

BIBLIOGRAPHY

LANGCO, JOVY-ANN P. APRIL 2013. Consumers Acceptability Towards Veggie Siomai. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

The study was conducted in Benguet State University, La Trinidad Benguet to determine the acceptability of the veggie siomai the potential consumers. A total 200 respondents, comprising students and employees of Benguet State University, La Trinidad Benguet served as product evaluator. Two preparations of veggie siomai was evaluated; the fried and steamed siomai. The respondents evaluated the product as to taste, color, aroma, texture and appearance. Results of the evaluation showed that the veggie siomai, both fried and steamed were liked by the students and employees.

Factor that affects the decision of consumers in buying or tasting veggie siomai was because of curiosity and taste. Respondents considered the taste as the major factor in consuming a product. Majority of the respondents were aware of the nutritional value of the food they consumed, thus, also one considerations in the choice of food. With this, veggie siomai could be accepted because it is nutritious and has a good taste.



INTRODUCTION

Rationale

Siomai are ancient food and was believed to have originated in inner Mongolian region of China known as Huhhot. It was introduced here in the Philippines when the Chinese traders came to trade with our country and stayed on, certainly they used local condiments, they taught their Filipino wives their dishes and thus, Chinese siomai came to be (Hsiung, 2005).

Siomai or dimsum in Chinese means a light snack, the Chinese people take siomai usually in the middle of the afternoon while sipping hot oolong tea. Filipino, however have taken dimsum into a different level, instead of taking it as light snack, most Filipino now consider siomai as main course taken with steamed rice and also as appetizer and as merienda or in between meal snack (Anonymous, 2012).

Siomai is one of the most popular street delicacies in the Philippines. It has Chinese origin but has evolved into different varieties because of the growing love of Filipino for siomai. Siomai is basically pork wrapped in a dumpling wrapper and steam to soften the pork and release the taste of vegetable, onions and others, but now you can find Filipino inspired delicacy, now there were numerous siomai varieties aside from pork, beef, shrimps and tuna (Anonymous, 2012).

Vegetable crunchy siomai is a deep fried siomai (composed of vegetable) introduced by a group of students who are studying at Benguet State University during their subject Agriculture Extension on the topic of Demonstration of innovated and new product. This group of student are concerned with consumers who are health conscious, so they decided to cook siomai, which the main ingredient is banana blossom instead of pork



with the variety of vegetables and spices, then it is deep fried until it turns golden brown.

This product is ideal for vegetarian people.

This study looked into the acceptability of consumers on veggie siomai.



REVIEW OF LITERATURE

Based on consumer's survey, siomai rank number one on the most preferred Dimsum delicacy that is acceptable to 95% of Filipino. From segment A to D of the Philippine market. Siomai is considered as the current "darling of public consumer" because siomai has just turned as one of the best selling street food like the fish ball. Siomai variations has been adapted and altered to meet the cultural preference of the region. For example the ingredients, serving customs, cooking siomi according to the cultural tastes of every costumers. The siomai in Indonesia or Indonesian version, the main ingredient are filled with fish and variety of vegetables. It is steamed rather than fried .Cantonese version, the siomai is filled with grind pork, chicken and vegetables and fish. In Muslim areas you may fry mackerel siomai, in various part of Europe, siomai or dumping are also featured as soup are stew, in which vegetables may enhance by little meat and also this dumpling or siomai is popular in cold climates. As for others, they can consume siomai that is produce by people who uses their imaginations as to the fillings they want to put in siomai consumer (Davidson, 1999).

The world is world of consumers, it is the consumer who make the wheel of industry go around and who ultimately decides what must be produced (Miranda, 1983).

Business and industries cannot thrive without consumers to buy its goods and services. But more than that, consumers are important for very fundamental reason. They give direction to our economic system by deciding what shall and shall not be produce. When consumers buy certain products and they encourage their producers to step up form certain production and make more of them. Conversely, if consumers show little or no



interest in a product though small purchases, they make this one way of advising the business enterprise concerned to produce something which consumers want most or go out of business (Miranda, 1979).



METHODOLOGY

Locale and Time of the Study

The research study was conducted within BSU premise in the month of December 2012 to January 2013.

Respondents of the Study

The respondents were the college students, faculty/employees who have tried/tasted the veggie siomai. A total of 200 students and employees served as respondent.

Data Collection

A taste test was conducted to different types of respondents, a questionnaire was provided to taste panels for them to evaluate the product. The questionnaire was answered in the presence of the researcher.

Data Gathered

Data gathered were consumer /evaluators profile acceptability of evaluators in terms of taste, texture, color, aroma and other factors affecting the consumers towards veggie siomai.

Data Analysis

The data were tabulated, analyzed using statistical tools, such as frequency count, percentage, ranking, and other appropriate statistical tool.



RESULTS AND DISCUSSION

Profile of the Respondent

There were 200 respondents who evaluated the veggie fried and steamed siomai.

Age. Table 1 shows that of the 200 respondents, 160 (85%) were 20 years old and below, 18 (9%) were from age 21 to 30 years old, 7 (3.5%) were from the age 31 to 40 years old, 12 (6%) were from age of 41 to 50 years old and 3 (1.5%) were from age of 51 to 60 years old. The result implies that there were more number of tas te younger consumers than the older ones.

Gender. There were more female respondents (68.5%) than male (31.5%). The result shows that there were more female respondents than male.

Civil status. Majority (68.5%) of the respondents were single and 31.5% were married.

Occupation. Most (81.5 %) of the respondents were college student while 18.5% of the respondents were BSU employees which among includes teaching and non-teaching staff.

Religion. Most (95%) of the respondents were Christians and the others did not indicate their religion.



SUMMARY CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to determine the profile of potential consumers of veggie siomai, to identify the acceptability of the consumers in terms of taste, texture, color, aroma and appearance and to determine the factors the consumers usually consider in consuming the product.

The result shows that from the age of 10 to age 60 years old were potential consumers of the veggie siomai product, this includes students and employees. The respondents/consumers taste panels like the veggie siomai in terms of taste, texture, aroma, color and appearance. The first factor that the employee respondents usually consider in consuming the product is the taste of the product, second is the aroma and appearance and last that they consider is the price of the product. The student respondents usually consider also the taste of the product as first consideration second is the appearance of the product, then aroma, ingredients and the last that they consider is the the price of the product. Of the 200 respondents / taste panels, most (99%) of them are willing to buy the product and only 0.5% is not willing and 0.5% is uncertain to buy the product. In case the product is available in the market, the respondents are willing to buy. Price is not a major consideration, but the taste and nutritional value of the product.



Conclusions

Based on the result of the study, using the Likert scale the consumers like the product. But size must be bigger and compact content like the commercial meat siomai. The fried and veggie siomai is accepted by the respondents/ taste panels and are willing to buy if the available. Price is not the major consideration but the taste and nutritive value of the product.

Recommendations

Since the consumers like the product, the researcher recommends that there must be more innovation for the product appearance and the oiliness of the veggie fried siomai product to be more attractive to the consumers and to produce another variety just like unripe jackfruit siomai instead of banana blossom. It is also recommended that the product be available to these potential consumers.



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