

BIBLIOGRAPHY

LOPATE, LENIE W. APRIL 2013. Acceptability of Organic Vegetable Salad among College Students of Benguet State University. Benguet State University, La Trinidad, Benguet.

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ABSTRACT

This study was conducted to determine the acceptability of organic vegetable salad among the college students of Benguet State University. There were two tools employed in the data gathering, these were a) product testing sensory evaluation, and b) survey questionnaire for the acceptability of the organic vegetable salad.

One hundred college students were surveyed for the acceptability test and for the sensory evaluation of the product. The data gathered were examined and analyzed using descriptive method like frequency and percentage.

Based on the results of the study, most of the potential customers of organic vegetable salad based on the personal and socioeconomic profile were the following: male students, who were 16-20 years old, single, residing in Baguio City, belong to the ethnic group of Applai-kankanaey. Pangalatok, Kalinga, Kalanguya, Cebuano, who have a monthly allowance of Php 3,000-Php 3,999, Php 4,000-Php 4,999, Php 1,000-Php 1,999, less than Php 1,000, Php 2,000- Php 2, 999 respectively with any percentage of allocation for their snacks.



Respondents mostly preferred organic vegetable because it is nutritious and it is safer than inorganic vegetable. They were aware that organic vegetable salad is a food free of pesticide residue and it is a nutritious food. They also considered the safety as well as their sensory evaluation as basis for buying the organic vegetable salad.

Most of the respondents were willing to buy organic vegetable salad because they knew it is safe and nutritious to consume and given that it is affordable in price. The acceptability of the product was highlighted by the result of the sensory evaluation because the product was moderately liked by the respondents. Majority of them also agree with the sample pricing and packaging.

These results show that the organic vegetable salad presented and tasted by the respondents were positively evaluated and is therefore acceptable to them. Aside from these, numerous comments and suggestions were contributed by the respondents for the product improvement. These comments and suggestions are very helpful for the enhancement of the product quality and quantity as well.



RESULTS AND DISCUSSION

Organic Vegetable Formulation

The ingredients used in the formulation of the organic vegetable salad were lettuce (romaine), carrot and cucumber. These ingredients were all purchased at LaTop BSU Organic. The lettuces were sliced into smaller pieces and the carrots and cucumber were grated into medium sized. The dressing used was condensed milk. These ingredients were mixed into a large container then were distributed and packaged into small plastic cups with cover and small fork. These were served to the taste panels during the sensory evaluation testing of the product.

Profile of Respondents /Panel

Table 1 represents the general profile of the respondents according to their gender, age, status, place of residence, ethnic affiliation and religious affiliation including their average monthly allowance and the percent allocation of their allowance for snacks. A number of 100 college students were asked to answer the organic vegetable salad acceptability questionnaire from the different colleges of Benguet State University and also hundred responded for the sensory evaluation of the organic vegetable salad.

Gender. Among the 100 respondents of Benguet State University college students, there were 64 female students and 36 male students who have answered the questionnaire regarding the acceptability of the organic vegetable salad. In percentage, 64% and 36% respectively.



Age. Sixty-four percent belonged to age range 16-20 years old and 36% belonged to age range 21-26 years old: that is 64 and 36 in number respectively. The result implies that most of our respondents belonged to teenage years including 20.

Civil status. Almost all of the respondents in the study were single which is accounted to 98% and 2% married. This result was expected hence the respondents were the college students.

Place of residence. Most of our respondents are staying in La Trinidad, Benguet which is 97% and 3% are staying at Baguio City. In number, it is 97 and 3 respectively.

Ethnic affiliation. Ethnic affiliation stands for the ethnic group a certain individual belong. Herein, it can either be single or mixed ethnic affiliation. In the study, there were 42 respondents who belonged to the Kankanaey group, 18 Ibaloi, 6 Ilocano, 3 Applai-Kankanaey (Mt. Province), 4 Tagalog, and 1 respondent each of the ethnic affiliation of Panglatok, Kalinga, Kalanguya and Cebuano. Some of the respondents also belonged to a mixed ethnic affiliation which accounted to 24 respondents. A combination of highland plus highland ethnic affiliation like Kankanaey and Ibaloi accounted for 5 respondents, 16 highland plus lowland ethnic affiliation like Kankanaey and Tagalog, Kankanaey and Ilocano, Ibaloi and Tagalog, Ibaloi and Ilocano and 2 lowland plus lowland ethnic affiliation like Ilocano and Tagalog.

The result implies that most of the respondents were from the highland of the Kankanaey ethnic affiliation.

Religious affiliation. Religious affiliation is where a certain individual had been an officially member and joining religious services. In the study, it is accounted that 35 of the respondents belonged to Roman Catholic, followed by 25 Born Again, 7 Anglican, 6



Jehovah Witnesses, 5 Assembly of God, 5 Baptist, 4 Iglesia ni Cristo, 4 Bethel, 3 Lutheran, 2 Christian Spirit in the Philippines Incorporated (CSPI), and 1 respondents of Nazarene, Palti-ing, Four Square Gospel and Paganism. Exception of one who is a pagan, all of the respondents are Christians.

Average monthly allowance. In this society people are judged by how much money they make and spent in their daily needs and wants. Knowing the average monthly allowance of the respondents is a great factor that affects the acceptability of the product. Fifty eight of the respondents have a monthly allowance of less than Php1,000, 20 of between Php 1000-Php 1999, 9 respondents who have Php 2,000-Php2,999, and 3 who have Php 5,000 and above average monthly allowance. The result shows that most of the respondents belonged to the average people of the community.

Percent allocation of allowance for snacks. From the total allowance the respondents have per month, there is certain percent allocated for snacks. Sixty-one respondents spent less than 30%, 13 spent more than 30-40%, 11 spent more than 40-50%, 7 spent more than 50-60%, and 5 spent 60% and above of their allowance for snacks.

Table 1. Profile of respondents/taste panels

PARTICULARS	FREQUENCY	PERCENTAGE
Profile of Respondents/ Panel		
Gender		
Female	64	64
Male	36	36
TOTAL	100	100



Table 1. Continued...

PARTICULARS	FREQUENCY	PERCENTAGE
Age Bracket		
16-20	64	64
21-26	36	36
TOTAL	100	100
Civil Status		
Single	98	98
Married	2	2
TOTAL	100	100
Place of Residence		
La Trinidad	87	87
Baguio City	13	13
TOTAL	100	100
Ethnic Affiliation		
Kankanaey	42	42
Ibaloi	18	18
Ilocano	6	6
Applai-Kankanaey (Mt. Province)	3	3
Pangalatok	1	1
Tagalog	4	4
Kalinga	1	1
Kalanguya	1	1
Cebuano	1	1
Highland plus highland	5	5
Highland plus lowland	16	16
Lowland plus lowland	1	1
TOTAL	100	100



Table 1. Continued...

PARTICULARS	FREQUENCY	PERCENTAGE
Religious Affiliation		
Anglican	7	7
Assembly of God	5	5
Baptist	5	5
Born Again	25	25
Iglesia ni Cristo	4	4
Jehovah's Witnesses	6	6
Roman Catholic	34	34
Bethel	1	1
UCCP	4	4
CSPI	2	2
Nazarene	1	1
Paltiing	1	1
Four Square Gospel	1	1
Lutheran	3	3
Paganism	1	1
TOTAL	100	100
Average Monthly Allowance		
Less than Php 1,000	57	57
Php 1,000-Php 1,999	19	19
Php 2,000- Php 2, 999	9	9
Php 3,000-Php 3,999	8	8
Php 4,000-Php 4,999	1	1
Php 5000 and above	3	3
Others	3	3
TOTAL	100	100
Percent Allocation of Allowance for Snacks		
Less than 30%	61	61
More than 30%-40%	14	14
More than 40%-50%	11	11
More than 50%-60%	7	7
More than 60%	5	5
Others	3	3
TOTAL	100	100



Product Acceptability Based on Respondents' Profile

Table 2 shows the relations between the respondents profile and the acceptability of organic vegetable salad which are the personal and socio-economic profile of the potential customers of the product.

Gender. Eighty point six percent of the male respondents accepted the product whereas 73.4% for females. Acceptability of the product are higher to male respondents hence they are more concern to their wellness and knowledgeable of the healthy benefits of the product to their body.

Age. Seventy-six point six percent of the age range 16-20 and 75% of the age range 21-26 accepted the product. More respondents who belong to the teenage years including those of 20 years old has higher rate of product acceptability. They are more informed of the health benefits of the organic vegetable salad and that it is safer than the conventional vegetables.

Civil status. One hundred percent of the married respondents do not accept the product whereas 22% of the single respondents. 77.6% single respondents accepted the product. Hence, the result implies that most of the potential consumers of the product would be single individuals.

It was stated and revealed by single individuals that eating organic vegetable salad will maintain their good figure.

Place of residence. Ninety-two point three percent of Baguio City residents accepted the product whereas 73.6% in La Trinidad. Study shows that Baguio residents are more conscious of their body figure and wellness than in La Trinidad. The fact is that there are



more immigrants from diverse places who are in Baguio City influencing the consciousness of the body figure.

Henceforth, it is deduced from these result that there are more potential consumers situated at Baguio City.

Ethnic affiliation. One hundred percent of those who responded belong to the Applai-kankanaey, Pangalatok, Kalinga, Kalanguya, Cebuano, and those from the lowland ethnicity accepted the product while 83.3% of the Ibaloi and Ilocano ethnic groups followed by the respondents on the highland ethnic group, Tagalog, Kankanaey and those from the highland and lowland ethnic group.

Respondents who belong to the Applai-kankanaey, Pangalatok, Kalinga, Kalanguya, Cebuano, and those from the lowland ethnicity have grater knowledge and awareness of the health benefits of consuming organic vegetable salad.

Average monthly allowance. One hundred percent of those that have a monthly allowance of Php 3,000-Php 3,999and Php 4,000-Php 4,999 accepted the product, and 80% of those who have a monthly allowance of Php 1,000-Php 1,999, 75.9% of the respondents who have monthly allowance of less than Php 1,000, 66.7 % and 33.3% of those allowance were Php 2,000- Php 2, 999 and Php 5000 and above, respectively.

Respondents who have an allowance of Php 5,000 and above have the highest percentage of unacceptability of the product. Hence, it is concluded that most of the potential customers of the product will be those respondents who have a monthly allowance of Php 3,000-Php 3, 999, Php 4,000-Php 4, 999, Php 1,000-Php 1,999, Less than Php 1,000, Php 2,000- Php 2, 999.



Table 2. Product acceptability based on respondents' profile

RESPONDENTS PROFILE	YES		NO	
	F	%	F	%
Gender				
Male	29	80.6	7	19.4
Female	47	73.4	17	26.6
Age Range				
16-20	49	76.6	15	23.4
21-26	27	75	9	25
Civil Status				
Single	76	77.6	22	22.4
Married	0	0	2	100
Place of Residence				
Baguio City	12	92.3	1	7.7
La Trinidad	64	73.6	23	26.4
Ethnic Affiliation	F	%	F	%
Kankanaey	29	69	13	31
Ibaloi	15	83.3	3	16.7
Ilocano	5	83.3	1	16.7
Applai-Kankanaey (Mt. Province)	3	100	0	0
Pangalatok	1	100	0	0
Tagalog	3	75	1	25
Kalinga	1	100	0	0
Kalanguya	1	100	0	0
Cebuano	1	100	0	0
Highland plus highland	4	80	1	1
Highland plus lowland	10	62.5	6	6
Lowland plus lowland	2	100	0	0
Average Monthly Allowance				
Less than Php 1,000	44	75.9	14	24.1
Php 1,000-Php 1,999	16	80	4	20
Php 2,000- Php 2, 999	6	66.7	3	33.3
Php 3,000-Php 3,999	6	100	0	0
Php 4,000-Php 4,999	1	100	0	0
Php 5000 and above	1	33.3	2	66.7
Others	2	66.7	1	33.3

Percent Allocation of Allowance for Snacks

Table 3 shows the acceptability of the product based on the percentage of allowance allotted for snacks from the monthly allowance the respondents have. Those who spent less than 30% of their allowance every month accepted the product except for those that have



an allowance of Php 5,000 and above. For those respondents also who spent more than 30%-40% and more than 40%-50% except those who have an allowance of Php 2,000- Php 2, 999 did not accept the product. For those who spent more than 50%-60% and more than 60% of their allowance, almost all of them accepted the product except those who have an allowance of Php 1,000-Php 1,999.

Table 3. Percent allocation of allowance for snacks

AVERAGE MONTHLY ALLOWANCE	PERCENT ALLOCATION OF ALLOWANCE FOR SNACKS										
	Less than 30%		More than 30%-40%		More than 40%-50%		More than 50%-60%		More than 60%		Others
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	
Less than Php 1,000	34	9	5	2	3	2	2			1	
Php 1,000-Php 1,999	6	3	2		3		3			1	1
Php 2,000- Php 2, 999	6		1	1			2				
Php 3,000-Php 3,999	1		3		2		2				
Php 4,000-Php 4,999										1	
Php 5000 and above			2							1	
Others											3

Kinds of Vegetables Preferred by Respondents

Table 4 shows the kinds of vegetables preferred by respondents. Respondents mostly prefer organic vegetable which is accounted to 92% since 92 college students



mostly prefer it, while in inorganic vegetable, only 8% had opted to choose it. The reasons given by those who did not chose organic vegetable was its expensive cost, which is accounted to 7%, and the unavailability which is 1%. It implies that respondents were likely to patronize organic vegetable salad.

The result shows that most of the respondents were already informed of the advantage of consuming organic vegetable salad. They were knowledgeable and well informed of the benefits of eating organic vegetable. It is safe and high in quality compared to inorganic vegetable. They prefer to consume organic vegetable hence they are already aware of the hazardous effect of the pesticide used in inorganic vegetables. They are also sure that they are getting the nutrients needed by their body to be healthy without any side effects.

Elias (2012) recommended in her study that if vegetable consumers want to buy vegetables that are safe to eat, they need to buy organic vegetable. As health expert says that pesticides cannot be eliminated by washing because it is absorbed by roots and leaves and is translocated on all parts of the plant immediately after it is applied.

Table 4. Kinds of vegetable preferred by respondents

VEGETABLE	FREQUENCY	PERCENTAGE
Organic	92	92
Inorganic	8	8
TOTAL	100	100



Respondents' Preference for Buying Organic Vegetable Salad

Four statements were asked to determine the preference of respondents and there were five categories used in the criteria of evaluation which were strongly agree, agree, slightly agree, disagree and strongly disagree.

In the first and second statement regarding organic vegetable, respondents agree that it is nutritious and safer than inorganic vegetable. In the third and fourth statement, respondents slightly agree that organic vegetable is affordable in price and available in the market

Aside from the statement given, others also gave their reasons why they prefer to patronize organic vegetable. These are to promote BSU organic vegetable and because organic vegetable is available in their backyard garden.

Table 5. Reasons for preferring to buy organic vegetables

REASONS	RATINGS					MEAN	INTERPRETATIVE VALUE
	1	2	3	4	5		
Organic vegetable is nutritious.	67	19	7	2	5	1.59	Agree
Organic vegetable is safer than inorganic vegetable.	62	29	3	4	2	1.55	Agree
Organic vegetable is affordable in price.	22	24	30	13	11	2.67	Slightly Agree
Organic vegetable is available in the market.	27	29	34	6	4	2.31	Slightly Agree

Range: 1.50 and below- Strongly Agree, 1.51-2.5- Agree, 2.51-3.5- Slightly Agree, 3.51-4.5- Disagree, 4.51-5- Strongly Disagree



Respondents' Perception of Organic Vegetable Salad

Table 6 shows the respondents' perception of organic vegetable salad. There are four statement/phrase on which the students who responded had chose from and were directed to either choose one or more than one depending on their view of the product.

In the given statement organic vegetable is a food free of pesticide residue, 58 students agreed with it. Fifty-two students also agreed with the next statement, it's a nutritious food, followed by 26 students who agreed with the statement it's just like other vegetable salad served in eateries, and 20 students agreed that organic vegetable salad is a food for hunger satisfaction.

In a research done by Garcia (2012), the main factor that affects the consumer in buying udon noodles is their perception on how they think about the product since it is newly innovated product. Consumers are also considered the safety and availability of the product in the market before buying it.

The result implies that the respondents are aware that organic vegetable is a food free of pesticide residue and it's a nutritious food. They are knowledgeable of the health benefits of the organic vegetable salad.

Table 6. Respondents' perception of organic vegetable salad

PARTICULARS	F	%
It's just like other vegetable salad served in eateries.	26	26
It's a nutritious food.	52	52
A food free of pesticide residue.	58	58
Food for hunger satisfaction.	20	20



Respondents Consideration in Buying Product like Organic Vegetable Salad

Fifty-two college students considered that organic vegetable salad is safer to consume than inorganic vegetable salad, 41 considered also based on their sensory evaluation (aroma, taste, color, texture, appearance, vegetable combination), while 34 college students considered the availability of the product, 27 college students considered its affordable price, 21 college students considered the suggestion of friends, family members and other trusted people and 13 college students considered their curiosity of the product.

Results show that respondents considered the safety and their sensory evaluation of the product. They are not only health conscious but are also concerned with how the product adopt to their senses.

Table 7. Respondents' consideration in buying a product like organic vegetable salad

CONSIDERATIONS	F	%
Availability of the product.	34	34
Suggestions of friends, family members and other trusted people.	21	21
Safe to consume than inorganic vegetable salad.	52	52
Curiosity to the product.	13	13
Affordable price.	27	27
Based on sensory evaluation.	41	41



Respondent's Willingness to Buy Organic Vegetable Salad if Made Available in the School Canteen

Eighty-three percent of the college students said that they are willing to buy organic vegetable salad if made available in school canteen, while 17% said that they are not willing to buy organic vegetable salad if made available in school canteen. The result implies that a higher percentage of the potential rate of the acceptability of the product is visible.

A person's buying decisions are also influenced by psychological factors such as: motivation, perception, learning, and beliefs and attitudes. The social sciences as expressed by Burstiner (1994) have furnished the basics for marketing researchers to investigate why people select certain products and services as opposed to others, and why they prefer to shop at certain stores. These investigators have probed motives, perceptions, individual needs and wants (both innate and learned), attitudes how people learn and remember or forget, and many other facets of the human personality and psyche. All these factors appear to affect purchasing behavior.

Table 8. Respondents' willingness to buy organic vegetable salad when made available in school canteen

PARTICULARS	F	%
Yes	83	83
No	17	17
TOTAL	100	100



Reasons for Respondents' Willingness in Patronizing Organic Vegetable Salad

For the statement basis for patronizing the product, the respondents strongly agree with the first and last statement. They based their reasons for patronizing the product on its affordable price and their knowledge that it is safe and nutritious. The availability of the product is just their secondary reason of patronizing it.

For those who answered no, 16 students opted for breads which is 94.1%, 9 students for cookies which is 52.9%, 7 students for fruit juices which is 41.2%, 5 students opted for junk food and 5 students opted also for soft drinks which is 29.4%. Other specified that they choose siomai, turon, fish ball, waters, and street foods. One also responded that he don't snack at all.

Table 9. Reasons for respondents' willingness in patronizing organic vegetable salad

REASONS	RATINGS					MEAN	INTERPRETATIVE VALUE
	1	2	3	4	5		
Yes, if the price is affordable.	54	18	7	1	3	1.3	Strongly Agree
Yes, because it is available.	40	23	17	-	3	1.52	Agree
Yes, because it is safe and nutritious.	51	19	7	1	5	1.29	Strongly Agree

Range: 1.50 and below- Strongly Agree, 1.51-2.5- Agree, 2.51-3.5- Slightly Agree, 3.51-4.5- Disagree, 4.51-5- Strongly Disagree



Sensory Evaluation of Organic Vegetable Salad

Sensory evaluation was done to evaluate the acceptability of the product based on the taste, color, aroma, texture, appearance, vegetable combination including the general acceptability. Acceptability ratings used in the taste test were as follows: extremely like, like, slightly like, neither like or dislike, dislike, slightly dislike and extremely dislike.

In the evaluation criteria based on the computed mean the product is moderately liked by the respondents/ panel. Almost all of the factors considered in the sensory evaluation were been moderately liked by the respondents evaluation average in terms of aroma, taste, color, texture, vegetable combination and general acceptability except for the appearance which is liked only.

The result shows that the organic vegetable salad presented and tasted by the respondents were positively evaluated and are therefore acceptable to them. The product had been easily adapted to their senses.

Table 10. Sensory evaluation

CRITERIA	RATINGS								MEAN	I.V.
	8	7	6	5	4	3	2	1		
Aroma	29	43	20	8	–	–	–	–	6.77	M.L.
Taste	31	46	17	5	1	–	–	–	7.01	M.L.
Color	23	46	24	7	–	–	–	–	6.85	M.L.
Texture	16	49	25	9	1	–	–	–	6.7	M.L.
Appearance	15	39	29	14	1	2	–	–	6.47	L.
Vegetable Combination	27	40	20	10	3	–	–	–	6.78	M.L.
General Acceptability	21	48	22	8	1	–	–	–	6.8	M.L.

Range: 1.5 and below- Extremely dislike, 1.51-2.5- Slightly Dislike, 2.51-3.5-Dislike, 3.51-4.5-Either Like Or Dislike, 4.51-5.5-Slightly Like, 5.51-6.5-Like, 6.51-7.5-Moderately Like, 7.51-8.0- Extremely Like



Pricing and Packaging Acceptability

Evaluation of the product based on the sample pricing and sample packaging was also included in the study through getting the respondents' approval and disapproval of the presented product pricing and packaging.

Eighty-three percent agree with the sample pricing, and 89% with the sample packaging. Respondents had commented that the price was just affordable for students' budget for snacks, and the sample packaging fits the product. For those who have not agreed with product pricing, study shows that they are not aware of the standard pricing of the organic vegetable which is higher than the inorganic vegetable. Likewise for the sample packaging, they suggested that it must be placed in a clear container so that the contents inside would be visible and more attractive to see.

According to Armendez (1999), an effective product strategy is achieved by creating products that are significantly different from competing companies and meeting or exceeding the needs and expectations of customers. Products physical appearance, packaging, and labeling information can influence whether consumer notice a product in store, examine it and create consumer perception from those of competitors that the products are worthwhile (Go, 1997).

Table 11. Pricing and packaging acceptability

PARTICULARS	Yes		No	
	F	%	F	%
Pricing	83	83	17	17
Packaging	89	89	11	11



Comments and Suggestions in the Improvement of the Product

Numerous comments and suggestions as well as appreciations of the product were given by the taste panels. Most of the respondents say it's a nutritious healthy food, good for health and affordable for students. They also extend their gratitude for letting them taste the product.

For the appearance, they suggested that the vegetable will be sliced into finer and uniform sizes, the organic vegetable salad must be packaged to a clear container with cover, and the lettuces must be served fresh.

For the taste and aroma, respondents suggested that the dressing will be changed into spicy dressing or honey dressing and the seed of the cucumber must be removed. Some also commented on the vegetable combination. They said that the producer must add more organic vegetables, add more content and add more dressing.

Respondents accepted the product in terms of their sensory evaluation and therefore they have given their valuable comments and suggestions for the enhancement of the product quality. It will be considered in the development of the product. However, it will not be the sole basis for product improvement hence there are many more factors to consider.

Table 12. Comments and suggestions on the improvement of the product

PARTICULARS	FREQUENCY	PERCENTAGE
Appearance	24	24
• Slice the vegetable into finer and uniform sizes	14	14
• Package to a clear container, cover and use small fork	6	6



Table 12. Continued...

PARTICULARS	FREQUENCY	PERCENTAGE
<ul style="list-style-type: none"> • Serve fresh, extra crisp lettuce 	4	4
Taste and Aroma	8	8
<ul style="list-style-type: none"> • Change to Spicy dressing 	2	2
<ul style="list-style-type: none"> • Change to honey dressing 	2	2
<ul style="list-style-type: none"> • Cucumber seed must be removed 	4	4
Vegetable Combination	10	10
<ul style="list-style-type: none"> • Add more organic vegetable 	8	8
<ul style="list-style-type: none"> • Add more content, and dressing 	2	2

*Multiple Responses



SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Summary

This study was conducted to determine the acceptability of organic vegetable salad among the college students of Benguet State University, specifically to meet the required objectives of the study of determining the personal and socio-economic profile of potential consumers of organic vegetable salad, to determine also the level of acceptability on organic vegetable salad based on sensory evaluation and the factors that affects the acceptability of the organic vegetable salad. There were two tools employed in the data gathering, these were a) product testing through sensory evaluation, and b) survey questionnaire for the acceptability of the organic vegetable salad.

One hundred college students were surveyed for the acceptability test and for the sensory evaluation of the product. The data gathered were examined and analyzed using descriptive method like frequency and percentage.

Most of the respondents were females, who were 16-20 years old, single, residents of La Trinidad, Kankanaey and a Roman Catholic member. Most of them also had an allowance of less than 1,000 a month and spent less than 30% of their allowance for snacks.

These were also the profiles of the customers of the product: male, with an age range of 16-20 years, single, residing in Baguio City; belong to the Applai-kankanaey. Pangalatok, Kalinga, Kalanguya, Cebuano, and those from the lowland ethnicity, with a monthly allowance of Php 3,000-Php 3,999,Php 4,000-Php 4,999,Php 1,000-Php 1,999, less than Php 1,000, Php 2,000- Php 2, 999.



There was a high frequency of those who accepted the product depending on the percent allocation of their allowance for snacks except for those who have an allowance of Php 5,000 and above who spent less than 30% of their allowance.

Respondents mostly prefer organic vegetable than inorganic vegetable hence they were aware that organic vegetable is nutritious and it is safer than inorganic vegetable. They were aware that organic vegetable salad is a food free of pesticide residue and it's a nutritious food. They also considered the safety as well as their sensory evaluation as basis for buying the organic vegetable salad.

Most of the respondents were willing to buy organic vegetable salad because they knew it is safe and nutritious to consume and given that it is affordable in price. The acceptability of the product was highlighted by the result of the sensory evaluation because the product was moderately liked by the respondents. Majority of them also agree with the sample pricing and packaging.

These results showed that the organic vegetable salad presented and tasted by the respondents were positively evaluated and is therefore acceptable to them. Aside from these numerous comments and suggestions were contributed by the respondents for the product improvement. These comments and suggestions are very helpful for the enhancement of the product quality and quantity as well.

Conclusions

Based on the study findings, the following conclusions were made:

1. Most of the potential customers of organic vegetable salad based on the personal and socioeconomic profile were the following: male students, who were 16-20 years old, single



individuals, staying at Baguio City, belong to the ethnic group of Applai-kankanaey. Pangalatok, Kalinga, Kalanguya, Cebuano, who have a monthly allowance of Php 3,000-Php 3,999, Php 4,000-Php 4,999, Php 1,000-Php 1,999, less than Php 1,000, Php 2,000-Php 2,999 with any rate of percentage they allocate for their snacks.

2. Respondents mostly prefer organic vegetable because it is nutritious and it is safer than inorganic vegetable.

3. Respondents were aware that organic vegetable salad is a food free of pesticide residue and it is a nutritious food. They also considered the safety as well as their sensory evaluation as basis for buying the organic vegetable salad.

4. Most of the respondents were willing to buy organic vegetable salad because they knew it is safe and nutritious to consume and given that it is affordable in price.

5. The product is moderately liked by the respondents/ panel in terms of its sensory evaluation.

6. Majority of the respondents agree with the sample pricing and packaging of the product.

7. Numerous comments and suggestions were given by the taste panels for the improvement of the product in terms of its appearance, taste and aroma, and vegetable combination.

8. Result shows that the organic vegetable salad presented and tasted by the respondents were positively evaluated and are therefore acceptable to them.



Recommendations

Based on the results of the study, it is observed and noted that the organic vegetable salad used in the study can be an entry to the market. However, the processor/manufacturer needs still to further conduct market testing hence the study was just limited to a single product sensory evaluation testing only. The data's are not enough to conclude the potential of the product.

Also, the researcher and processor must further innovate the product based on the study result and present it with different dressing and as possible conduct market study.



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