

ABSTRACT

MORALES, SARAH JANE S., DIONES, MARY FRANCE S., TOME JEDAN C., BAÑEGA, RICO O., 2014. Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. "Preference of Consumer Segments towards Cookie Bar made of Pili Pulp."

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This study was undertaken to develop the cookie bar using the pili pulp as the main ingredient. It answered the following questions: 1.) What are the perceived benefits of pili pulp cookie bar 2.) What are the probable marketing strategies 3.) What is the acceptable level of pili pulp cookie bar along appearance, aroma, and palatability.

Descriptive-experimental research design was used to determine the acceptability of pili pulp cookie bar along its appearance, aroma and palatability. The survey questionnaire was formulated and used as the main tool in gathering data. The data gathered were analyzed and treated through the use of frequency counts and percentages, weighted mean, quantitative description and ranking.

The major findings were: 1.) Among the perceived benefits, the children perceived the pili pulp cookies as a good source of carbohydrates at rank 1 with 20 respondents. Among teenagers, less in cholesterol was rank 1 with 7 respondents. Among young adults, the perceived benefit of pili pulp cookies was source of carbohydrates at rank 1 with 10 respondents. Among the adults, it is source of calcium and potassium at rank 1 with 20 respondents. 2.) Interestingly, all consumer segments realize the strength of word of mouth as a marketing strategy for the pili pulp cookie bar. The children prefer the use of the word of mouth at rank 1 with the respondents of 8 and the least at rank 3 tied internet/ social media and television and radio advertisement with the respondents of 5. Among teenagers, the probable marketing strategy of pili pulp cookies was through the word of mouth at rank 1 with the respondents of 20 and the least at rank 4 was television and radio advertisement with the respondents of 3. Among young adults and adults, the probable marketing strategy of pili pulp cookies was through the word of mouth at rank 1 with the respondents of 17 and the least at rank

4 was television and radio advertisement. and 3.)For children, teenagers, young adults, and adults, appearance was Moderately Acceptable with the average weighted mean of 3.6, while the Aroma and Palatability were Highly Acceptable with the average weighted mean of 3.37 and 3.72.

The major conclusions were: 1.) The respondents perceive that cookie bar made out of pili pulp is a good source of carbohydrates cause it is a pastry product. 2.)Word of mouth advertising is believed to be the most effective and cost efficient marketing strategy that can be used advertising the pili pulp cookie bar. and 3.) For the children, teenagers, young adults, and adults, the aroma and palatability of the cookie bar made of pili pulp are the most acceptable.

Recommendations are: 1.)Creativity, knowledge, determination and interest should be further developed to create different kinds of product using the pili pulp as a main ingredient. 2.)Same research can be conducted to develop pili pulp further and enhance its quality. 3.) Every student especially the BSHRM students must be encouraged to experiment more to create a quality pili pulp product using the pili pulp as main ingredient. The appearance, taste and also the texture of the product should be given attention in producing new discoveries. 4.) The importance of food innovation should be studied carefully, particularly the benefits that will contribute in the health of the consumer. 5.)Careful analysis and evaluation of processing new product so as to maintain its health benefits.