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RKETABILITY OF BREWED COFFEE: AGUINALDO BLEND OF CAVITE STATE UNIVERSITY

THESIS

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ABSTRACT

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The consumer's acceptance and marketability of Aguinaldo Blend was determined. Market channels, promotion strategies and the problems encountered in producing and marketing of product were also identified.

Data were gathered from three groups of respondents, namely: panelists, consumers and producer through sensory evaluation and personal interview. Rank, frequency count, mean and percentage were used in the analysis.

Four selected brands of brewed coffee including Aguinaldo Blend were used to determine the consumer's acceptance and marketability of CvSU brewed coffee. Of these brands, only Aguinaldo Blend was accepted at the "like extremely" level in the sensory evaluation. The remaining brands were accepted at "like moderately" level. The consumers based on their color, aroma and taste accepted the product objectively. Aguinaldo Blend was the brand found to be not competitive in terms of availability. Some consumers pointed out that product supply is limited compared to their competitors.

The CvSU Research Center had difficulty in production because of unavailability of raw material and high cost of production.

TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL SHEET	ii
BIOGRAPHICAL DATA	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xi
LIST OF APPENDICES	xii
INTRODUCTION	1
Statement of the Problem	3
Objectives of the Study	3
Importance of the Study	4
Operational Definition of Terms	5
REVIEW OF RELATED LITERATURE	6
METHODOLOGY	9
Time and Place of the Study	9
Sampling Technique	9
Data Collection	11
Methods of Analysis	11

Scope and Limitation of the Study 12

RESULTS AND DISCUSSION 13

Marketability of Brewed Coffee on the Producer's Side..... 13

Volume of Production 13

Volume Sold of Aguinaldo Blend..... 14

Sales of Aguinaldo Blend 15

Market outlet of Aguinaldo Blend..... 16

Marketability of Brewed Coffee on the Consumer's Side..... 18

Frequency of Purchase of consumers of Aguinaldo Blend..... 18

Factors Affecting consumer's choice of Brewed Coffee..... 18

Consumer's Acceptance of Selected Brands of Brewed Coffee..... 19

Summary of Acceptability..... 25

Market competitiveness of Aguinaldo Blend..... 27

Promotion Strategies..... 29

Problems encountered by the producer 30

SUMMARY, CONCLUSION AND RECOMMENDATION..... 32

Summary..... 32

Conclusion..... 33

Recommendation..... 33

BIBLIOGRAPHY..... 34

APPENDICES..... 35

LIST OF TABLES

Table		Page
1	Distribution of consumers by town.....	9
2	Volume of production of Aguinaldo Blend.....	13
3	Volume sold of Aguinaldo Blend.....	15
4	Sales of Aguinaldo Blend.....	16
5	Frequency of purchase of consumers of Aguinaldo Blend.....	18
6	Factors affecting consumer's choice of brewed coffee.....	19
7	Level of acceptability of Aguinaldo Blend of CvSU.....	20
8	Level of acceptability of Kirkland Signature.....	22
9	Level of acceptability of CafeAmadeo.....	23
10	Level of acceptability of Starbucks Coffee.....	24
11	Summary of acceptability of selected brands of brewed coffee...	25
12	Average of the weighted means of the selected brands of brewed coffee.....	26
13	Market competitiveness of selected brands of brewed coffee in terms of price.....	27
14	Market competitiveness of selected brands of brewed coffee in terms of packaging.....	28
15	Market competitiveness of selected brands of brewed coffee in terms of availability.....	29
16	Exhibits participated by the Research Center for Aguinaldo Blend.....	30

LIST OF FIGURES

Figure		Page
1	Map of Cavite.....	10
2	Market outlet of Aguinaldo Blend.....	17

LIST OF APPENDICES

Appendix		Page
1	Interview schedule for the producer (Cavite State University)...	36
2	Interview schedule for the consumers.....	39
3	Hedonic scale.....	43

MARKETABILITY OF BREWED COFFEE: AGUINALDO BLEND OF CAVITE STATE UNIVERSITY[1/]

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INTRODUCTION

The commonly grown coffee species in the Philippines are Arabica, Robusta, Excelsa and Liberica. The most widely traded varieties are Arabica and Robusta. Arabica grows at high altitudes and is cultivated for its elegant and complex flavor. By contrast, Robusta grows well in lower altitudes and has a harsher flavor.

About 71 percent of world coffee productions are Arabica, 28 percent Robusta and the remaining percent are Excelsa and Liberica. In 1998, the biggest producers were Brazil (26%), Colombia (11%), Indonesia (7%) and Vietnam (6%). The Philippines supplied only about two percent of global output.

Domestic production of coffee fell by seven percent in 1998 due to the El Niño. While the supply is on the downtrend, the proliferation of coffee shops buoyed local demand. Mindanao accounted for 70 percent of the total production, Luzon for 24 percent and the Visayas, six percent (University of Asia and the Pacific, 2000).