-40	41-45	>46			
Festival satisfaction	1.393	1.360	1.333	1.387	1.274	0.671	0.612	Not significant
Festival motivation	1.433	1.371	1.330	1.261	1.214	2.602	0.036	Significant
Cultural awareness	1.380	1.347	1.270	1.288	1.274	1.212	0.305	Not significant

**Table 4. Grouped by gender.**

Factors	Gender		t-value	p-value	Interpretation
	Male	Female			
Festival satisfaction	1.382	1.349	1.001	0.318	Not significant
Festival motivation	1.362	1.377	0.403	0.687	Not significant
Cultural awareness	1.341	1.339	0.052	0.959	Not significant

**Table 5. Grouped by educational.**

Factors	Educational						f-value	p-value	Interpretation
	A	B	C	D	E	F			
Festival satisfaction	1.508	1.311	1.343	1.371	1.417	1.471	1.925	0.089	Not significant
Festival motivation	1.576	1.344	1.350	1.349	1.388	1.422	1.759	0.120	Not significant
Festival awareness	1.523	1.293	1.325	1.320	1.362	1.422	1.748	0.123	Not significant

Notes: A=Basic education (Primary high school); B=Senior high school; C=High education (College graduate); D=Master degree; E=Undergraduate; F=Postgraduate.

**Table 6. Grouped by location.**

Factors	Location			f-value	p-value	Interpretation
	A	B	C			
Festival satisfaction	1.339	1.333	1.428	3.549	0.030	Significant
Festival motivation	1.369	1.301	1.438	4.756	0.009	Significant
Cultural Awareness	1.303	1.291	1.425	5.961	0.003	Significant

Notes: A=Brgy. Canlaly; B=Brgy. Poblacion; C=Brgy. San Joseph.

## Conclusion

The Puto Latik Festival in Binan City, Laguna was the focus of this study's investigation into how local festival participation by locals may affect their cultural awareness, motivation, and satisfaction. This study investigated how Cultural Awareness, Motivation, and Satisfaction affect one another using information gathered from locals that attend the Puto Latik festival. The results showed that community benefits and cultural and educational advantages are good predictors of residents' subjective measures of motivation, satisfaction, and cultural awareness: (1) the town and people of Binan, Laguna ought to keep up their exceptional traditions, practices and festivities, as well as exhibit beneficial traits or characteristics, in order to attract increasing numbers of visitors and travelers of both present and future generations; (2) more efforts should be made to promote the Puto Latik Festival to people of all ages, particularly the elderly and senior citizens, as well as people of different nationalities; (3) information dissemination about Puto Latik Festival should be prioritized in order for tourists and travelers, particularly locals and foreigners, to understand and appreciate it; as well as (4) additional study on the Puto Latik Festival is necessary.

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## Conflict of interest

The authors confirm that there is no conflict of interest involve with any parties in this research study.

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