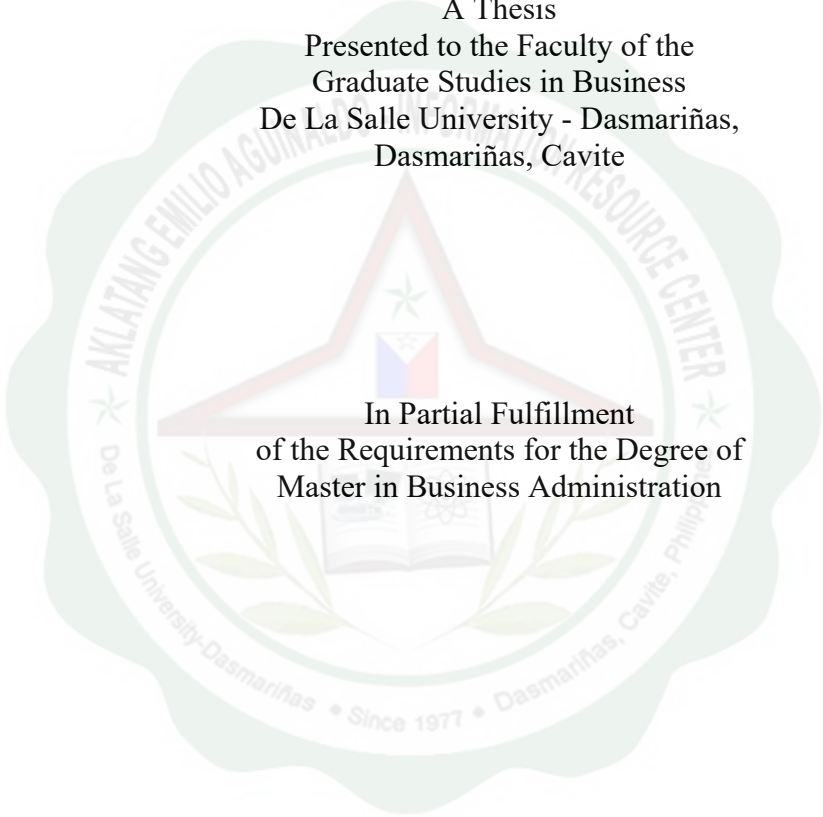


**CONSUMER PREFERENCE OF PROCESSED MEAT PRODUCTS IN
SELECTED WET MARKETS IN CAVITE**

A Thesis
Presented to the Faculty of the
Graduate Studies in Business
De La Salle University - Dasmariñas,
Dasmariñas, Cavite

The seal of De La Salle University - Dasmariñas is a circular emblem with a scalloped border. It features a central shield with a red triangle at the top, a blue triangle at the bottom, and a white triangle in the middle containing a green star. Below the shield is an open book. The shield is flanked by two green olive branches. The text "AKLATANG EMILIO AGUIBAL" is written along the top inner edge, and "RESOURCE CENTER" is on the right. The bottom inner edge contains "De La Salle University-Dasmariñas • Since 1977 • Dasmariñas, Cavite, Philippines".

In Partial Fulfillment
of the Requirements for the Degree of
Master in Business Administration

VANESSA N. LABUGA

May 2017

ABSTRACT

LABUGA, V.N., Consumer Preference of Processed Meat Products in Selected Wet Markets in Cavite. Master in Business Administration, De La Salle University - Dasmariñas, Cavite. MAY 2017.

The purpose of this research is to have an analysis about the preferences of consumers with their processed meat product consumption and purchase. Furthermore, this study has identified differences of preferences when respondents are grouped according to their profile.

The respondents are from selected municipalities and cities in Cavite. Slovin's formula has been used to determine the sample size using the population of each of the five identified municipalities/cities. A total of 278 target respondents were computed, while 232 respondents were taken after the data collection coverage.

Using frequency count, percentage, mean, standard deviation, it was used to present and analyze the data, furthermore, it also has been used to identify the preference of the consumers using the identified product attribute for this research. Further data analysis has been done on this research using ANOVA, which presented the significant differences on the attributes compared to the respondents' profile.

The result of the study can be used by processed meat companies to review the current product features of their products, as well as identify current preferences of certain demographic of consumer. Thus, this study can promote improvement in the sales and promotion of these companies towards growth and sustainability.

The results have shown that consumers had high preference on sensory attributes, while safety and shelf-life and nutrition attributes has shown moderate preferences. Furthermore, this study concluded that there are highly significant differences on the consumer preferences when consumers are grouped according to their age, gender, and civil status. But, there is no significant difference between consumer preference and employment status with their preference on processed meat products.

For a company to be fully competitive it must look into the needs and wants of the consumers, by which this population will serve of its employees and discover who among the individuals, perform best.