

BIBLIOGRAPHY

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ABSTRACT

Yogurt is one of the popular commodity being sold in all different market outlets in La Trinidad. Among the local producers of yogurt drinks, there were 10 identified. This study therefore conducted to identify and determine the consumers perceptions on drinking yogurt drinks. One hundred respondents were randomly taken from the yogurt drinkers in La Trinidad, Benguet.

From the gathered data, most of the respondents belonged to age bracket 18-29. On their consumption patterns of yogurt drinks, seventy six percent are consumers and regularly consuming 857 ml per week. Other members of the family are consuming 2120 ml per week. Most (45%) of the consumers drink yogurt at no definite time .

Majority (91%) of the respondents preferred homemade yogurt for the reason that it is always available in sari-sari stores, canteen, yogurt street vendor, and grocery store.

Most of the consumers preferred the strawberry flavor followed by cookies and cream , ube then blueberry . The preferred color was red and the container was plastic bottle followed by plastic cup. They also prefer the chilled yogurt.

Consumers want to drink yogurt because of the benefits they like; it is good for digestion, good/beneficial bacteria, excellent source of protein, boost immune system, lowering cholesterol, prevent osteoporosis, excellent source of lactose, and promote child growth.

The factors influencing consumers to drink yogurt in La Trinidad, Benguet includes the perceived health benefit followed by availability of the product in the market, the effect derived from drinking yogurt and preferred by the family members.



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INTRODUCTION

Rationale

Regarded as the world's first health food, today yogurt continues to be recognized as one of the best. Yogurt is not just a food accompaniment, a dessert or merely a diet food, but researchers are finding evidence that yogurt actually add years to one's life as is found in some countries like South, Central and Western Asia, Central and South Eastern Europe where yogurt and other fermented dairy products are a dietary staple.

In Western cultures, yogurt can enjoy in a variety of ways, most popularly as a cool dish mixed with fruit. Yogurt can be use to make healthy shakes or frozen to eat like ice cream. Moreover, yogurt can use when cooking, in place of milk, sour cream, and even some cheeses. In Middle Eastern cultures, yogurt has frequently served with meat, meat sauces, and vegetables. It can be mix with various other sauces or used as a tangy dollop on top of a meal (Estes, 2009).

While it is a staple in other parts of the world, yogurt drinks are a relatively new phenomenon to American consumers. In 1947, Armenian immigrants Sarkis and Rose Colombosian introduce it to the United States. By the late 20th century yogurt had become a common American food item (Wikipedia, 2009). The national distribution of yogurt drinks in the U.S. effectively began in 1999 with Dannon's Danimals.

Yogurt had begun sweeping in Manila in the year 1990. Nestor Bonoan became the first entrepreneur who ventured in the manufacturing of yogurt drinks and frozen yogurt. He established more than 14 outlets in Metro Manila and entertaining franchise, dealership of yogurts (Bonoan, 2009).

As people become more educated about the benefits of a low fat and Sugar-free diet, the consumption of yogurts increased. Thus, many entrepreneurs entered in manufacturing of different kinds of yogurt based products. Presently, there are more than five local producers of yogurt in the locality of La Trinidad. There are different types of flavor of yogurt drinks produced from which to choose. This includes strawberry, blueberry, cookies and cream, chocolate, pandan, ube, pineapple, mango and other flavorings.

From the consumer's point of view, yogurt is one of the common drinks or food in La Trinidad because of the perceived unique benefits and it is the most healthful of all dairy products.

In this regard, it is valuable to analyze the perception of consumers in La Trinidad, and identify factors that influence people to drink or not to drink it aside from the perceived nutritional benefits. This will also help the local producers of yogurt to improve their marketing strategies in the success of operation and management of the business.

Statement of the Problem

This study aimed to answer the following questions.

1. Who are the local producers of yogurt in La Trinidad, Benguet?
2. What are the consumption patterns of consumers of yogurt drinks?
3. What are the consumers perceptions on drinking yogurt drinks?
4. What are the factors influencing consumers to drink yogurt?

Objective of the Study

The following was the objectives of the study:

1. To identify the local producers of yogurt drinks in La Trinidad, Benguet.
2. To determine the consumption patterns of consumers of yogurt drinks.
3. To identify the consumers perceptions on drinking yogurt drinks.
4. To identify the factors the consumers to drink yogurt.

Importance of the Study

Since yogurt drinks is one of the popular product being sold in all different market outlets in the locality of La Trinidad, the results of this study would then provide beneficial information for local yogurt producers on the following:

- a. the group of individuals or consumers who prefer to consume/drinks yogurt drinks.
- b. the perceptions of consumers on drinking yogurt drinks.
- c. the preference of consumers as to the flavor, color and packaging and most especially this could be guide for disposal of yogurt drinks produce.

Furthermore, the study of consumers perceptions provides information in the successful operation and management of business. With this set of information an entrepreneur can determines his target customer and would able to formulate an effective marketing strategy to raise demand for yogurt drinks.

Scope and Delimitation of the Study

This study was limited to the consumers perceptions on drinking yogurt. It only covered in the municipality of La Trinidad, Benguet.

REVIEW OF LITERATURE

Historical Background of Yogurt

Yogurt is a coagulated milk product resulting from the fermentation of lactic acid in milk by *Lactobacillus bulgaricus* and *Streptococcus thermophilus*. Other lactic acid bacteria (LAB) may be used to produce different characteristics of the final product, often bacteria that are normally found in the gut. The finished product must contain live LAB at a sufficient concentration so that the cultures remain active throughout the product's shelf life. In addition, of course, there are flavoring materials, carbohydrates, and other inert constituents (Griffith, 2007).

Yogurt is also called *dadhi* in India, *leben* in Egypt, Iraq, and Lebanon, *tiaourti* in Greece, *madzoon* in Armenia, *yaourt* in Russia and Bulgaria, and *mast* in Iran, is one of the oldest and most popular forms of fermented milk in the world. One of several legends suggests that yogurt was first discovered after goat milk, stored in gourds in the hot climate of Mesopotamia, and naturally formed curd. A brave soul tasted the curdled mass, reported it to be delicious, and survived, thus yogurt-making soon thereafter became an art (Clark and Potka, 2009).

Then there is some folklore and historical evidence that associates the origin of yoghurt in the medieval times with the Great Khan Genghis Khan in the 13th century (Anonymous, 2008). The first account of a European encounter with yoghurt occurs in French clinical history: Francis, 'I suffered from a severe diarrhea which no French doctor could cure'. His ally Suleiman the Magnificent sent a doctor, who allegedly cured the patient with yoghurt (Wikipedia, 2009).

Until 1900's, yogurt had been staple in diets in South, Central and Western Asia,

Central and Southeastern Europe, and the Middle East, especially in countries bordering the east Mediterranean coast. While long a staple in other parts of the world, yogurt drinks are a relatively new phenomenon to American consumers. In 1947, Armenian immigrants Sarkis and Rose Colombosian introduced it to the United States. By the late 20th century yogurt had become a common American food item. The national distribution of yogurt drinks in the U.S. effectively began in 1999 with Dannon's Danimals (Wikipedia, 2009).

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Yogurt Consumption Patterns

A study on challenges for increasing milk and yogurt consumption conducted from PENSA Agribusiness Center in Brazil. The example gathered data can be extremely beneficial to entrepreneur wishing challenges and formulate effective marketing strategy to raise the demand of yogurt consumers or just have an insight on yogurt consumption. Yogurt and milk is the second most consumed beverage with 25 %. Considering age, most of the yogurt consumers were between 18 and 29 years old.

Most of them (45%) drink yogurt just once a week and daily just 11%. Yogurt as well as milk consumes mainly during breakfast followed by breaks during afternoon and before sleeping.

As for the yogurt consumption preference, Brazilian drink yogurt mixed with fruit or pure yogurt only.

Nutritional Value and Health Benefits

Yogurt is a very good source of calcium, phosphorus, riboflavin-vitamin B2 and iodine. Recent analysis of the product have also proved it to be a good source of vitamin B12, pantothenic acid-vitaminB5,zinc,potassium,protein and molybdenum (Decker, 2001).

It has health benefits beyond those of milk. People who are moderately lactose-intolerant can enjoy yoghurt without ill effects, because the lactose in the milk precursor is converting to lactic acid by the bacterial culture. They also appear to be helpful in the treatment of gastrointestinal problems including ulcers, inflammatory bowel disease, irritable bowel syndrome, flatulence and non-specific stomach aches (Decker, 2001).

Yogurt had b noted to prevent urinary tract infections and yeast infections in the mouth and diaper area. It have been also noted to help neutralize certain toxins like aflatoxins found in peanut butter (Decker, 2001).

Yogurt that contains live bacterial cultures may help you to live longer, and may fortify your immune system. Research studies have shown that increased yogurt consumption, particularly in the elderly, may enhance the immune response, which would in turn increase resistance to immune-related diseases (Decker, 2001).

A study published in the international journal obesity also found that daily consumption of 3ounces (100 g) of probiotic yogurt (yogurt containing health-promoting bacteria) significantly improve the cholesterol profile, lowering LDL (bad) cholesterol

while raising HDL (good) cholesterol. Specifically, Significantly Increases Fat Loss, if one is trying to lose weight, especially around the midsection, eating more calcium-rich foods, especially low fat dairy foods such as cow's milk, yogurt and kefir, may really help (Anonymous, 2008).

Furthermore, yogurt believed to promote freshness of breath and a healthy mouth. Consuming just 3.2 ounces (90 grams) of yogurt twice a day not only lowers levels of hydrogen sulfide and other volatile sulfide compounds responsible for bad breath, but may also eliminate tongue-coating bacteria and reduce dental plaque formation, cavities, and risk for gingivitis (Anonymous, 2008).

Types of Yogurts

Yogurt is considered as one of the healthiest foods in the world. However, it is perceived sour. If you take the Chinese characters for yoghurt, it means "sour milk". As cited by Whiting (2009), there are numerous types of yogurt from which to choose. A yogurt that made from the milk of cows, sheep, or goats is called "Greek yogurt". It is called Greek because the original thicker yogurt has made in Greece. It is sweeter than American and European yogurts. Some yogurt that available in soft and hard-serve types is called "Frozen yogurt". According to The Nibble Magazine as cited by Whiting (2009) some frozen yogurts produce are no live, active cultures due heat treated during processing. A type of yogurt also known as "French- or Swiss-style yogurts" others say custard yogurts that have thickened into a pudding or custard form and have added flavorings and fruits had created in order to better market yogurt to the public. Custard yogurts have additives in them that labeled as natural, but this does not mean they are naturally in the yogurt.

Moreover, a type of yogurt that have made in liquid form or beverages. Commonly known as 'Smoothies'; it is almost the consistency of a milkshake. It contains calcium and beneficial bacterial from the live cultures in the yogurt. In addition, it is easily be made at home in a blender or food processor with plain yogurt and the desired fruit.

Finally, a type of yogurt that made from the milk of sheep, goats, or cows known as 'Plain yogurt'. The milk is one of three kinds; 2 percent low-fat milk, whole milk or fat-free milk. Fat and calories in this kind of yogurt depend on what kind of milk is used. There are not any additional flavorings added, so plain yogurt is what original yogurt actually tastes like.

Consumers Perceptions on Drinking Yogurt Drinks

A study on challenges for increasing milk consumption and yogurt consumption in Brazil conducted from PENSA, Agribusiness Center, Brazil for 335 subjects, 92 % of the sample perceived yogurt is healthy , 70% being tasteful and 56% satiating hunger. However only notable disadvantage of yogurt, "it makes you fat", (70% agreed with this sample).

Perception is 'the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. The lowest level at which an individual can perceive a specific stimulus is that person's absolute threshold. The minimal difference that can be perceived between two stimuli is called the differential threshold or just noticeable difference. Consumers above the level of their conscious awareness perceive most stimuli; however, weak stimuli that can be perceived below the level conscious awareness (Schiffman and Kanuk, 2007).

Consumer selections of stimuli from the environment are based on the interaction of their expectation and motives with the stimulus itself. These factors give rise to four important concepts concerning perception: a consumer actively seeks out messages that they find pleasant or with which they are sympathetic, and they actively avoid painful or threatening ones. They also selectively expose themselves to advertisement that reassures them of the wisdom to purchase decisions; this is called a selective exposure (Schiffman and Kanuk, 2007).

Exposure is not enough to significantly influence the individual—at least not based on a single trial (certain advertisements, or commercial exposures such as the “Swoosh” logo, can be based on extensive repetition rather than much conscious attention (Perner, 2008).

In order for stimuli to be consciously processed, attention is needed. Attention means that consumers exercise a great deal of selectivity in terms of the attention they give to commercial stimuli. Consumers also subconsciously screen out stimuli that they find psychologically threatening; this is called a perceptual defense (Perner, 2008).

Furthermore, individuals are constantly bombarded with stimuli during every minute and every hour of everyday, thus consumers protect themselves by simply tuning out—blocking such stimuli from conscious awareness. They do so for self-protection because of the visually overwhelming nature of the world in which we live (Schiffman and Kanuk, 2007).

Factors Influencing the Consumption of Yogurt Drinks

Most people tend to believe that yogurt is fattening. On the contrary, yogurt makes for tasty eating, while it could actually help you lose weight. Yogurt is extremely

rich in calcium, and healthy bacteria's contained in yogurt can help you lose the extra weight. Yogurt contains many additional fat burning compounds, which, although rich, can help as they are good for the body. It prevents fat storage and boosts weight loss (Wilde, 2008).

However, Yogurt simply wouldn't be yogurt without *Lactobacillus bulgaricus* and *Streptococcus thermophilus*. The FDA standard of identity legally requires manufacturers to use at least those two cultures to label their product yogurt (Decker, 2001).

Currently there is significant consumer confusion about which dairy products, both refrigerated and frozen, contain live and active cultures. There also is confusion about levels of live and active cultures in various products. The NYA Seal Program designed to alleviate this confusion. It will enable consumers to clearly identify yogurt products that contain significant amounts of live and active cultures, helping them to differentiate readily these products from other products, which do not contain such cultures (Decker, 2001).

As cited by Kotler (2000), consumer studies how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Understanding consumer behavior and knowing customers are never simple. Customers may say one thing but do another. They may not be in touch with their deeper motivations. They may respond to influences that change their mind at the last minute. Some sources of influences, often we take the impact of culture that it's influence on behavior and is usually taken for granted but they are significant.

Cultural influences have a broad effect on buying behavior because they permit our daily lives .Our culture provides standards and rules about what to eat, as to what suitable dress

to wear in a specific occasions and where we reside and travel. It broadly affects how we buy, use products and influences our satisfaction from them .Social factors influence what the consumers buy; often consumers seek to imitate other whom they admire, and may buy the same brands (Schiffman and Kanuk, 2007).

Subculture often significantly influences the consumer. Subculture can be analyze at different levels .identified based on nationalities, religions, racial groups, and geographic regions. Analyze age groups can be also as subcultures because they often have distinctive values and behaviors. People in similar age groups tend to have more influence on each other. Several studies have found that teenagers do large potion grocery shopping for the family; they select specific brands to be purchase. Baby boomers such as people born between 1946 and 1964.The groups characterized as having a blend of “me-generation” and old fashioned family values and strongly influencing the values of other groups. They emphasize health and exercise, and have reduced their consumption of cigarettes, coffee, and strong alcoholic beverages instead they buy or drinks beverages that is nutritious (Peter and Olson, 2008).

In addition to cultural factors, a consumer behavior is influence by such social factors as reference groups, family, and social roles. A reference group involve one or more people whom someone us as a basis for comparison or point of reference in forming affective and cognitive responses and performing behavior (Peter and Olson, 2008).

Their reference groups in at least three ways significantly influence people: Reference groups expose an individual to new behaviors and lifestyles, and influence attitudes and self-concept, they create pressures for conformity that may affect actual product and brand choices. Aspirational groups are those a person hopes to join;

Dissociative groups are those values or behavior an individual rejects (Kotler *et al.*, 2006).

However, Family is the most consumer buying organization in society, and family members constitute the most influential primary reference group. Individual members of families often serve different roles in decisions that ultimately draw on shared family resources. Some individuals are information gatherers/holders, who seek out information about products of relevance. Influencers that they may make their wishes known by asking for specific products or causing embarrassing situations if their demands are not meet. The decision maker(s) have the power to determine issues such as; whether to buy, which product to buy, which brand to buy, where to buy it; and, when to buy (Kotler *et al.*, 2006).

Pollay and Mittal (1993) as cited by Logro (2008), that advertising is just one of the many factors that influence choices. It both stimulates consumption and economic activity and model life styles and a certain value orientation consumer have confronted with substantial daily does on advertising in multiple media. Everyone seems to hold an opinion about various aspects of advertising, ranging from amusement to cynicism and condemnation.

The study of how the consumers have influenced by his or her environment helps firm and organization improve their marketing strategies (Perner, 2008).

METHODOLOGY

Locale and Time of the Study

The study was conducted at La Trinidad, Benguet on November 2009 to April 2010.

Respondents of the Study

The respondents of the study were the residents of La Trinidad .There were 100 respondents who selected at random sampling.

Data Collection

Data for the study was obtained through survey questionnaires. Respondents were asked to answer the questionnaires in the presence. The questionnaire formulated was based on the objectives of the study.

Data Gathered

The data gathered included the following; local producers of yogurt drinks , consumption patterns of consumers ,consumers perceptions on drinking yogurt drinks and factors influencing consumers to drink yogurt.

Data Analysis

The data was tabulated and analyzed using statistical tools such as frequency , percentage and mean.

RESULTS AND DISCUSSION

Local producers of yogurt drinks. Table 1 presents the processors of yogurt who are based in La Trinidad, Benguet. The same are supplying the consumers in this area. Most of them sell directly to the consumers while others supply them to sari-sari stores within the locality.

There are 2 processors in Barangay Bayabas, 1 in Beckel, 4 in Buyagan, and in 1 in Pico. Included in the list are 2 processors in Baguio City that also supply consumers in La Trinidad.

Table 1. Local producers of yogurt drinks

HOMEMADE YOGURT	ADDRESS
Geri's Yogurt Drink	Bayabas , La Trinidad, Benguet
Real fits Yogurt Drink	Bayabas, La Trinidad, Benguet
Cosmic Farm Yogurt Drink	Beckel , La Trinidad, Benguet
Talama's Yogurt Drink	Baguio City
Sheagley's Yogurt Drink	Buyagan, La Trinidad, Benguet
Pine Villes Yogurt Drink	Pico, La Trinidad, Benguet
Sunshine Homemade Yogurt	Buyagan, La Trinidad, Benguet
Leah's Homemade Yogurt	Baguio city,
Dhelicious Yogurt Drinks	Buyagan , La Trinidad, Benguet
Wenie's Homemade Yogurt	Buyagan, La Trinidad, Benguet

Profile of the Respondents

Table 2 shows the personal profile of the respondents in term of variables such as age, gender, civil status, household size, educational attainment, occupation, monthly household income, daily allowance by a student and consumers of yogurt drinks.

Age. The table shows that the respondents were of different ages, the age below 5 years old makes up 3 % of respondents while ages 6-17 years old composed of 35 %. Moreover, ages 18-29 years old makes-up 44% respondents, 30-41 years old makes- 9%, 42-53 years old 5 % and above 53 years old 4%. The result showed that different; most of the yogurt consumers belong to age 18-29 .This finding collaborates with the study in Brazil (2004) that most of the yogurt consumers were between 18 and 29 years old.

Gender and civil status. Of the one hundred respondents (69%) were female and 31 % males. There were sixty-six respondents (66%) who were single, thirty-two (32%) married and two (2%) widowed.

Educational attainment and household size. Most of the respondents (58%) are either college graduate or college level,(24%) have reached or are in the secondary level, 14% percent have reached or are elementary level, and 4% have finished vocational courses. This implies that most respondents have finished a course degree or are in college level. Their average household size was 6 members.

Occupation. The table shows that 39 respondents are students. This is followed by businessmen/ self-employed (24%) and Private sector workers (20%), The others are farming, no job, government worker and laborers. This implies that more of the respondents are students because La Trinidad, like Baguio city is also an education center

due to the presence of colleges and universities like Benguet State University, Cordillera College, and Eastern Luzon College.

Monthly income. In terms of the monthly income of their households, fifty percent of the respondents had a monthly income from P5, 000.00 to P9, 999.00, 33.33 % have an income ranging from P10, 000.00-14,999.00. The others have an income of more than P15, 000.00 per month. The average monthly income of the households was P 11,211.62.

Student's daily allowance. The table shows that majority (46%) of the students had a daily allowance ranging for P50.00-100.00, 31% have a daily allowance ranging from P101.00-150. This was followed by daily allowance ranging from P 151.00-P200.00(10%) and P201.00-250 (7%). The other respondents (2%) had a daily allowance ranging from 251-300. The average student's daily allowance was P122.71.

Consumers of yogurt drinks. As shown in Table 2 majority (74%) of the respondents are drinking yogurt drinks, and only (26%) do not drinks. Result implies that majority of the consumers in La Trinidad are drinking yogurt.

Table 2. Profile of the respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Age (yrs)		
Below 5	3	3.0
7-17	35	35.0
18-29	44	44.0
30-41	9	9.0
42-53	5	5.0
53-above	4	4.0
TOTAL	100	100
Gender		
Female	69	69.0
Male	31	31.0
TOTAL	100	100
Civil Status		
Single	66	66.0
Married	32	32.0
Widow	2	2.0
TOTAL	100	100
Educational Attainment		
Elementary	14	14.0
High School	24	24.0
College	58	58.0
Vocational	4	4.0
TOTAL	100	100

Table 2. Continued...

PARTICULARS	FREQUENCY	PERCENTAGE
Occupation		
Student	39	39.0
Self employed	24	24.0
Private Sector Worker	20	20.0
Farming	7	7.0
No Job	4	4.0
Government Worker	3	3.0
Laborer	3	3.0
TOTAL	100	100
5,000.00-9,999.00	33	50.0
10,000.00-14,999.99	22	33.33
15,000.00-14,999.99	7	10.61
20,000.00-24,999.99	3	4.55
20,000.00-24,999.99	3	4.55
Mean household income=P11, 211.62		
TOTAL	66	100
Student's daily allowance		
50.00-100.00	18	46.0
101.00-150.00	12	31.0
151.00-200.00	4	10.0
201.00-250.00	3	8.0
251.00-300	2	5.0
Mean Daily allowance= P122.71		
TOTAL	100	100
Consumers and non -consumers of yogurt		
Consumers	74	74.0
Non-consumers	26	26.0
TOTAL	100	100

Frequency of Drinking Yogurt Drinks

Table 3 shows the frequency of drinking yogurt drinks by the respondents. Most of the respondents drink yogurt 1-3 times per week (34%). This was followed by no regular time of drinking; these were consumers who drink when they fell like drinking and those who drink only during occasion. This finding collaborate the research conducted in Brazil (2004) where the result stated that 45% drink yogurt just once a week.

Average Weekly Consumption of Yogurt Drinks

Table 4 shows the average weekly individual consumption of yogurt drinks by 74 respondents who indicated that they are consumers of yogurt drinks. Thirty six percent individually consume 330-660 milliliters of yogurt drinks per week, 660-990 milliliters per week while a few consume more than 1000 milliliters per week. The average consumption was 857 ml .Result implies that most t of the respondents consume 660-990 milliliters per week.

Table 3. Frequency of drinking yogurt drinks

RESPONSE	FREQUENCY	PERCENTAGE
Once a day	16	22.0
Twice a day	8	11.0
1-3 times per week	25	34.0
1-3 times per monthly	7	9.0
No regular time of drinking	18	24.0
TOTAL	74	100

Composition of Family Members who Drinks Yogurt

Table 5 indicates who consume more yogurts in the home. Most of the consumers in the home are adults (54%), followed by children with (51%), all family members (24%).

Table 4. Average weekly consumption of yogurt drinks

AVERAGE WEEKLY CONSUMPTION (in milliliters)	FREQUENCY	PERCENTAGE
330-660	27	36.49
660-990	29	39.19
990-1320	5	6.76
1320-1620	9	12.16
1620-1950	4	5.41
Average consumption=857 ml		
TOTAL	74	100

Table 5. Composition of family member who drinks yogurt

PARTICULAR	FREQUENCY	PERCENTAGE
Adults	40	54.0
Children	38	51.0
All family members	18	24.0

*Multiple response

Average Weekly Consumption of Other Family Members on Yogurt

Table 6 shows the average weekly consumption of yogurt by family of 32.43 % members is between 1980-2970 milliliters. Other family members 990-1980 milliliters (28.32%), 330-990 (17.57%), and the rest are more than 3000 milliliters. The average family consumption was 2170 ml.

Time of Consumption

Table 7 shows the time of consumption that respondents drink yogurt. Most of the respondents drink at no definite time as shown by 76 % , followed by snack time with 28 % , some of the respondents 8% are consuming right after meals and 1 hour before meal by 5%. This implies that yogurt is consumed at no definite time or whether a snack food, main meal food for lunch /dinner. It depends on the behavior of the consumer.

Table 6. Average weekly consumption of other family members on yogurt drinks

AVERAGE WEEKLY CONSUMPTION (in milliliters)	FREQUENCY	PERCENTAGE
330-990	13	17.57
990-1980	21	28.38
1980-2970	24	32.43
2970-3960	10	13.51
3960-4960	6	8.11
Average consumption=2170 ml		
TOTAL	74	100

Table 7. Time of consumption

TIME OF CONSUMPTION	FREQUENCY	PERCENTAGE
No definite time	56	76.0
Snack time	21	28.0
Right after meals(lunch/dinner)	6	8.0
1 hour before/after meal	4	5.0
Breakfast	2	3.0

*Multiple response

Reasons for Drinking Yogurt Drinks

Several factors that influence to consumer's preference to consume a certain food. In the case of yogurt drinks, the respondents identified several reasons as shown in Table 8. Most commonly identified reasons included: it is healthy (65%), good for digestion (47%), taste is good (27%). other consumers drinks yogurt as for replacement/alternative for milk (7%) and because it is readily available in sari-sari stores, yogurt street vendor, canteen, and grocery stores.

This implies that most of the respondents reasoned out that yogurt drinks are healthful .As cited by Decker (2001) yogurt is considered one of the healthiest food in the world. It contains live bacterial cultures *Lactobacillus bulgaricus* and *Streptococcus thermophilus* that may help you to live longer and it has health benefits beyond those of milk, (Decker, 2001).

Yogurt Drink Brand Preferred by the Consumers

Table 9 shows that majority (91%) of the respondents preferred homemade yogurt drink/local brand. Other respondent has preferred well-known brand such as Nestle Bliss (12.2%) and Dutch Lady shine (7%). The result confirms that respondents are more patronizing the local/ homemade brand than national or well-known brand.

Table 8. Reasons for drinking yogurt drinks

REASONS	FREQUENCY	PERCENTAGE
Healthy	48	65.0
Good for digestion	35	47.0
Tasty	20	27.0
I cannot drink milk/replacement for milk	5	7.0
Availability of the product	5	7.0

*Multiple response

Table 9. Yogurt drink brand preferred by the consumers

BRAND	FREQUENCY	PERCENTAGE
Homemade Yogurt drinks(local brand)	67	91.0
Nestle Bliss	9	12.2
Dutch lady shine	5	7.0
Nutrigen Liteyo	1	1.4
Sunglo Natural yogurt	1	1.4

*Multiple response

Reasons for Preferring Homemade Yogurt Drinks

As found earlier, the respondents prefer the homemade yogurt to the commercial yogurt. The respondents for preferring the homemade gave several reasons. These are presented in Table 10. Most of the respondents (43%) that it is readily available in the market, 39% said it is tastier than the commercial yogurt, 34% perceived that homemade yogurt is more safe than commercial yogurt, and 30% said it is healthy food,

Other reasons were 11% said the homemade are already mixed and they just drink it, 8% said it is cheap, 7% said they are curious about the product and 3% said they were influenced by friend who have tried the product.

Table 10. Reasons for preferring homemade yogurt drinks

REASON	FREQUENCY	PERCENTAGE
Availability of the product in the market	32	43.0
Because it is tasty	29	39.0
Assurance of product safety	25	34.0
Because it is healthy	22	30.0
Because it is convenient (ready mixed)	8	11.0
Because it is cheap	6	8.1
Curiosity about the product	5	7.0
Recommended by friends who have tried the product	2	3.0

*Multiple response

Characteristics of Homemade Yogurt Preferred by the Respondents

Table 11 presents the different characteristics of homemade yogurt preferred by the respondents. These are flavor, color, temperature, and packaging.

Flavor. Yogurt drinks comes in many flavors and colors. Each consumer has his/her own choose of flavor and color. The most common choice of the respondent for flavor were strawberry by 46%, cookies and cream by 35%, ube by 31%, blueberry by 22%, mango by 15%, pandan and pine apple by 11% each. Other flavors preferred by few of the respondents were chocolate and melon by 5.4% each and peaches by 3%.

Color. For the preferred color, red was preferred by most of the respondents. This is consistent with their preferred flavor, which is strawberry. Thirty two percent preferred the white, 24% for violet, 14% for yellow, 11% each for pink and brown, and 4% for orange.

Temperature. Majority (88%) of the respondents preferred to drink yogurt that is chilled and 11% preferred the not chilled. One respondent said that he likes both the chilled and not chilled depending on the temperature or time of the day.

Packaging. Majority of the respondents preferred yogurt that is packed in plastic bottle while 16% preferred it packed in plastic cups. There were 9 or 12% that are not concerned on the type of packaging. They could just buy yogurt in plastic cups or in plastic bottles.

Table 11. Characteristics of Homemade Yogurt Preferred by the Respondents

PARTICULARS	FREQUENCY	PERCENTAGE
Flavor		
Strawberry	34	46.0
Cookies and Cream	26	35.1
Ube	23	31.0
Blueberry	16	22.0
Mango	11	15.0
Pandan	8	11.0
Pine apple	8	11.0
Chocolate	4	5.4
Melon	4	5.4
Peaches	2	2.7
Color		
Red	26	35.0
White	24	32.0
Violet	18	24.0
Yellow	10	14.0
Pink	8	11.0
Brown	8	11.0
Orange	3	4.0

Table 11. Continued...

PARTICULARS	FREQUENCY	PERCENTAGE
Temperature		
Chilled	65	88.0
Not chilled	8	11.0
Chilled and not chilled	1	1.0
Packaging		
Plastic bottle	53	72.0
Plastic cup	12	16.0
Both of the packaging	9	12.0

*Multiple response

Place of Purchase

Table 12 shows that most of the respondents buy yogurt drinks in sari-sari store (45%) followed by street vendors (34%), producers/processor (28.4%), grocery store (19.0) and supermarkets (12%). Due to the presence of selected homemade yogurt outlets in different stores in the locality of La Trinidad especially densely populated areas, most of the respondents buy yogurt in sari-sari stores which ever is most accessible to them.

Consumers Perception of a Good Quality Yogurt

Consumers differ in taste and preferences and so they give different description of a good quality yogurt. Table 13 shows that 51% or the respondents said a good quality yogurt is pure made or the taste is sour. Forty three percent described a good quality

yogurt as having a low fat content while 31% and 30% respectively, described a good quality yogurt as sweet/tasty and creamy.

Table 12. Place of purchase

PLACE OF PURCHASE	FREQUENCY	PERCENTAGE
Sari-sari store	33	45.0
Street vendors	25	34.0
Producers/processors	21	28.4
Grocery store	14	19.0
Supermarkets	9	12.0

*Multiple response

Table 13. Consumers perception of a good quality yogurt

RESPONSE	FREQUENCY	PERCENTAGE
Pure made(sour)	38	51.0
Low fat yogurts	32	43.0
Sweet/tasty	24	31.0
Creamy	22	30.0

*Multiple response

Important Attributes Considered by Consumers

Table 14 presents the important attributes considered by the respondents in their buying decisions. The respondents were asked to rate whether an attribute is very important, quite important, important or less important. These attributes were nutritional value, flavor, consistency, price, packing, and brand.

The result of the analysis showed that the respondents as very important considered nutritional value. Flavor and consistency were considered quite important while price and packing were both important. The respondents as less important considered brand. This is consistent with the earlier finding that the consumers preferred the homemade yogurt, which is not branded to the commercial one, which is branded.

Table 14. Important attributes considered by consumers

ATTRIBUTES	MEAN	DESCRIPTION
Nutritional value and benefits	1.33	Very Important
Flavor choices	2.40	Quite Important
Consistency(creamy/liquid)	2.60	Quite Important
Price	2.78	Important
Packing	3.11	Important
Brand	3.17	Less Important

Legend: (1) Very important, (2)-Quite important, (3)-Important, (4)-Less important, (5) -Not important

Mean range:

1=1-1.8

4=3.4-4.2

2=1.8-2.6

5=4.2-5

3=2.6-3.4

Reasons of Non –Consumers for Not Drinking Yogurt

Table 15 shows the reasons / factors influencing the respondent's not drink yogurt. Weird taste tends influenced most of the respondents not to drink as shown by 62.0 %. Some of the non-consumers would like to drink homemade yogurt, however no assurance of the product in terms of safety, quality such as the package label has no expiration date and no identification if it registered by DTI or BFAD as mentioned 50%.

Other reasons were that they cannot afford the price (31 %), does not see any advantage of the product (27%), and lactose intolerance (23%).

This finding implies that majority the consumers not drinking yogurt do not like the taste. Some consumers who are quality conscious do not buy the homemade yogurt drinks.

Table 15. Reasons of Non –Consumers for Not Drinking Yogurt

REASON	FREQUENCY	PERCENTAGE
Weird taste	16	62.0
No assurance of the homemade yogurt	13	50.0
Cannot afford the Price	8	31.0
Does not see any advantage of the product	7	27.0
Lactose Intolerance	6	23.0
Not interested to buy	4	15.0
Never seen yet	3	12.0
Effect on my health	2	8.0

*Multiple response

Decision of Non-consumers if Given the Opportunity to Drink Yogurt

The respondents who do not drink yogurt were asked if they want to drink yogurt if they are given the chance to drink. Table 16 shows that majority of them said they would like to drink while 31% still said they do not want to drink. This finding shows that some of the respondents would change their mind to drink yogurt if given the chance for them to drink, like somebody buys it for them or during an occasion.

Perception of Consumers on Drinking Yogurt

Table 17 presents the perception of consumers on drinking yogurt. The perceptions is measured as totally disagree (ID), disagree (D), neither agree nor disagree (AD), and agree (A) and totally agree (IA).

Result shows that respondents agreed on the perception that drinking yogurt is healthful as showed by average mean of 4.14. However, the consumers neither agree nor disagree on the perceptions that to drink yogurt is flavorful (mean=3.26) and can eliminates hunger (mean=3.32). The other perceptions that the respondents disagreed were to drinks yogurt is fattening (mean=2.55) and important only during childhood (mean=1.97).

Table 16. Decision of non-consumers if given the opportunity to drink yogurt

RESPONSE	FREQUENCY	PERCENTAGE
Would like to drink	18	69.0
Not to drink	8	31.0
TOTAL	26	100

Table 17. Perception of consumers on drinking yogurt

PERCEPTION	MEAN	DESCRIPTION
To drink yogurt is healthful	4.14	Agree
To drink yogurt eliminates hunger	3.26	Neither agree nor disagree
To drink yogurt is flavorful	3.32	Neither agree nor disagree
To drink yogurt is fattening	2.55	Disagree
To drink yogurt is important only in childhood	1.97	Disagree

Legend: (ID)- I totally disagree, (D)-I disagree(AD)-I neither agree nor disagree,(A)- I agree,(IA)- I totally agree.

Mean range:

1=1-1.8

4=3.4-4.2

2=1.8-2.6

5=4.2-5

3=2.6-3.4

Perception of Consumers on the Benefits of Drinking Yogurt

Table 18 shows the different perception of consumers on the benefit of drinking yogurt. Majority (70%) of the consumers perceived that drinking yogurt helps in digestion .This was followed by source of good bacteria (key to its many of yogurt's healthful benefits) (38%), excellent source of protein (34%), boost immune system (31%), lowering cholesterol (28%) and prevent osteoporosis (23%). This implies that consumers drink yogurt because of the knowledge that it is beneficial to the body.

Source of Information about the Nutritional Benefits of Yogurt

Table 19 shows the source of information about the nutritional benefits yogurt drinks. Most of the respondents acquire information from their family, peers, and friends

(55 %). Others had it through personal experience (23%) and label/posters of the product (22%) and from the yogurt retailers and internet, each has 20 % .

Table 18. Perception of consumers on the benefits of drinking yogurt

BENEFIT OF DRINKING YOGURT DRINKS	FREQUENCY	PERCENTAGE
Helps in digestion	52	70.0
Source of good bacteria	28	38.0
Excellent source of protein	25	34.0
Boost immune system	23	31.0
Lowering cholesterol	21	28.0
Yogurt prevent osteoporosis	17	23.0
No artificial colorings	11	15.0
Excellent of source lactose	10	14.0
Promote child growth	9	12.0

*Multiple response

Table 19. Source of information about the nutritional benefits of yogurt

SOURCE OF INFORMATION	FREQUENCY	PERCENTAGE
Family, peers and friends	41	55.0
Through experience	17	23.0
Posters /label of the product	16	22.0
Retailers	15	20.0
Internet	15	20.0
Producer/processor	7	10.0
Academic	4	5.0

*Multiple response

Factors Influencing Consumers to Drink Yogurt

Table 20 shows different factors influencing consumers to drink yogurt. Perceived health benefits tend to influence most respondents as showed by 62 %. Respondents who are conscious of their health may have been aware of the health benefits derived from drinking giving courage them to consume yogurt constantly.

A study published in the international journal obesity found that daily consumption of 3 ounces of yogurt significantly improves the cholesterol profile and significantly increases fat loss. Consuming also just 3.2 ounces of yogurt twice a day promote freshness of breath and a healthy mouth and may also eliminate tongue coating bacteria and reduce dental plaque ,formation ,cavities and risk for gingivitis (Anonymous, 2008). Moreover, as cited by Decker (2001) yogurt is a very good source of calcium, phosphorus, riboflavin-vitamin B2 and iodine, fortify immune system.

The second influence was the availability of the product in sari-sari stores, yogurt street vendors, canteen, and grocery store.

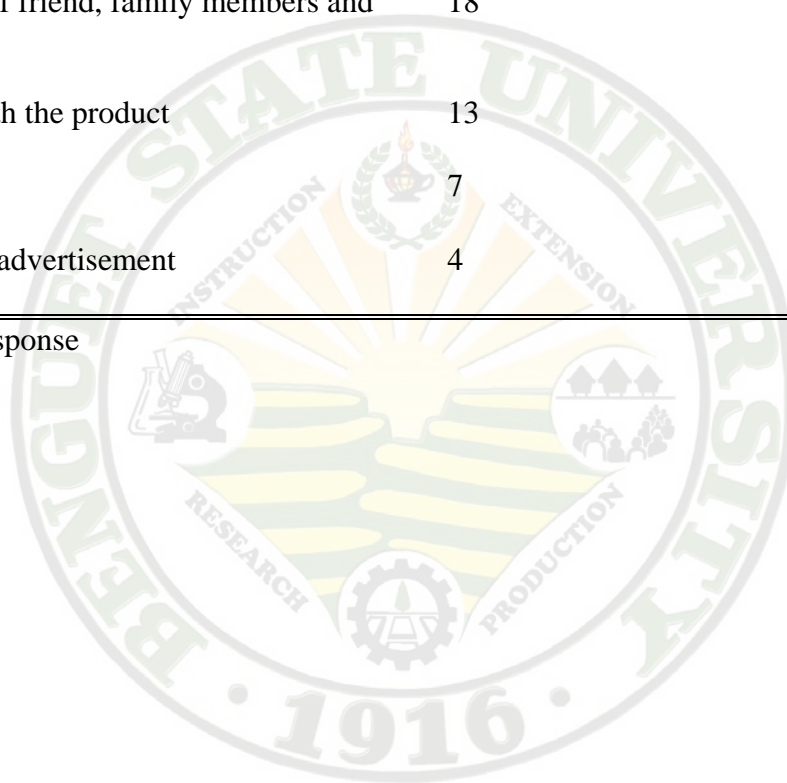
The third influence was the effect derived from drinking with 34%. The common reasons by respondents include; taste satisfies them, satiate hunger and good for digestion.

The fourth influence is the preference by the family with 30%. As cited by Kotler *et.,al* (2006), family is the most consumer buying organization in society and family members constitute the most influential primary reference group. Individual members of the families serve as influencer, gatherers/holders and decision makes. Moreover; decision makers have the power to determine issues such as; whether to buy which product to buy, which brand to buy, where to buy it, and when to buy.

Table 20. Factors influencing consumers to drink yogurt

FACTORS	FREQUENCY	PERCENTAGE
Perceive health benefit	46	62.0
Availability of product in the market	26	35.0
The effect derived from drinking	25	34.0
Preferred by the family	22	30.0
Suggestion of friend, family members and relative	18	24.3
Curiosity with the product	13	18.0
Taste good	7	10.0
Influence of advertisement	4	5.0

*Multiple response



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted among 100 respondents from La Trinidad, Benguet to identify and determine the consumers perceptions on drinking yogurt drinks.

There are 2 processors in Barangay Bayabas, 1 in Beckel, 4 in Buyagan, and in 1 in Pico. Included in the list are 2 processors in Baguio City that also supply consumers in La Trinidad.

From the gathered data, most of the yogurt consumers were between 18-29 years old. Fifty eight percent of the respondents have finished a course degree or are in college level.

On the consumption patterns of yogurt drinks, seventy six percent of the respondents are consumers of yogurt drink and were regularly consuming an average of 857 ml per week. Other members of the family drink yogurt with an average of 2170 ml per week. Most of the consumers drink yogurt at no definite time (75%), during snack time (28%) and right after meals (8%).

Majority (91%) of the consumers preferred homemade /local brand for the reason that it is readily available in the market, followed by the taste of the product, and the assurance of the local brand. Most of the consumers preferred the strawberry flavor (46%) followed by cookies and cream (35%), ube (31%) then blueberry (21%). The preferred color was red and the container was plastic bottle followed by plastic cup. They also prefer the chilled yogurt.

Consumers want to drink yogurt because of the benefits they like; it is good for digestion, good/beneficial bacteria, excellent source of protein, boost immune system,

lowering cholesterol, prevent osteoporosis, excellent source of lactose, and promote child growth

Related to the most considered attributes at the time of choosing which milk to buy, nutritional value and health benefits is very important attribute (mean=1.33) followed by flavor choices(mean=2.40) and consistency (cream/liquid)(mean=2.60) each has quite importance attributes.

The factors influencing consumers to drink yogurt in La Trinidad ,Benguet includes the perceived health benefit (62%) followed by availability of the product in the market (35%), the effect derived from drinking yogurt (25%) and preferred by the family members.

Conclusions

1. Based on the study, homemade yogurt drinks are preferred by the consumers over the commercial or branded yogurt.
2. Based on the study, weird taste is one of the factors why they do not like to drink yogurt. This is followed by no assurance of the local brand in terms of quality; the package label has no expiration date and identification if it registered by DTI or BFAD and then the price of the product cannot afford by non-consumers.
3. Based on the study, consumers drink yogurt because it is always available in sari-sari stores, canteen, snack house, yogurt street vendor, and grocery store.

Recommendations

1. Make homemade yogurt drinks always available in sari-sari stores, canteen, and snack house, yogurt street vendor, and grocery stores.

2. Local producers of homemade yogurt should specify the food labels content of the product so that the consumers would have useful information about the food they eat.

3. Local producers of homemade yogurt should register the business with DTI and BFAD so that consumers would be assured of the safety of the product. Moreover, it would improve the image of their business.



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APPENDIX A

Letter to the Respondents

Republic of the Philippines
Benguet State University
DEPARTMENT OF AGRICULTURAL ECONOMICS
AND AGRIBUSINESS MANAGEMENT
La Trinidad, Benguet.

Dear Respondent:

I am Agribusiness student of Benguet State University majoring in Enterprise Management. As part of the course requirement, I am presently conducting a research study entitled, Consumers Perceptions on Drinking Yogurt Drinks in La Trinidad, Benguet.

In connection with this, I am requesting for your assistance to complete my thesis by answering the attached questionnaire. Rest assured that all information gathered in this thesis study will be dealt with utmost confidence.

Thank you very much.

Respectfully Yours,

CHERRY L. AGALPAO

Researcher

Noted: EVANGELINE B. CUNGIHAN
Adviser

APPENDIX B

Survey Questionnaire

Consumers Perceptions of Drinking Yogurt Drinks in La Trinidad, Benguet

I. Profile of Respondents

Name (optional): _____

Residence/Address: _____

Age: _____ Gender: Male FemaleCivil Status: Single Married Other (Please Specify) _____

Household Size: _____ members

Educational Attainment:

 Elementary High school College Others (Please specify) _____Occupation: Student Government Worker Farming
 Private Sector Worker Other (Please Specify) _____

Monthly household income: Php. _____/mos.

(If you are a student) What is your daily allowance? Php. _____

II. Yogurt Consumption Patterns

1. Are you health conscious?

 Yes No

2. Do you drink yogurt drinks?

 Yes No

If no proceed to question number 13

3. If YES, how frequently do you drink yogurt drinks?

 Daily Weekly Monthly Others (Please Specify) _____

a. How many milliliters do you consume/drinks?

Frequency of drinking yogurt drinks	Volume in(ml)/bottles
Daily	
Weekly	
Monthly	
Others (Please Specify)	

4. Who consumes more yogurts in your home?

- Child Adult
 Teenager All
 Aged

a. How many milliliter do other members of the family consume /drinks?

Frequency of drinking yogurt drinks	Volume in (ml)/ bottles
Daily	
Weekly	
Monthly	
Others (Please Specify)	

5. When do you drink yogurt? (You may choose more than 1)

- Right after meals (lunch / dinner) Snack
 1 hour before / after meals No definite time
 Breakfast Others (Please Specify) _____

6. Why do you choose to drink yogurt drinks? (You may choose more than 1)

- Tasty Healthy
 I cannot drink milk / replacement of milk Good for digestion
 Others (Please Specify) _____

7. Which yogurt drink do you prefer?

- Homemade Yogurt
 Nestle Bliss
 Nutrigen Liteyo
 Dutch Lady Shine Sunglo Natural Yogurt
 Yoplait Others (Please Specify) _____
 Marigold

a. Why do you prefer it?

- Because it is tasty Because it is cheap
 Because it is healthy Others (please specify) _____
 Because it is convenient

8. What is your preference as to its type of flavor?

- Cookies and Cream Ube
 Strawberry Pineapple
 Chocolate Mango
 Blueberry Others (please specify) _____
 Peaches
 Pandan

b. As to its color?

- White Brown

- Yellow Others Please (Specify)_____
 Red

c. As to its temperature?

- Warm Others (Please Specify)_____
 Cold

d. As to its Packing?

- Plastic Bottle Others (Please Specify) _____
 Plastic cup

9. Where do you usually buy your yogurt drinks?

- Grocery store Producer/Processor
 Supermarkets Street Vendors
 Sari-sari store Others (Please specify) _____

10. Please list down the local producers /local brand of yogurt drinks that are currently available in the market.

11. What do you think “good quality yogurt”? (You may choose more than 1)

- Sweet Contain too much sugar
 Pure yogurt (sour) Low fat yogurts
 Well known brand Others (Please Specify)_____
 Home made brand

12. What do you find most appealing, when you purchase a yogurt drinks?

Please rank accordingly from 1 to 5, the following aspects in your purchase decision.
 1=very important, 2= quite important, 3=important, 4=less important,5=not important

- Flavor Choices Price
 Consistency (creamy/liquid) Packing
 Nutritional value and benefits Brand
 Others (Please Specify) _____

13. If NO, Why don't you drink yogurt drinks? (You may choose more than 1)

- Weird taste Allergic
 Effect on my health Hate the smell
 Lactose intolerance Never seen yet
 Cannot afford the price
 Does not see any advantage in drinking the product Others (Please Specify)_____

14. Would you like to drink yogurt if given the opportunity?

- Yes No

- Availability of the product in the market
- Preferred by the family
- Suggestion of friend, family member/relative
- Perceive health benefit/value of the product
- Influence of advertisement
- Others (Please Specify) _____

