BIBLIOGRAPHY

YA-OS, MAGDALENA A. APRIL. 2010. Consumer and Producer Awareness, Willingness and Perception towards Vegetable Branding in La Trinidad, Benguet.

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ABSTRACT

This study was conducted in La Trinidad, Benguet to determine the awareness, understanding and perception of consumers and producers about branded vegetables, and to determine the willingness of the consumers to buy branded vegetables, as well as the willingness of the producers to comply with vegetable branding in case it will implemented in the locality.

The findings of the study reveal that majority of the respondents are aware of vegetable branding and they have already seen actual branded vegetables at the La Trinidad Public Market. However, almost all of the respondent find the price of branded vegetables higher than the price of unbranded ones.

Generally both consumers and producers have the same perception towards vegetable branding that branded vegetables are of high quality, are expensive, are well packaged, are present only in hypermarket and supermarket, are more healthily, are in high quality, are for the elite people only, and not accessible.

In the willingness to buy branded vegetables, majority of the respondents are willing to buy branded vegetables for the primary reason that they are assured of the quality.

All most of the producers positively considered the possibility of vegetable branding to be implemented in the locality and majority of them are willing to comply in case the government will implement.

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INTRODUCTION

Rationale

La Trinidad, Benguet is an ideal place for producing vegetables because of its temperate climate and high altitude. It is known for the abundant supply of fresh highland vegetables. La Trinidad is home to the country's best potatoes, carrots and cabbages. However, but in spite of being known for being the best producer of potatoes, carrots and cabbages, La Trinidad lags behind in the business of product labeling that could gain more commercial value for its vegetables. The reason according to the Institute of Social Research and Development (ISRD) at the Benguet State University is that there exists a void in the marketing strategy of the province's vegetable. Specifically, there is the lack of a provincial brand (Cariño, 2007).

Dagupen (2007), found out in her study that the origin of vegetables figured prominently in the consumer's choice of product. Consumers preferred Baguio and Benguet Vegetables but do not really know for sure if the vegetable they buy are really coming from these places. Vegetables coming from Benguet and Baguio are not branded not like some vegetables coming from other provinces.

A product is something that is made in a factory; a brand is something that is bought by a consumer. A product can be copied by a competitor, a brand is unique, a product can be quickly outdated, and a successful brand is timeless.

A brand is incredibly important right now because in this economy consumers are reluctant to buy. They want a brand that they can trust, they know they are getting value from, and a brand that cares about them and interacts with them as a customer.

Today's branding strategy of agricultural products by local communities does not merely focus on promoting the name recognition of their products but it is designed as a comprehensive project that aims to revitalize the entire community, including the improvement of food safety and the protection of intellectual properties. Promoting local brand of traditional vegetables simply means protecting the local food tradition and culture.

Importance of the Study

The result of this study would help the entrepreneurs (middlemen and retailer) to improve their packaging and prominent labeling of the vegetables. And to the consumers, this would help them to be aware on the different strategy on how producers market their product (vegetable branding, attractive packing).

For the farmers, this would help them to be aware on what is happening in the vegetable industry. And for the province of Benguet, the study will help them assess if vegetable branding would be feasible to implement in the locality.

Statement of the Problem

The study was conducted to determine customer and producer awareness, willingness and perception on vegetable branding in La Trinidad, Benguet. Specifically, this study tried to answer the following questions.

1. What is the awareness and understanding of consumers and producers towards vegetable branding?

2. What is the perception of consumers and producers towards branded vegetables?

2. What is the willingness of the consumers to buy branded vegetable?

3. What is the willingness of the producers to adhere to vegetable branding?

Objective of the Study

1. To describe the awareness and understanding of consumers and producers towards vegetable branding

2. To identify and compare the perception of consumers and producers towards branded vegetables

3. To determine the willingness of the consumers to buy branded vegetables

4. To determine the willingness of the producers to adhere vegetable branding

Scope and Delimitation of the Study

This study was conducted in the municipality of La Trinidad particularly Barangay Betag, Balili, and Pico. The study focused mainly on consumer and producer's awareness, willingness and perception on the possibility of vegetable branding.

REVIEW OF LITERATURE

Historical Development of Branding

Although connected with the history of trademark and including earlier examples which could be deemed protobrands, brands in the field of mass-marketing originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap from local communities to centralized factories. When shipping their items, the factories would literally brand their logo or insignia on the barrels used extending the meaning of brand to that of a trademark. Bass and company, the British brewery, claim their red triangle brand was the world's first trademark. Lyle's golden syrup makes a similar claim, having been named as Britain's oldest brand, with its green and gold packaging which remained almost unchanged since 1985. Branding cattle calf came from Texas, rancher, Samuel Augustus Maverick who, following the America civil war, decided that since all other cattle were branded, his would be identified by having no marking (Wikipedia, 2008).

Around 1900, James Walter Thompson published a house ad explaining trademark advertising. This was early commercial explanation of what we know as branding (Wikipedia, 2008).

Branding local agricultural products has also become a nationwide trend. It all started in the late 1970's in Kyoto when both the prefecture and the city began a project to support produces of Kyo-yasai. Established in 1989, the official certification program of Kyo-yasai now target 21 varieties of traditional vegetables originating in Kyoto, including green onion, radish, and eggplant. Today, many communities throughout Japan have successfully promoted their own brand of specialty vegetable, such as Kaga yasai (Vegetable from Kanzawa), naroto kintoki (sweet potato from Tokushima), and Hakata banno negi (green onion fron fukuoka), just to name a few (Yamanou, 2007).

Importance of Branding

Branding can add value to the product. Branding has grown so strong that today almost, everything is branded. According to Kotler (2000), branding helps buyers in many ways for example it tells the buyers something about the product quality. Buyers who always buy the same brand know that they will get the same quality every time they buy the same product. Thus branding result in more product variety and choice for consumer, it also provides much more information about the product and where to find them.

Brands make it easy for consumer to identify goods or services. Brand names are particularly useful keys because the brand name becomes so closely tied to the product in the minds of consumers (Keller, 1998). Brands also help assure purchasers that they are getting comparable quality when they reorder. For seller, brands can be advertised and recognized when displayed on shelves in a store. Branding also help sellers control their market because buyers will not confuse one branded product with another. Branding reduces price comparisons because it is hard to compare price on two items with different brand. Finally, seller branding can add a measure of prestige to otherwise ordinary commodities (Stanton *et. al*., 1991).

Implications of Branding to
Small Vegetable Farmers

The Philippine vegetable industry is restructuring. This is largely driven by demand factors such as increasing population and income and changing lifestyles of urban consumers. These create opportunities for the modern chains to respond, particularly supermarkets and fast-food chains. Their procurement systems also change to respond to these opportunities and remain competitive. Increasing demand for salads prompted fast-food chains to source processed instead of unprocessed vegetables. This requires changes in production protocols for farmers who supply to vegetable processors. Large supermarkets deal with preferred suppliers who also brand their vegetables. As large supermarkets continue to raise standards, the volumes of vegetables sold that are branded are expected to increase. This will result to larger consolidators who also venture into processing particularly vegetables and packed salad vegetables. This in turn will require changes in production protocols if farmers are to be part of this chain. Small farmers will have difficulty responding to these opportunities in the modern chains as these would mean investments to produce quality vegetables. However, small farmers can not be eased out as assortment of vegetables is an integral part of a supermarkets' merchandising strategy (Conception and Uy 2006).

Today branded vegetable have gained acceptance in the market (Sia, 2008). More than 80 percent of processed foods are branded, whereas only 19 percent of fruits and vegetables are branded (McGinnis *et. al*., 2006).

Consumer Behavior

Consumer behavior and consumer decision-making have become prominent research topics in the various fields of consumer science in recent years (Schiffman and Kanuk, 2000). Generally, consumer behavior is defined as the activities that people engage in when selecting, purchasing, and using products and services so as to satisfy needs and desires. Such activities involve mental and emotional processes, in addition to physical action (Wilkie, 1990). Virtually, all decision involved in developing an effective marketing mix for a product or services rely on through knowledge of the consumer who comprises the target market (Johnson and Mullen, 1990). Understanding the behavior of the consumer can help marketers anticipate changes in the marketing mix, or determine whether new products are likely to be adopted.

Research on sensation and perception, attention, categorization, inference making, information search, memory, attitude and behavior, attitude formation, conditioning and satisfaction have been undertaken to understand consumer behavior (Jacobs *et. al*., 1998). As stated by Cobanoglu *et. al*. (2003), attitudes towards purchase behavior are believed to be shaped by many factors such as direct experience with the product, information acquired from others, exposure to mass media, consumer service, and satisfaction.

Figure I refers to the flow of the study that includes independent variables which refer to the consumer and producer awareness, perception and willingness to buy branded vegetables. The arrow indicates the interrelationship between the variables. The dependent variable is the prospect of vegetable branding.

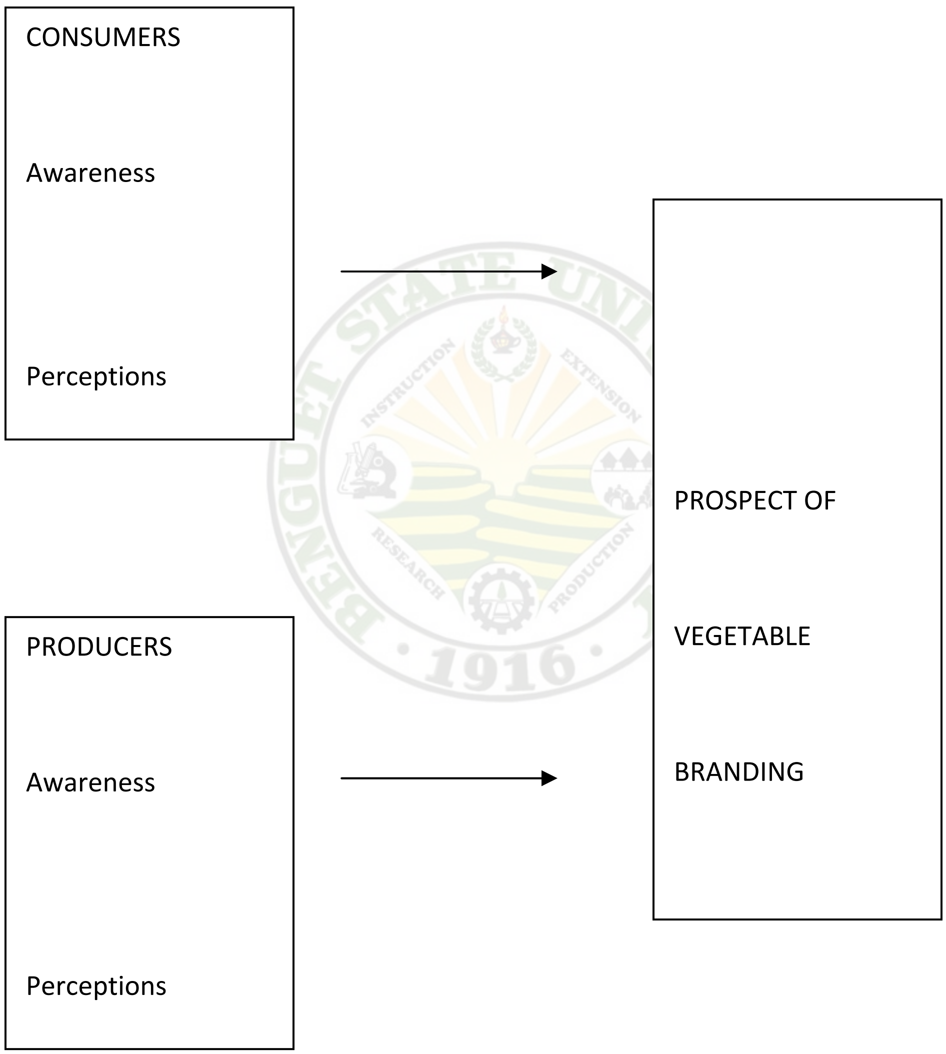

Figure 1. Paradigm of the Study

METHODOLOGY

Locale and Time of the Study

The study was conducted in La Trinidad, Benguet from December 2009 to February 2010.

Respondent of the Study

The respondents of this study were 30 farmers from the 3 predominantly vegetable producing Barangays of La Trinidad. Ten farmers per Barangay were selected and were interviewed on their respective farm.

The seventy consumers on the other hand were selected using quota sampling method. This was done at the La Trinidad Public market and the La Trinidad Trading Post.

Data Collection

A survey questionnaire was used to gather the needed information. However, a similar questionnaire was used also for the producers. The respondents were selected using the quota sampling method.

Data Gathered

The data gathered were the following:

1. Awareness of respondents on vegetable branding and existence of branded vegetables.

2. Perceptions of respondents about branded vegetables

3. Willingness of respondents about branded vegetables

4. Willingness of producers to comply with vegetable branding

Data Analysis

The data and information gathered from the respondent were tabulated and analyze using percentages, frequency distribution and mean estimates.

RESULTS AND DISCUSSION

General Information about the Producers

Table 1 presents the general profile of the respondents in terms of age and highest educational attainment.

Many (33.3%) of the producers belonged to ages 20-30 years old, 26.6% are in the age brackets of 31-40 and 41-50, respectively. The producers are predominantly young with 60% of them aged 40 and below. Thirty percent of the producers finished their secondary level, 23.3% reached but did not finish high school, while 23.3% finished college. This finding shows that many of the producers have achieved a level of formal education.

Level of Awareness of the Producers
about Vegetable Branding

Table 2 presents the level of awareness of the producers towards vegetable branding. Majority (60%) of the producers are aware of vegetable branding since some of them are organic producers who actually practice product branding. The other 40% of the producers are not aware.

Table 1. Distribution of producer according to general profile

PARTICULAR	FREQUENCY	PERCENTAGE
Age		
20-30	10	33.3
31-40	8	26.7
41-50	8	26.7
51-60	3	10.0
61-70	1	3.3
TOTAL	30	100
Highest educational attainment		
Reached Elementary but did not finish	-	-
Elementary graduate	3	10.0
Reached High school but did not finish	7	23.3
High school graduate	9	30.0
Reached College but did not finish	4	13.3
College graduate	7	23.3
TOTAL	30	100

Table 2. Distribution of producers according to their level of awareness towards vegetable branding

RESPONSE	FREQUENCY	PERCENTAGE

Aware	18	60
Not aware	12	40
TOTAL	30	100

Understanding of Producers

Table 3 presents the response of the producers when asked about their understanding of vegetable branding. Majority (61.1%) of the producers understood vegetable branding as classifying the vegetables, packing them well, and putting on a trade name. Specifically 27.8% equated vegetable branding with high quality together with a trade mark, while 11.1% answered that vegetable branding involves vegetables being well packaged and with a trade name. Hence, the presence of a trademark is associated with branding, as well as good packaging indicative of selection and quality.

Source of Information of the Producers

Table 4 presents the source of information about vegetable branding. Majority (55.6%) acquired their information from friends and family, 16.7% acquired their information from the radio, and 11.1% from magazines, and academics, respectively. Word-of-mouth information about vegetable branding seemed to be the current source as shown by the results.

Table 3. Distribution of producers according to their understanding of vegetable branding

RESPONSE	FREQUENCY	PERCENTAGE
Vegetables that are well packaged with trademark	2	11.1
Vegetables that are classified, well packaged and with trademark	11	61.1

Vegetables that are in high quality With trademark	5	27.8
TOTAL	18	100

Table 4. Distribution of producer according to the source of information about vegetable branding

SOURCE OF INFORMATION	FREQUENCY	PERCENTAGE
Internet	1	5.6
Radio	3	16.7
Magazine	2	11.1
Friends and family	10	55.6
Academic	2	11.1
TOTAL	18	100

Perception of Producers towards Branded Vegetable

Table 5 presents the perception of the producers regarding branded vegetables. More than half of the total respondents agreed with the perception that branded vegetables are of high quality, are expensive, and are well packaged.

About half of the producers also disagreed with the perception that branded vegetable are pesticide free, are for elite people only, and are not accessible.

Moreover, more than 40% of the producers agreed with the perception that branded vegetables are present only in hypermarket and supermarket, are healthier and are in high quality.

Table 5. Distribution of producers according to their perception towards branded vegetables

PERCEPTION	F1	%	F2	%	F3	%	F4	%	F5	%
Branded vegetable are high quality	6	20.0	20.0	66.7	2	6.7	2	6.7	-	-
Branded vegetable are expensive	5	17.0	16.0	53.3	7	23.3	2	6.7	-	-
Branded vegetable are well packed	3	10.0	23.0	76.7	3	10.0	1	3.3	-	-
Branded vegetable are present only in hypermarket and supermarket	3	10.0	14.0	46.7	5	16.7	8	26.7	-	-
Branded vegetable are more healthy	2	6.7	13.0	43.3	7	23.3	6	26.7	-	-
Branded vegetable are pesticide free	-	-	7.0	23.3	7	23.3	15	50.0	1	3.3
Branded vegetable are free from disease	1	3.3	9.0	30	8	26.7	11	36.7	1	3.3
Branded vegetable are in high quality	2	6.7	14.0	46.7	6	20.0	7	23.3	1	3.3
Branded vegetable are for elite people only	-	-	8.0	26.7	4	13.3	17	56.7	1	3.3
Branded vegetable are not accessible	-	-	11.0	36.7	5	16.7	13	43.3	1	3.3

Legend: F1 – Strongly agree F4- Disagree
F2 – Agree F5- Strongly disagree
F3 – Neutral

Awareness of Producers in the Existence of Branded Vegetable

Table 6 presents the response of the producers regarding awareness on the existence of branded vegetables. Majority (53.3%) are aware while 46.7% are not. Majority (56.3%) of those who are aware have noted that they have seen the branded vegetables in the La Trinidad Public Market. This is not surprising because of the existence of an outlet of the La Trinidad Organic Producers in the La Trinidad Public market. Some 25% have seen branded vegetables in supermarkets (Table 7).

Table 6. Distribution of producers according to whether they have seen actual sample of branded vegetables

RESPONSE	FREQUENCY	PERCENTAGE
Have seen actual sample	16	53.3
Have not seen actual sample	14	46.7
TOTAL	30	100

Table 7. Distribution of producers according to where they had seen branded vegetables

WHERE	FREQUENCY	PERCENTAGE
Super market	4	25.0
La Trinidad Public Market	9	56.3
La Trinidad trading Post	1	6.3
BSU	1	6.3

Farm	1	6.3
TOTAL	16	100

Price of Branded Vegetables Compared to Unbranded Vegetables

Table 8 shows that almost all (96.7%) of the producers find the price of branded vegetables higher than the unbranded ones. This comes as no surprise as the current branded vegetables that are being sold carry premium prices for being organic and for having good packaging. The organic nature of the vegetable and the nice packaging are added costs that bring the price higher.

Willingness of Producers to buy Branded Vegetables

Tables 9, 10 and 11 show the willingness of producers to buy branded vegetables, Majority (73.33%) are willing to buy for the primary reason that they are assured of the quality (45.5%). About 36.4% will buy for curiosity. For those who are not willing to buy, 37.5% indicated the high price of branded vegetables as the primary reason.

Table 8. Distribution of producers according to comparative price perception between branded and unbranded vegetables

RESPONSE	FREQUENCY	PERCENTAGE
Higher	29	96.7
Cheaper	1	3.3
TOTAL	30	100

Table 9. Distribution of producers according to their willingness to buy branded vegetables

RESPONSE	FREQUENCY	PERCENTAGE
Willing to buy	22	73.33
Not willing to buy	8	26.67
TOTAL	30	100

Table 10. Distribution of producers according to reason for willingness to buy branded vegetables

REASONS	FREQUENCY	PERCENTAGE
Curiosity	8	36.4
Assured with the quality	10	45.5
Attractive packaging	1	4.5
To see the difference	3	13.6
TOTAL	22	100

Table 11. Distribution of producers according to reason for unwillingness to buy branded vegetables

REASONS	FREQUENCY	PERCENTAGE
High price	3	37.5
Branded vegetable is the same as the unbranded vegetable	-	-
I'm not brand conscious	2	25.0

It’s our produce	3	37.5
TOTAL	8	100

Possibility of Vegetable Branding to be Implemented in the Locality

Table 12 shows that almost all (93.33%) of the producers considered the possibility of vegetable branding to be implemented in the locality. The existence of LaTop, in this case, strengthens the producers’ perception of the possibility of vegetable branding.

Willingness to Comply

Table 13 presents the willingness of the producers to comply in case the local government will implement vegetable branding. Majority (86.75) are willing to comply in case this happens. The primary reasons for such willingness are as follows: (Table 14) Majority (57.7%) would do so to meet the quality standard of some buyers, and 50% are willing to comply to distinguish their vegetable from other vegetable. On the other hand, the primary reason for unwillingness to comply (Table 15) is the additional cost that will be incurred as indicated by 75% of those who are unwilling to comply. This result confirms the statement of Conception *et. al,* (2006) that farmers will have a difficulty responding to these opportunities in the modern chains as these would mean investment to produce quality vegetable.

Table 12. Distribution of producers according to their perception on possibility of vegetable branding to be implemented in the locality

RESPONSE	FREQUENCY	PERCENTAGE
There is possibility	28	93.33
There no possibility	2	6.67

TOTAL	30	100

Table 13. Distribution of producers according to willingness to comply with vegetable branding

RESPONSE	FREQUENCY	PERCENTAGE
Willing to comply	26	86.67
Not willing to comply	4	13.33
TOTAL	30	100

Table 14. Distribution of producers according to willingness to comply with vegetable branding

REASONS OF COMPLYING	FREQUENCY	PERCENTAGE
To distinguish our produce vegetable from other vegetables	13	50.0
To be able to improve our packaging and labeling	5	19.2
To meet the quality standard of some buyers	15	57.7

*Multiple responses

Table 15. Distribution of producers according to unwillingness to comply with vegetable branding

REASONS OF NOT COMPLYING	FREQUENCY	PERCENTAGE
Additional cost	3	75
Additional work	1	25
TOTAL	4	100

General Information about the Consumer

Table 16 presents the general profile of the consumer respondents in terms of age, sex, occupation, highest educational attainment, and monthly income.

Majority (55.7%) of the consumers are 25 years of age and below. Another 27% are in the age bracket 26 to 35 years. Majority of the respondents (65.7%) are females. And many (31.4%) of them are self employed, and 25.7% are students.

More than 70% of the consumers have reached or finished a college education. Majority (52.9%) of the respondents has a monthly income of less than 5,000, and 38.6% have an allowance or monthly income of 5,000-10,000.

Table 16. Distribution of consumers according to general profile

PARTICULAR	FREQUENCY	PERCENTAGE
Age		
15-25	39	55.7
26-35	19	27.1
36-45	4	5.7
46-55	5	7.1
56-65	2	2.9
66-75	1	1.4
TOTAL	70	100
Sex		
Male	24	34.3

Female	46	65.7
TOTAL	70	100

Table 16 Continued…

PARTICULAR	FREQUENCY	PERCENTAGE
Occupation		
Self employed	22	31.4
White collar job	3	4.3
Farming	4	5.7
Housewife	6	8.6
Government workers	10	14.3
Laborer	7	10.0
TOTAL	70	100
Highest Educational attainment		
Reached Elementary but did not finish	2	2.9
Elementary graduate	3	4.3
Reached High school but did not finish	3	4.3
High school graduate	6	8.6
Reached College but did not finish	31	44.3
College graduate	25	35.7
TOTAL	70	100
Monthly income		
Less than 5,000	37	52.9
5,000-10,000	27	38.6
10,000-20,000	5	7.1

More than 20,000	1	1.4
TOTAL	70	100

Level of Awareness of the Consumers
About Vegetable Branding

Table 17 presents the level of awareness of the consumers towards vegetable branding. Majority (70%) of the consumers are aware of vegetable branding since some of them are already buying branded vegetables while 30% are not aware.

Understanding of Consumers

Table 18 presents the response of the consumers when asked about their understanding about vegetable branding. Majority (65.3%) of the consumers understood vegetable branding as classifying the vegetables, packing them well and putting on a trade name. This is can be compared to the majority of the producers who understand vegetable branding in the same way as shown in the earlier section.

Source of Information of the Consumers

Table 19 presents where the consumers acquired their information about vegetable branding, Many (55.1%) of the consumers acquired their information from friends and family, 22.5% from magazines, and 18.4% from the internet. Just like the result obtained from producers word-of-mouth information and media also are the current sources about vegetable branding.

Table 17. Distribution of consumers according to their level of awareness towards vegetable branding

RESPONSE	FREQUENCY	PERCENTAGE
Aware	49	70
Not aware	21	30
TOTAL	70	100

Table 18. Distribution of consumers according to their understanding on what is vegetable branding

UNDERSTANDING	FREQUENCY	PERCENTAGE
Vegetables that are well packaged with trademark	8	16.3
Vegetables that are classified, well packaged and with trademark	32	65.3
Vegetables that are in high quality with trademark	9	18.4
TOTAL	49	100

Table 19. Distribution of consumers according to where they acquired their of information about vegetable branding

SOURCE OF INFORMATION	FREQUENCY	PERCENTAGE
Internet	9	18.4
Radio	2	4.1
Magazine	11	22.5
Friends and family	27	55.1
Academic	7	14.3

*Multiple response

<u>Perception of Consumers towards Branded Vegetables</u>

Table 20 presents the perception of the consumers about branded vegetables. Almost 40% of the consumers agreed that branded vegetables are of high quality, are expensive, and are present only in hypermarkets and supermarkets.

Half of the consumers are neutral that branded vegetables are healthier and are not accessible. While almost 30% of the consumers are disagreeing that branded vegetables are pesticide free, are free from diseases, are in high quality and are for elite people only.

Table 20. Distribution of consumer according to their perception about branded vegetables

PERCEPTION	F1	%	F2	%	F3	%	F4	%	F5	%
Branded vegetable are high quality	9.0	12.9	28.0	40.0	23.0	32.9	10.0	14.3	-	-
Branded vegetable are expensive	20.0	28.6	31.0	44.3	15.0	21.4	4.0	5.7	-	-
Branded vegetable are well packed	14.0	20.0	46.0	65.7	9.0	12.9	1.0	1.4	-	-
Branded vegetable are present only in hypermarket and supermarket	8.0	11.4	25.0	35.7	24.0	34.3	11.0	15.7	2.0	2.9
Branded vegetable are more healthy	5.0	7.1	9.0	12.9	35.0	50.0	14.0	20.0	7.0	10.0
Branded vegetable are pesticide free	1.0	1.4	6.0	8.6	28.0	40.0	25.0	35.7	10.0	14.3
Branded vegetable are free from disease	2.0	2.9	6.0	8.6	33.0	47.1	20.0	28.6	9.0	12.9
Branded vegetable are in high quality	12.0	17.1	12.0	17.1	23.0	32.9	22.0	31.4	1.0	1.4

Branded vegetable are for elite people only	3.0	4.3	11.0	15.7	18.0	25.7	27.0	38.6	11.0	15.7
Branded vegetable are not accessible	5.0	7.1	11.0	15.7	39.0	55.7	12.0	17.1	3.0	4.3

Legend:

F1 – Strongly agree
F2 – Agree
F3 – Neutral
F4 – Disagree
F5- Strongly disagree

Awareness of the Consumers on the
Existence of Branded Vegetables

Table 21 presents consumers awareness on the existence of branded vegetables. Majority (58.6%) are aware while 41.1% are not aware. Specifically, 46.4% of those who are aware have noted that they have seen branded vegetables at La Trinidad Public Market, and19% have seen branded vegetables at La Trinidad Trading Post (Table 22). The findings confirm the statement of Sia (2008) that today branded vegetables have gained acceptance in the market.

Table 21. Distribution of consumer whether they have seen actual branded vegetables

RESPONSE	FREQUENCY	PERCENTAGE
Have seen	41	58.6
Have not seen	29	41.4
TOTAL	70	100

Table 22. Distribution of consumer on where they had seen branded vegetables

PARTICULAR	FREQUENCY	PERCENTAGE
Super market	7	17.1
La Trinidad Public Market	19	46.4
La Trinidad Trading Post	8	19.5
BSU	6	14.6
Abroad	1	2.4
TOTAL	41	100

Price of Branded Vegetables Compared to Unbranded Vegetables

Table 23 shows that almost all (88.6%) of the consumers find the price of branded vegetables higher than the price of unbranded ones. The result is corroborated by Stanton *et. al.* (1991) who writes that branding can add a measure of prestige to otherwise ordinary commodities that will result to higher price for said product.

Willingness of Consumers to Buy Branded Vegetables

Table 24 presents the willingness of the consumers to buy branded vegetables. Majority (70.4%) are willing to buy for the primary reason that they are assured of the quality (51%) while 46.9% will buy for curiosity (Table 25). Those who are not willing to buy said that they will not buy because according to them branded vegetables are just the same with unbranded vegetables (42.9%), and due to the high price of the product (Table 26).

Table 23. Distribution of consumer according on how they perceived price of branded vegetables compared to the price of the unbranded vegetable

RESPONSE	FREQUENCY	PERCENTAGE
Higher	62	88.6
Same	7	10.0
Cheaper	1	1.4
TOTAL	70	100

Table 24. Distribution of consumers according to their willingness to buy branded vegetables

RESPONSE	FREQUENCY	PERCENTAGE
Willing to buy branded vegetables	49	70.4
Not willing to buy branded vegetables	21	30.0
TOTAL	70	100

Table 25. Distribution of consumers according to reason for willingness to buy branded vegetables

REASONS OF BUYING	FREQUENCY	PERCENTAGE
Curiosity	22	46.9
Assured with the quality	25	51.0
Attractive packaging	5	10.2

*Multiple response

Table 26. Distribution of consumers according to reason for unwillingness to buy branded vegetables

REASONS OF NOT BUYING	FREQUENCY	PERCENTAGE
High price	9	42.9
Branded vegetable is the same as the unbranded vegetable	9	42.9
I'm not brand conscious	5	23.8

*Multiple response

Reaction of Consumers

Table 27 presents the reaction of the consumers as to the comparative pricing of branded vegetables with the unbranded ones. Majority (51.4%) of the consumers expect to consume the same quantity of branded vegetables with that of the unbranded if the price is the same. About 53% however, will definitely consume less of the branded vis-à-vis the unbranded vegetables if the price is higher. About 57.4% will consume more if the price is lower.

Comparative Mean of the Perception of Consumers
And Producers about Branded Vegetable

Table 28 presents the comparative mean of the perception of consumers and producers about branded vegetables. Consumers and producers have a different perception in the statements that branded vegetables are pesticide free, the consumers disagree while the producers are neutral , In the other hand, the consumers are neutral and the producer disagree in the perception that branded vegetable are free from diseases.

Moreover both consumers and producers have the same agreement in the statement that branded vegetables are of high quality, are expensive, are well packaged, are present only in hypermarket and supermarket, are more healthy, are in high quality, are for the elite people only, and are not accessible.

Table 27. Distribution of consumer according to their reaction in the following scenario

SCENARIO	F1	%	F2	%	F3	%
Priced the same with unbranded vegetable	14	20.0	36	51.4	20	28.6
Priced higher with unbranded vegetable	37	52.9	29	41.4	4	5.7
Priced lower with unbranded vegetable	7	10.0	23	32.9	40	57.1

Legend: F1-Consume less F3- Consume more
F2- Retain

Table 28.Comparative mean of the perception of consumer and producer about vegetable branding

PERCEPTION	CONSUMER Mean Score	PRODUCER Mean Score
Branded vegetables are high quality	2.5	2.0
Branded vegetable are expensive	2.0	2.0
Branded vegetables are well packaged	1.9	2.1
Branded vegetable are present only in hypermarket and supermarket	2.6	2.6
Branded vegetable are more healthy	3.1	2.7
Branded vegetable are pesticide free	3.6	3.3
Branded vegetable are free from diseases	3.4	3.7
Branded vegetable are in high quality	2.8	2.8
Branded vegetable are for elite people only	3.5	3.5
branded vegetable are not accessible	3.0	3.0

Legend: 1.00-1.79– Strongly agree 3.41-4.21– Disagree
1.80-2.59– Agree 4.22-5.00 – Strongly disagree
2.60-3.40 – Neutral

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

The study was conducted to determine the awareness and understanding of consumers and producers towards vegetable branding, determine the perception of consumers and producers about branded vegetables, and to determine the willingness of the consumers to buy branded vegetables as well as the willingness of the producers to adhere to vegetable branding.

There were 100 respondents with 30 farmers from the 3 predominantly vegetable producing Barangays of La Trinidad, Benguet namely Balili, Betag and Pico. The 70 consumers were selected using quota sampling method.

The finding of the study reveals that majority of the respondents are aware of vegetable branding and they understood vegetable branding as classifying vegetables packing them well, and putting on a trade name.

Both consumers and producers do not differ in their perception that branded vegetables are of high quality, are expensive, are well packaged, are present only in hypermarkets and supermarkets, are healthier, are in high quality, are for the elite people only, and are not accessible.

Almost all of the consumers and producers perceived that the prices of branded vegetables are higher compared to the unbranded ones.

More than half of the respondents are aware of the existence of branded vegetables and majority of them noted that they have seen actual branded vegetables at the La Trinidad Public Market.

Majority of the respondents are willing to buy branded vegetable for the primary reason that they are assured with the quality.

Almost all of the producers considered the possibility of vegetable branding to be implemented in the locality. Almost all of them are willing to comply with vegetable branding in case the government will implement this. The primary reason is that they would like to meet the quality standard of some buyers, and because they find this as a good way to differentiate their vegetable produce from others.

Conclusions

Based on the findings, the following conclusions are drawn:

1. There is an existing awareness for vegetable branding for producers and consumers. Vegetable branding is understood as classifying vegetables, packing them well and putting on a trade name.
2. Producers and consumers generally have the same perception towards branded vegetables. Specifically vegetables are of high quality, are expensive, are well packaged, are present only in hypermarket and supermarket, are healthier, are in high quality, are for elite people only, and are not accessible.
3. There is willingness to buy branded vegetables for both consumers and producers for the primary reason that they are assured of quality.
4. There is willingness to comply with vegetable branding among producers.

Recommendations

Based on the conclusion the following are recommended:

1. The government of Benguet should provide some form of support to encourage vegetable branding in La Trinidad.

2. Promotion of branded vegetables must be given priority since majority of the consumers are willing to buy.

3. Based on the findings, seminars and trainings on how to apply vegetable should be given to producers branding.

4. Farmer groups should evaluate the merit of adopting vegetable branding for their produce.

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APPENDIX A

Request Letter for the Respondents

College of Agriculture
Department of Agriculture Economics and Agribusiness Management
Benguet State University
La Trinidad, Benguet

Dear Respondents:

I am a fourth year students of Benguet State University, taking up Bachelor of Science in Agribusiness majoring in Enterprise management. I am presently conducting my under graduate research, in titled “Consumer and Producer Awareness, Willingness and Perception towards Vegetable Branding at La Trinidad, Benguet”.

In this connection, may I request a part of your time to answer the questionnaire of my research. Rest assured that all data gathered would keep confidential.

Thank you very much for tour kind consideration.

Very truly yours,

MAGDALENA A. YA-OS
Researcher

Noted by:

DARLYN D. TAGARINO
Adviser

APPENDIX B

Questionnaire to consumer

Name: ______________________
Age: _________
Sex: ____male ____ female
Occupation

____ White collar job ______ Housewife ____ others; specify
____ farming ______ government workers
____ Students ______ self employed

Highest educational attainment

____ Elementary undergraduate ______ elementary graduate
____ High school undergraduate ______ high school graduate
____ College undergraduate ______ college graduate

Monthly income

____ Less than 5,000 ____ 10,000-20,000
____ 5,000-10,000 ____ More than 20,000

Instruction: please put a check mark (√) on the appropriate space for your response.

1. Are you aware of vegetable branding?
____ aware ____ not aware

2. If yes, what is your understanding of vegetable branding?
___ Vegetables that are well packaged with trademark
___ Vegetables that are Classified, well packaged and with trademark
___ Vegetables that are in high quality with trademark
___ others: specify

3. Where do you acquire tour information about vegetable branding?
___ Internet
___ Radio
___ Magazine
___ Friends and family
___ others: specify

4. Have you seen a sample of a branded vegetable?
____ have seen actual branded vegetables ____have not actual branded vegetables

A. where _______________

B. as to price, how does it compare to unbranded vegetable?
____ higher ____ same ____ cheaper

5. If you have not seen yet a branded vegetable and unbranded will available in the market would you like to buy?
____willing to buy ____ not willing to buy

6. If yes what are your reason?
____a. curiosity
____b. assured with the quality
____c. attractive packaging
____d. other: specify

7. If no, what are your reasons?
___a. high price
___b. branded vegetable is the same as the unbranded vegetable
___c. I'm not brand conscious
___d. other: specify

8. Please indicate your reaction in the following scenario if branded vegetable will be.

	Consume less	retain	Consume more
Priced the same with the conventionally grown vegetable			
Priced higher than conventionally grown vegetable			
Priced lower than conventionally grown vegetable			

Perception about branded vegetable

	Strongly agree	agree	neutral	disagree	Strongly disagree
1. branded vegetable are high quality					
2.branded vegetable are expensive					
3.branded vegetable are well packed					
4.branded vegetable are present only in hypermarket and supermarket					
5. branded vegetable are more healthy					
6. branded vegetable are pesticide free					
7. branded vegetable are free from disease					
8. branded vegetable are in high quality					
9. branded vegetable are for elite people only					
10. branded vegetable are not					

accessible					

…………………………THANK YOU VERY MUCH…………………

APPENDIX C

Questionnaire to Producer

Name: ____________________

Age: ________

Highest educational attainment

____ Elementary undergraduate _____ elementary graduate

____ High school undergraduate _____ high school graduate

____ College undergraduate _____ college graduate

Instruction: please put a check mark (√) on the appropriate space for your response

1. Are you aware of vegetable branding?

____aware ____ not aware

2. If yes, what is your understanding of vegetable branding?

___a. Vegetables that are well packaged with trademark

___b. Vegetables that are Classified, well packaged and with trademark

___c. Vegetables that are in high quality with trademark

___d. others: specify

3. Where do you acquire tour information about vegetable branding?

___a. Internet ___c. Magazine ___e. others: specify

___b. Radio ___d. Friends and family

4. Have you seen a sample of a branded vegetable?

____ have seen actual branded vegetables ____have not seen actual branded vegetables

A. where ______________

C. as to price, how does it compare to unbranded vegetable?

____ higher ____ same ____ cheaper

5. If you have not seen yet a branded vegetable and unbranded will available in the market would you like to buy?

____willing to buy ____ not willing to buy

6. If yes what are your reason?

____a. curiosity

____b. assured with the quality

____c. attractive packaging

____d. other: specify

7. If no, what are your reasons?

___a. high price

___b. branded vegetable is the same as the unbranded vegetable

___c. I'm not brand conscious

___d. other: specify

10. Do you think there is a possibility of vegetable branding to be implemented here in our locality?
____ there is a possibility ____there is no possibility
11. If they will implement would you like to comply?
____ willing to comply ____ not willing to comply

12. If yes what are your reasons?
____a. to distinguish our produced vegetable from other vegetable
____b. to be able to improve our packaging and labeling
____c. to meet the quality standard of some buyers
____d. others: specify

13. If no, what are your reasons?
____a. additional cost
____b. additional work
____c. I don't care
____d. others: specify

Perception about branded vegetable

	Strongly agree	agree	neutral	disagree	Strongly disagree
1. branded vegetable are high quality					
2.branded vegetable are expensive					
3.branded vegetable are well packed					
4.branded vegetable are present only in hypermarket and supermarket					
5. branded vegetable are more healthy					
6. branded vegetable are pesticide free					
7. branded vegetable are free from disease					
8. branded vegetable are in high quality					
9. branded vegetable are for elite people only					
10. branded vegetable are not accessible					

…………………………THANK YOU VERY MUCH………………………….