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NSUMPTION OF AGRICULTURAL FOOD PRODUCTS IN SELECTED TOWNS OF CAVITE

THESIS

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CONSUMPTION OF AGRICULTURAL FOOD PRODUCTS IN SELECTED TOWNS OF CAVITE

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ABSTRACT

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This study was conducted to describe the socio economic characteristics of the households, determine the kinds and amount of agricultural food products consumed weekly, determine the average volume of consumption of agricultural food products per week; and determine the relationship between level of consumption and some selected variables

One hundred households were used in the study. Range, mean, frequency count, and ranking were used to analyze the data. Multiple Linear Regression was used to test the relationship between consumption of agricultural food products and some selected variables.

The average age of respondents was 34 years. Sixty two percent were female. Most of them were married and with an average household size of 5 members. Twenty nine percent were college graduates with an average monthly income of P 25,320.29. Most of them were Catholic and had been employed for an average of 13 years.

The respondents consumed meat, vegetables and rice. On the average, the respondents consumed 2.14 kg of chicken, 0.84 kg of okra, 1.29 kg of camote tops, 0.69 kg onions, 0.88 kg of baguio beans and 11.54 kg of Sinandomeng rice weekly.

Results of the regression analysis revealed that household size was significantly related to the average consumption of agricultural food products.

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CONSUMPTION OF AGRICULTURAL FOOD PRODUCTS IN SELECTED TOWNS OF CAVITE [1]

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INTRODUCTION

Consumption vary according to the types and quantity of products that consumers want. Demands of consumers are not constant, thus, subjected to change from one period of time to another.

The causes of the changing characteristics of consumers should be examined, whether it be on the emotional buying habits or the characteristics of the consumer market. Thus, various production and marketing strategies can be devised in order to keep up with the changing demand of consumers. Furthermore, income is considered one of the most important determinants of food consumption. Knowledge of food consumption of household and its relation to income is a logical basis for planning a self sufficient agricultural production in the low income countries like the Philippines. In this respect, the effects of changes in income on demand for different foods are important in setting economics. Today, there are variety of agricultural food products that can be consumed in the market. Such products are meat, vegetables and other common products