

**PRODUCT AWARENESS AND DEMAND ANALYSIS  
FOR BROWN SUGAR FROM SUGAR PALM  
(*Arenga pinnata*) SAP**

Undergraduate Thesis  
submitted to the faculty of the  
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*Product awareness and demand analysis for  
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## ABSTRACT

**RAFAEL, HAZEL RUTH LIBERATO.** Product Awareness and Demand Analysis for Brown Sugar from Sugar Palm (*Arenga pinnata*) Sap. Undergraduate Thesis. Bachelor of Science in Food Technology, Cavite State University, Indang Cavite. April 2016. Adviser: Dr. Fe N. Dimerio.

The study "Product Awareness and Demand Analysis of Brown Sugar from Sugar Palm (*Arenga pinnata*) Sap" was conducted in six cities in Cavite namely, Bacoor City, Cavite City, Dasmariñas City, Imus City, Tagaytay City, and Trece Martires City. Generally, the study aimed to assess the current awareness and potential demand for brown sugar from sugar palm sap. Specifically, it aimed to describe the socio-economic characteristics of potential consumers of brown sugar from sugar palm sap; measure the level of awareness for brown sugar from sugar palm sap in the cities of Cavite; determine the potential demand for brown sugar from sugar palm sap in the cities of Cavite; determine the factors affecting the demand for brown sugar from sugar palm sap in the cities of Cavite and recommend strategies to increase product awareness and demand for brown sugar from sugar palm sap in the cities of Cavite.

The data gathered include the socio-economic characteristics of the consumers, level of awareness of the consumers, mode of consumer's awareness on the product existence, reasons of the consumers for not purchasing the product, consumer's interest in purchasing the product, reason for the consumer's interest on purchasing the product, other sweeteners used by the consumers, frequency of sweetener use of the consumers, utilization of sweeteners, weekly consumption of sugar, consumer's willingness to purchase the product at a higher price, consumer's willingness to replace the usual



sweetener with the new product, and the product marketing as per the consumer's preferences.

Based on the data gathered as shown in the results, most of the consumers are not aware of the product, but majority of the consumers are interested in purchasing the product. Consumer interest in purchasing the product is mainly attributed to nutritive value and health benefits of brown sugar from sugar palm. Others were just curious to try the new product. Ninety-seven percent of the consumers use cane sugar, two percent are using coconut sugar, and the remaining one percent uses artificial sweetener. Majority of the consumers are always using sugar and most of the consumers utilize sugar as beverage sweetener. The consumers who are willing to purchase the product even at a higher price dominate as well as the consumers who are willing to replace their usual sweetener with the new product. The higher percentage of the consumers wanted the product to be marketed in retail while others want direct selling.



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