

## **BIBLIOGRAPHY**

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## **ABSTRACT**

The study was conducted in La Trinidad, Benguet –to determine the perception of consumers on meat and vegetable –based burger. There were 200 respondents of the study. Consumers perceived that a burger is a hamburger, cheese burger, veggie burger, bread, food, beef, expensive food or big burger. Ninety six percent of the respondents consume burger and they buy from burger stand/street burger vendor, fast food, and canteen or in the restaurant. Most of respondents consume burger at snack time and there are also respondents who consume burger for lunch, breakfast and dinner or any time they want to consume.

Influencers of burger consumption include; availability of burger in the market, health value/benefits, availability of burger at home, friend, family members, relatives, curiosity, no need to cook, easy to prepare and the taste.

Based on the opinions of respondents, veggie burger is not popular because of the lack of information, insufficient promotion, people are not interested to try the product, it is new product in the market and because of limited supply.

Based on the result, it is concluded that burger is consumed as snack food and always available in canteens, burger stand, fast food chains and restaurant or snack house.

But because meat –based burger is more popular than vegetable –based burger, the respondents perceived burger as hamburger or meat. Therefore it is recommended that vegetable –based burger should be promoted in order to change the perception of consumer on burger that burger maybe made of meat or vegetable. It is also recommended that feasibility study should be done to identify the profitability of vegetable –based burger and further study on market segments of burger either meat or vegetable –based burger.



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## INTRODUCTION

### Rationale

Nowaday's consumers are becoming aware and conscious of their health. Therefore nutrition is an emotional subject and nothing arouses people's passions more than the subject of protein in their diet. Widely divergent opinions on whether more protein or less is best, and on the merits of animal vs. vegetable sources, have been debated for many years. And for all that time solid scientific research has clearly supported the wisdom of a diet low in protein – favoring vegetable sources. So far, however, the scientific facts have fought a losing battle against popular opinion – which values high-protein diets based on animal foods (Wikipedia, N.D.). McDougall (2006) once said, “Truth is mighty and will prevail. There is nothing wrong with this, except that it ain't so.” Even though the facts may never become popular knowledge, he will always believe that our fundamental right to know the truth about our nutritional requirements – this vital information should be taught from childhood as basic education, along with reading, writing, and mathematics – and along with health facts such as cigarettes cause lung damage, drunk driving kills, and automobile safety belts save lives.

Meat based burger has a fat content that supplies the juicy taste that consumers love, but has also linked to health problems. This and the rise in popularity of a vegetarian diet, led food processor to develop a meatless burger or so called “veggie burger”. This veggie burger have become especially popular as we try to eat more plant foods rich in vitamins, minerals and phytochemicals and consume fewer calories from



red meats and saturated fats. They also are typically very low in cholesterol and provide important dietary fiber (Appetit, 1999).

On this basis, this study intends to find out how do consumers perceive on meat and vegetable based burger. And if we talk perception, it is one of the oldest fields within scientific psychology, and there are correspondingly many theories about its underlying processes (Wikipedia, N.D.).

Therefore this research will then study the perception on meat and vegetable based burger.

### Statement of the Problem

The study will focus on the consumers' perception and behavior on meat and vegetables based burger in La Trinidad, Benguet. It seeks to answer the following questions:

1. What is the perception of consumers on meat and vegetable -based burger?
2. What is the buying behavior of consumers on meat and vegetable –based burger?
3. What are the factors affecting the consumer perception behavior on meat and vegetable -based burger?

### Objectives of the Study

1. To identify consumers' perception on meat and vegetable -based burger.
2. To identify the buying behavior of consumers' on meat and vegetable -based burger.



3. To identify the factors that affect consumer perception and behavior on meat and vegetable -based burger.

#### Importance of the Study

The study will then promote and introduce “veggie burger” for the consumers especially for the vegetarians and to the health conscious people. Also provide beneficial information to businessmen, firms and organizations based on the perception and behavior of the consumer.

#### Scope and Limitations of the Study

This research was conducted in La Trinidad, Benguet where the data were gathered. The main concern was to look into the consumers’ perception on meat and vegetable –based burger.





## REVIEW OF LITERATURE

### Historical Background of Burger

Burger is patty or small cakes of food, as specified, usually ground or chopped, grilled, and serve on a bun. The origin of hamburger is unknown, but the hamburger patty and sandwich were probably brought by 19<sup>th</sup> –century German immigrants to the United States, where in a matter of decades it come to be considered an archetypal American food. The importance of the hamburger in 20<sup>th</sup> –century American popular culture is indicated by its virtual ubiquity at backyard barbeques and on fast-food restaurant menus and by the proliferation of so called hamburger stands and restaurants. Some chains, such as McDonalds, Burger King and Wendy’s have proliferated worldwide (Britannica, 1768).

### Perception Defined

The word, perception, comes from the Latin word, *capere*, meaning to take, the prefix per- means 'completely (Wikipedia, N.D.).

Perception is one of the oldest fields within scientific psychology, and there are correspondingly many theories about its underlying processes. The oldest quantitative law in psychology is the Weber-Fechner law, which quantifies the relationship between the intensity of physical stimuli and their perceptual effects. It was the study of perception that gave rise to the Gestalt school of psychology, with its emphasis on holistic approaches (Wikipedia, N.D.).



Perception is the interpretation process by which consumer makes sense of their own environment. Many people believe that perception is passive or rather that we see and hear what is out there very objectively (Olson and Peter, 1996). However, the truth is quite the contrary. People actually actively perceive stimuli and objects in their surrounding environments. Consumers see what they expect to see, and what they expect to see usually depends on their general belief and stereotypes. Since different groups (segment) of people have different general belief and stereotypes, they tend to perceive stimuli in the marketing environment differently (Irwin, 1977). What does all of this mean for marketers? Basically, that marketer needs to be aware of this fact about perception so that may be able to tailor their marketing stimuli (i.e ads, packaging, pricing, etc.) differently for the different segments they are targeting. Additionally, perceptual expectations can lead to illusions and illusions can be used to great effect in packaging and advertising.

### Factors Influencing Consumers Perception and Behavior

Tigo (2004), cited that one perception of a certain thing determine the overt behavior exhibited under a given condition. Perception is the process of becoming aware of objects, qualities, relation or problems which is closely related to action. Myers (1981), as cited by Tigo (2004), stated that perception refers to how we comprehend the objects and events in external reality around us.

A person's buying decisions are also influenced by psychological factors such as: motivation, perception, learning and beliefs and attitudes. A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently



pressing to direct the person seeks satisfaction of the need (Kotler, 2000). People have choices that depend upon the information they received, the influenced of the environment. Preferences of people are based on their taste, what they see and whatever information they hear about a product.

Consumer perception are also influenced by personal characteristics, this include the consumer age, occupation, and personality.

Social factor can also influenced a consumer behavior such as the consumer's reference group, family and social roles (Kotler, 2000). The perception of consumer in buying burgers product might be influenced by friends. Most groups buy common products because it is choice of her friend or family and because people believe that it would be good enough to buy healthy product as their companions says. As Kotler (2000) defines reference groups are those groups that have direct or indirect influence on the people's attitude or behavior.

Cultural, social, personal and psychological factors are major factors influencing consumers buying behavior. Cultural factors exert the broadest and deepest influence on consumer behavior. This is the most fundamental determinant of a persons wants. Consumer's behavior will lead them on how much they want the product. This is also determines what is acceptable with product advertising. Culture determines most people eat and their beliefs. Each culture contains smaller group or sub-culture that provides more identification and socialization. Stratification may take the form of caste system where the members of different castes are reared for certain roles and cannot change their caste membership. More frequently, stratification takes the form of social classes. Social classes an open group of individuals who have similar social interest (Kotler, 2000).



Culture is part of the external influences that impact the consumer. That is, culture represents influences that are imposed on the consumer by the other individuals. Knowledge and beliefs are important parts of culture (Perner, N.D.) perception also are an approximation of reality. Exposure involves the extent to which we encounter a stimulus. For instance, people are exposed to numerous commercial messages like billboards, radio advertisement media, sign and banners. This will affect the perception of people (Perner, N.D.).

Abraham Maslow's hierarchy of needs theory sets out to explain what motivated individuals in life to achieve. And the answer of his theory is the individuals aim to meet basic psychological needs of hunger and thirst. When this has been met they then move up to the target (Mowen and Minor, 1998) easily determine that consumer spend much of money for health product/food because people much concern with their health than luxurious things.

The buyer behavior of consumer as stated by Lusch (1987) strongly influenced by how they perceive the environment around them, including products and other marketing stimuli. Although perception depends on both external stimuli in a point of purchase displays, coupons, sales people, and free samples. Personal factors also influence consumer perception such as attitudes, motives and prior experience. If you have a positive attitude toward personal hygiene, you are more like to notice the advertisement than would a person who is unconcerned with personal hygiene.

Three research perspectives act and identify the factors that influence consumer perception and behavior; first is the decision making perspective which portrays consumer as taking a series of steps when buying. It includes the problem recognition



search, evaluation and their choices. Second, is the experiential perspective on consumer buying processes that in some instances consumers do not just buy according to a strictly rational decision-making process. Instead, people buy certain product in order for them to experiment and because people are influenced with some advertisement related to the products they want to buy. Lastly, the personal value of consumer behavior -it helps people become better consumers by revealing them how they and others go about their consumption activities (Pride and Ferrell, 1983). One more factor that affects the perception of consumers on meat and vegetables based burger product is the advertisement. This can possibly influence consumers because like most veggie burger is not well known.

The author stated that the consumers mind set is formed by his/her needs, perception of a brand or company and attitude towards that brand or company. Needs are forces that direct consumers toward the achievement of certain goals, perception are the way consumers organize and interpret information about objects like brands, companies and attitudes are the consumers tendency to evaluate an object in a favorable or unfavorable way (Assael, 1990).

Personality is internal in which both experiment and behavior related in an orderly way. Uniqueness arises from heredity and our experiences. And perception receives information through the senses: sight, taste and hearing. Inputs information is the sensation received through sense organs. When we hear advertisement, see a friend and taste a product (Pride and Ferrell, 1983).

Mowen and Minor (1998), defined consumer behavior as an action a person takes in purchasing and using a product. It indicates that consumer behavior not only involves



the specific actions taken by individuals when buying and using product but all social and psychological factors that affect these actions.

### Definition of Terms

Behavior – attitudes, feeling and personality on meat and vegetable based burger.

Perception – thoughts or idea of consumer on meat and vegetable based burger.

Buying behavior – the decision process and actions of people involved in buying and using products.

Consumption – the using up off goods and services having an exchangeable value.

Stereotypes – a simplified and standardized conception or image invested with special meaning and held in common by members or group.

Stimuli – something that excite an organism or part to functionable activity.

– something that to action or exertion or quickens action, felling, thought, etc.

Snowballing – to grow or become larger, greater, more intense, etc..., at an accelerating rate.

Proliferation – an excessive, rapid spread.

Psychology – the sum of the mental states and process of a person or a number of person, extrasensory perception as determining action.



## **METHODOLOGY**

### Locale and Time of the Study

The research study was conducted in the municipality of La Trinidad, Benguet from December to January 2007. It covers the sixteen barangays of La Trinidad, Benguet (Figure 1).

### Respondents of the Study

The respondents of the study were the residents of La Trinidad. There are 200 respondents chosen at random.

### Data Collection

A survey questionnaire was used as a tool in gathering data. Questionnaire was fill-up in the presence of the researcher. Snow balling was applied in order to gather information.

### Data Gathered

The data gathered included the following: a) consumers' perception on meat and vegetable –based burger, b) the buying behavior of consumers' on meat and vegetable –based burger and c) the factors that affect consumers' perception and behavior on meat and vegetable –based burger.



### Data Analysis

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



Figure 1. Municipal map of La Trinidad, Benguet





## RESULTS AND DISCUSSION

### Personal Profile of Respondents

Table 1 shows the personal profile of the respondents in term of variables such as sex, civil status, age, province and or region of origin, monthly income, educational attainment, and occupation.

Sex. There were slightly more female respondents (59%) than males (41%). As to age, 49% of respondents were of 20-10 years old, (31%) were 21-30 years old, (8%) were 31-40 years old, 4.5% were 41-50 years old and 2.5% were above 50 years old. Five percent (5%) of the respondent who did not indicate their age.

Civil status. Since most of my respondents were students, majority (71.5%) are single, 26% are married.

Province or region of origin. Since the study was conducted in La Trinidad, Benguet, majority (63%) of the respondents are from the province of Benguet, 18.5% are from Mt. Province, a province adjacent to Benguet and 11% from Ilocos Region, either from the province of La Union, Ilocos Sur, and Ilocos Norte, these provinces that are adjacent or near Benguet province. There are 3.5% of respondents who are from Kalinga, 3% are from Tagalog areas/region, and 1% from the province of Ifugao. Result implies that peoples in La Trinidad, Benguet come from different provinces such Ifugao, Mt. Province, Ilocos Norte/Sur Region, La Union, Pangasinan, and other provinces of Luzon, thus respondents were a variety of culture from these areas.

Religious affiliation. Most of the respondents belong to the Roman Catholic sector (53.5%), 25% are Protestants (Baptist, UCCP, Lutheran, etc.), 7.5% are protestants



from Anglican, 4.5% are Pentecost and 4.5% are Iglesia ni Kristo, 4% are Jehovah's Witnesses, and 1% Pagan. All the respondents belong to religious sectors where in there are no restrictions in meat consumption except for Iglesia ni Kristo and Pentecost who are not eat meat.

Educational attainment. Most of the respondents 54.5% have reached or are in college level, 15.5% are college graduate, 14.5% have reached or are in the secondary level, 6.5% have finished vocational courses, 5.5% had finished graduate degree and 3.5% had finished elementary. This implies that most the respondent have finished a course degree or college level.

Occupation. Most of the respondents are students 52.5%. This is followed by farmers (11%) and businessmen/self employed (10.5%). The others are private employee, unemployed (housekeeper), government employee 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, Eastern Luzon College and Cordillera College.

Monthly income. In terms of their monthly income, more than one half (53.5%) of respondents have an income of less than 10,000 pesos per month, 19% have an income ranging from 10,000-15,000 pesos and 19% of the respondents did not indicate their income. The others have an income of more than 16,000 pesos per month. Student's income is in the form of allowance from their parents.



Table 1. Respondents profile

PARTICULAR	FREQUENCY (F)	PERCENTAGE (%)
<b>Sex</b>		
Male	82	41.0
Female	118	59.0
<b>TOTAL</b>	<b>200</b>	<b>100</b>
<b>Age (yrs.)</b>		
10-20	98	49.0
21-30	62	31.0
31-40	16	8.0
41-50	9	4.5
51-above	5	2.5
No answer	10	5
<b>TOTAL</b>	<b>200</b>	<b>100</b>
<b>Civil Status</b>		
Single	143	71.0
Married	52	26.0
Separated	3	2.0
Widow	2	1.0
<b>TOTAL</b>	<b>200</b>	<b>100</b>



Table 1. Continued...

PARTICULAR	FREQUENCY (F)	PERCENTAGE (%)
Province/Region of Origin		
Tagalog Region	6	3.0
Ilocos Region	21	11.0
Benguet	126	63.0
Ifugao	2	1.0
Kalinga	7	3.5
Mt. Province	37	18.5
<b>TOTAL</b>	<b>200</b>	<b>100</b>
Religion		
Roman Catholic	107	53.5
Iglesia ni Kristo	9	4.5
Anglican	15	7.5
Jehovah's Witnesses	8	4.0
Pagan	2	1.0
Pentecost	9	4.5
Protestant (Baptist, UCCP, Lutheran, etc)	50	25.0
<b>TOTAL</b>	<b>200</b>	<b>100</b>



Table 1. Continued...

PARTICULAR	FREQUENCY (F)	PERCENTAGE (%)
Educational Attainment		
Elementary	7	3.5
High School	29	14.5
College	109	54.5
College Graduate	31	15.5
Graduate Degree	11	5.5
Vocational	13	6.5
<b>TOTAL</b>	<b>200</b>	<b>100</b>
Occupation		
Farmer	22	11.0
Unemployed (housekeeper)	13	6.5
Laborer	11	5.5
Student	105	52.5
Businessmen/Self-employed	21	10.5
Private employee	15	7.5
Government employee	13	6.5
<b>TOTAL</b>	<b>200</b>	<b>100</b>



Table 1. Continued...

PARTICULAR	FREQUENCY (F)	PERCENTAGE (%)
Monthly Income		
Less than P10,000	107	53.5
P10,000-P15,000	38	19.0
P16,000-P20,000	7	3.5
P21,000-P30,000	8	4.0
P31,000-P40,000	1	5.0
Above P40,000	1	5.0

#### Consumers' Perception on Burgers

Because of the popularity of hamburger, 71.5% of the respondents perceived that a burger is hamburger. Twenty five percent of the respondents say it is cheese burger and 6% perceived as a veggie burger. The other respondents perceive that a burger is a bread (3.5%), a food (2%) and a beef (0.5%). One respondent even mentioned that a burger is an expensive food. This implies that majority of the respondents perceive that a burger is out of meat such as beef, with or without cheese as displayed and sold by burger stands, fast food chains, and canteen, store or snack house.



Table 2. Consumers' perception on burgers

PERCEPTION	FREQUENCY (F)	PERCENTAGE (%)
Hamburger	143	71.5
Cheese Burger	50	25.0
Veggie Burger	12	6.0
Bread	7	3.5
Food	4	2.0
Beef	1	0.5
Expensive Food	1	0.5

\*multiple response

### Consumer of Burger

Majority (96%) of the respondents are consumers of burgers, and only (4%) do not consume (Table 3). Result implies that burger is a product liked by most consumers.

Table 3. Consumer of burger

PARTICULAR	FREQUENCY (F)	PERCENTAGE (%)
Consumers	192	96.0
Do not consume	8	4.0
TOTAL	200	100



### Kind of Burger

Table 4 show the kind of burger consumed by respondents. Result shows that 64% of respondents prefer meat based burger while 36% prefer vegetable based burger. This implies that respondents preferred meat based burger than vegetable based burger. This is evident with the presence of burger stands in schools and densely populated area. In fact meat –based burger is a very popular snack food.

Table 4. Kind of burger preferred by respondents

KIND	FREQUENCY (F)	PERCENTAGE (%)
Meat -based burger	128	64.0
Vegetable -based burger	72	36.0
*multiple response		

### Purchase Area/Outlet

Most (74%) of the respondents buy burger in burger stand or street burger vendor, 21.5% in fast food chain, 12.5% in canteens and 7.5% in restaurant (Table 5). Due to the presence of burger stand in almost all areas of La Trinidad especially densely populated areas, majority of the respondents buy burger in burger stand or street burger vendor which ever is most accessible to them.





Table 5. Purchase area/outlet of burgers consumed by respondents

PLACE/OUTLET	FREQUENCY (F)	PERCENTAGE (%)
Fast food	43	21.5
Restaurant	15	7.5
Canteen	25	12.5
Burger stand/street vendor	148	74.0

\*multiple response

#### Frequency of Burger Consumption

Table 6 shows the frequency of consuming burger by the respondents. Result shows that 36.5% of the respondents consume burger once a week, 22% consume occasionally or depending on the need, 13.5% consume once a month and 10.5% consume twice a week. Other respondents are consuming burger three times a week (3.5%), daily (5%), twice a month (2%), three times a month (2.5%) and some are consuming once a year (2%). Five respondents (2.5%) answered that they never consumed burger may be because they simply do not like burgers. This implies that respondents consumes burger once a week or occasionally or depending on their need ( to satisfy their craving for food such as burger) and very few of the respondents are consuming burger daily, (this may be the students respondents).



Table 6. Frequency of burger consumption

BURGER CONSUMPTION	FREQUENCY (F)	PERCENTAGE (%)
Daily	10	5.0
Once a week	73	36.5
Twice a week	21	10.5
Three times a week	7	3.5
Once a month	27	13.5
Twice a month	4	2.0
Three times a month	5	2.5
Once a year	4	2.0
Occasionally/depend	44	22.0

#### Reason for Consuming Burger

Consumer's preference to consume a certain food items is influenced by several factors. In the case of burgers, several influencing factors were identified by the respondents. Twenty five percent of the respondents consume burger because of the availability of the product in the market, food stalls, snack house or canteen and burger stand. Twenty two (22%) says that they consume burger because of the health value/benefits of the product, availability of the product at home (19.5%), suggestion/recommendation of friend, family members and relatives (16%), preferred by the family (13.5%) and curiosity on the product (13.5%). Sixteen of the respondents (8%) like to consume because there is no need to cook and always available in burger stands



and snack canteen, easy to prepare (7%) and they like the taste (2%). This implies that burger is a commodity that is always available in the market, canteen, snack house and known by most people. Respondents also recognize the health benefits provided by burger that's why they consume.

Table 7. Reason for consuming burger

REASONS	FREQUENCY (F)	PERCENTAGE (%)
Availability of the product at home	39	19.5
Preferred by the family	27	13.5
Suggestion of friend, family members and relatives	32	16.0
Perceived health value of the product	44	22.0
Availability of the product in the market	50	25.0
Curiosity with the product	26	13.0
No need to cook	16	8.0
Easy to handle and prepare	14	7.0
Taste good	4	2.0

\*multiple response

### Time of Consumption

Table 8 shows that majority (84.5%) of the respondents consume burger at snack time. Some respondents (11.5%) are consuming at lunch time as main meal for lunch and few (5%) of respondents consume burger at breakfast. This implies that burger is



consumed during snack time as snack food and sometimes as main meal food for lunch especially for students, who did not bring their packed lunch.

Table 8. Time of consumption

TIME OF CONSUMPTION	FREQUENCY (F)	PERCENTAGE (%)
Breakfast	10	5
Lunch	23	11.5
Dinner	7	3.5
Snack	169	84.5
Anytime	2	1

\*multiple response

#### Consumers' Perception on Vegetable and Meat -based Burger

Vegetable -based burger is comparable to meat -based burger as shown in Table 9, because most respondents answered neutral when asked them if they prefer and believe that vegetable based burger is better than meat based burger. When asked them if vegetable based burger is a healthy food, most of respondents agreed. Most (68.5%) of respondents agreed or preferred nutritious food, thus agreed that vegetable –based burger is a nutritious food. This implies that in terms if health benefits they prefer vegetable based burger, however some people love to eat meat, thus, would still prefer the meat – based burger.



Table 9. Preferences on vegetable and meat -based burger

PARTICULAR	FREQUENCY (F)	PERCENTAGE (%)
I prefer vegetable –based burger		
Disagree	13	6.5
Neutral	98	49.0
Agree	77	38.5
Vegetable –based burger is a healthy food		
Disagree	6	3.0
Neutral	74	37.0
Agree	108	54.0
I prefer to eat nutritious food		
Disagree	1	0.5
Neutral	50	25.0
Agree	137	68.5
Easy to prepare food		
Disagree	5	2.5
Neutral	93	46.5
Agree	90	45.0

\*multiple response



### Reason Why Veggie Burger is not Popular

Because of the health benefits derived from vegetable –based burgers, some respondents would like to try, however it is not a popular food in fast food chains and snack house. Vegemeat burger is available in selected supermarket intended for vegetarian diet and for consumers who belong to religious sectors with meat restrictions.

Table 10 shows the reason mentioned by respondents on why veggie burger is not popular. Fifty percent of the respondents mentioned lack of information, insufficient promotion (33%), people are not interested to try (20.5%), veggie burger is new in the market (11%) and limited supply (9%). Other respondents still prefer to eat meat –based burger may be because they are not used to eat vegetable.

This implies that veggie burger is not well promoted and only few people know it while meat –based burger is already introduced and known by the people and available in fast food chains and food canteens/company’s like Mc Donald’s, Jollibee and burger stands like Big Mak.

Table 10. Reason why veggie burger is not popular

PARTICULAR	FREQUENCY (F)	PERCENTAGE (%)
Insufficient promotion	66	33.0
New product in the market	22	11.0
Limited supply	18	9.0
People not interested to try	41	20.5
Lack of information	100	50.0
People love to eat meat	5	2.5

\*multiple response



## **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

### Summary

The study was conducted to identify the consumer's perception on meat and vegetable –based burger. It aimed to identify the buying behavior of consumer on meat and vegetable –based burger, identify the factors that effect consumer's perception and behavior on meat and vegetable –based burger.

The 200 respondents of the study were composed of the following groups: student, farmer, government employee, unemployed or (housekeeper), and the laborer. Out of the 200 respondents, 96% consumes burger and 4% do not consume burger.

Most of the respondents preferred meat –based burger than vegetable –based burger. They buy burger from burger stand/street burger vendor, fast foods, canteen, and in the restaurant. Most of respondents consume burger at snack time, however there are also respondents who consume burger for lunch, breakfast, and dinner or any time they want to consume.

The factors influencing the respondents to purchase or consume burger includes: a) availability of the product in the market, b) perceived health value, c) availability of the product at home, d) suggestion/recommendation friend, family members and relatives, e) preferred by the family members, f) curiosity on the product, g) no need to cook, h) easy to prepare, and they like the taste of burger.

Based on the opinions of respondents, veggie burger is not popular because of the lack of information, insufficient promotion, people are not interested to try the product, it is new product in the market and because of limited supply.



## Conclusions

The following conclusions were made based on the findings of the study:

1. Respondents/consumers perceived that a burger is a hamburger.
2. Meat –based burger is more popular than vegetable –based burger.
3. Burgers is consumed as snack food.
4. Consumers consume burger because it is always available in canteens, burger stands, fast food chains, and restaurant or snack house.
5. Vegetable –based burger is not fully introduced or promoted especially in the study area.

## Recommendations

Based on the conclusion, the following recommendations are made:

1. It is recommended that information dissemination should be done to change the perception of consumers on burger, that burger is not only hamburger but patties that maybe made of meat or vegetables.
2. It is recommended that vegetable –based burger should also be promoted to make it popular as the meat –based burger.
3. Promote consumption of burger especially for vegetable –based burger as a nutritious snack food or even as a viand.
4. Make vegetable –based burger available in canteens, burger stands, fast food chains, restaurants or snack house for consumers.
5. For an entrepreneur who is planning to go into production and marketing of vegetable –based should take into consideration the perception and behavior





of target customer or market. In order to create demand for vegetable –based burger product a thorough promotion of the product as a nutritious healthy food should be given emphasis.

6. It is also recommended that feasibility study should be done to identify the profitability of vegetable –based burger.
7. It is recommended that a further study should be done to determine the market segments of burger.



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**APPENDIX**

**SURVEY QUESTIONNAIRE**

Name: (optional) \_\_\_\_\_ Sex: \_\_\_\_\_  
Address: \_\_\_\_\_ Civil Status: \_\_\_\_\_

1. Age: \_\_\_\_\_(yrs)
  
2. Ethnic Affiliation / Origin  

<input type="checkbox"/> Tagalog	<input type="checkbox"/> Kalinga
<input type="checkbox"/> Ilocos region	<input type="checkbox"/> Mt. Province
<input type="checkbox"/> Benguet	<input type="checkbox"/> Pangasinense
<input type="checkbox"/> Ifugao	<input type="checkbox"/> Others (pls. Specify) _____
  
3. Religious Affiliation  

<input type="checkbox"/> Roman Catholic	<input type="checkbox"/> Jehovah Witnesses
<input type="checkbox"/> Iglesia Ni Cristo	<input type="checkbox"/> Baptist
<input type="checkbox"/> Anglican	<input type="checkbox"/> Others ( pls. Specify) _____
  
4. Educational Attainment  

<input type="checkbox"/> Elementary Level	<input type="checkbox"/> College Level
<input type="checkbox"/> High School Level	<input type="checkbox"/> College Graduate
<input type="checkbox"/> Vocational	<input type="checkbox"/> Graduate degree – Ms, Ma, Phd..., etc...
  
5. Main Occupation  

<input type="checkbox"/> Farmer	<input type="checkbox"/> Businessman / Woman
<input type="checkbox"/> Housekeeper	<input type="checkbox"/> Self- employed
<input type="checkbox"/> Laborer	<input type="checkbox"/> Private employee
<input type="checkbox"/> Student	<input type="checkbox"/> Government employee
	<input type="checkbox"/> Others (pls. specify) _____
  
6. Household average monthly income  

<input type="checkbox"/> Less than PhP 10,000	<input type="checkbox"/> PhP 21,000 – 30,000
<input type="checkbox"/> PhP 10,000 – 15,000	<input type="checkbox"/> PhP 31,000 – 40,000
<input type="checkbox"/> PhP 16,000 – 20,000	<input type="checkbox"/> Above 40,000



7. How often do you eat burger?

- Daily  Twice a week  
 Once a week  Three times a week  
 Others (pls. specify) \_\_\_\_\_

8. Where do you buy burger?

- Fast food  Burger Stand  
 Restaurant  Street Vendor  
 Canteen  Others ( pls. specify)\_\_\_\_\_

9. Who are the other consumers of burger in the family?

- Parents  All members in the family  
 Children  None

### Consumer Perception and Behavior

10. What comes into your mind when you heard the word burger?

- Hamburger  
 Cheese Burger  
 Veggie Burger  
 Others (pls specify) \_\_\_\_\_

11. Do you like burger?

- Yes  No

12. What kind of burger?

- Meat-based burger  
 Vegetable – based burger

13. What are the factor that influence you to consume burger?

- Availability of the product at home  
 Preferred by the family  
 Suggestions of friends, family members and relatives  
 Perceived health value of the product  
 Availability of the product in the market  
 Curiosity with the product  
 Easy to handle and prepare  
 Others (pls. specify) \_\_\_\_\_



14. At what time of the day do you eat burger?

Breakfast

Dinner

Lunch

Snack time

15. Please check the corresponding columns as to whether you agree or disagree with the following statements.

	Disagree	Neutral	Agree
a. I prefer vegetables- based burger			
b. Vegetable-based burger is a healthy food			
c. I prefer to eat nutritious food			
d. I prefer easy to prepared food			

16. In your opinion, what do you think is the reason why Veggie burger is not well known?

Insufficient promotion

people not interested to try

New product in the market

Lack of information

Limited supply

others (pls. specify) \_\_\_\_\_.



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VEGETABLE -BASED BURGER

HECTOR S. PAREDES

A THESIS SUBMITTED TO THE COLLEGE OF AGRICULTURE,  
BENGUET STATE UNIVERSITY IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS  
FOR THE DEGREE

BACHELOR OF SCIENCE IN AGRIBUSINESS  
(ENTERPRISE MANGEMENT)

APRIL 2007



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La Trinidad, Benguet

This thesis, titled “CONSUMERS’ PERCEPTION ON MEAT AND VEGETABLE –BASED BURGER” prepared and submitted by HECTOR S. PAREDES for the degree BACHELOR OF SCIENCE IN AGRIBUSINESS (Enterprise Management) is here by accepted.

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