

ABSTRACT

Belches, Albert C. and Seguenza, Suzette A. 2013.

Mariners' Polytechnic Colleges, Panganiban Drive, Naga City. " Preferred International Cuisine of Professionals in Naga City"

Adviser: Mariel R. Estrella, Ph.D.

Keywords: International Cuisine, Food Preference

The study determined the preference of professionals on international cuisine along taste, appearance, smell, and price. Specifically, it answered the following questions: 1.) What is the profile of respondents along a. Age b. Occupation c. Number of years employed d. income/salary per month e. Frequency of eating in a restaurant; 2.) What is the most preferred dish by the respondents in the Chinese, Japanese, Italian, Mexican and Filipino Restaurant?

The study used the descriptive-evaluative research method. A self-administered questionnaire was used to get the data from 92 randomly selected professionals eating in the five chosen restaurant that serve international cuisine in Naga City.

Findings revealed that there were more respondents within the age bracket of 26-30, with 25 or 27.17% respondents. Next was the age bracket 31-35 with 16 or 17.39%. The least was the ages between 41-45 with 10 or 10.87%. Majority of the respondents at 56 or 60.87% were employed for 5-10 years. For the occupation, Government employees had the highest with 36 or 39.13 percent. The next was the private sector with 30 or 32.60 percent. In terms of income per month, most of the respondents earn income within the range of 15,001-20,000 with 45 or 48.92%. It was followed by 20,001-25,000 with a frequency of 24 or 26.08 percent. The last was 10,000 below with a frequency of 3 or 3.26%.

As to frequency of eating in the restaurant, most respondents ate once a month with 32 or 34.79%. However, there were respondents who ate every day and twice a week with 8 or 8.69 percent each.

As to the Chinese restaurant (Wok), the most preferred dish was Spinach soup with 15 or 29.72 percent of the respondents. For Japanese restaurant (Rai Rai Ken), the most preferred dish was Rai Rai ken mixed teppan as indicated by 10 or 30.30 percent. And for Italian (Grissini), Risotto di mare was the

most preferred dish by 12 or 29.26 percent. For Mexican (Mexicali), the most preferred dish was beef enchilada by 13 or 27.65 percent. Lastly, for the Filipino restaurant (Molino Grill), the most preferred dish was grilled squid by 19 or 40.42 percent of the respondents.

For the Chinese cuisine served in Wok, the most preferred by the customers was the price with a weighted mean equal to 2.60 interpreted as moderately preferred. The least preferred was the appearance with a weighted mean equal to 1.47 interpreted as not preferred. For the Japanese cuisine served in Rai rai Ken, the respondents most preferred the taste with a weighted mean equal to 3.62 interpreted as highly preferred. The least preferred was the appearance with a weighted mean of 2.19 interpreted as fairly preferred. For the Italian cuisine served in Grissini, the most preferred rated as Highly Preferred was the appearance (3.86) and the smell (3.63). The least preferred was the taste with a weighted mean of 3.22 interpreted as moderately preferred. For the Mexican cuisine served in Mexicali, the price had a weighted mean of 3.72 interpreted as highly preferred. The least preferred was taste with a mean of 2.43 interpreted as fairly preferred. For the Filipino cuisine served in Molino Grill, smell (3.79) was most preferred. The least preferred was the price with 2.70 weighted mean interpreted as moderately preferred.