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CONSUMPTION PATTERN FOR SELECTED FISH IN CAVITE

THESIS

JOANNA R. CUEVAS

Department of Economics, Management
and Development Studies
CAVITE STATE UNIVERSITY
Indang, Cavite

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ABSTRACT

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A study was conducted to describe the socio-economic characteristics of the households; determine the weekly consumption of fish; determine the relationship between level of consumption and some selected variables and determine the price and income elasticities of the demand for selected fish under study.

Five towns of Cavite were selected as study areas using the fish bowl technique. These towns included Naic, Ternate, Indang, Tagaytay and Silang. A total of 100 respondents was obtained.

The households had an average of five members, with an average of three and two male and female members, respectively. The average household monthly income was P13,176.00 while the average per capita income was P2,496.29.

Most of the consumers of fish purchased once a week from public market. Majority of the consumers purchased bangus, tilapia, galunggong, alumahan and tulingan.

The average weekly household consumption level of fish was 1.08 kilograms for bangus, 1.05 kilograms for tilapia, 1.6 kilograms for galunggong, 1.1 kilograms for alumahan and 1.02 kilograms for tulingan. The average weekly per capita consumption level in kilogram for fish was 0.19 for bangus, 0.20 for tilapia, 0.20 for galunggong, 0.22 for alumahan and 0.13 for tulingan.

In terms of relationship between the household consumption of bangus, price of bangus and price of substitute meat were found to be highly significant. On the consumption of tilapia, price of tilapia and household income were highly significant. Also, on the consumption of galunggong household size and price of other fish were found to have a significant effect and with regards to the consumption of alumahan, only the price of alumahan was found to be significant while all variables were found to have no significant effect with regards to consumption of tulingan. The coefficient of determination of the demand equation for bangus, tilapia, galunggong, alumahan and tulingan were 0.48, 0.69, 0.40, 0.56 and 0.18.

Lastly, the elasticity estimates showed that demand for fish such as bangus, tilapia, galunggong, alumahan and tulingan were found to be price inelastic. Results of the income elasticities revealed that all of the fish are income inelastic.

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CONSUMPTION PATTERN FOR SELECTED FISH IN CAVITE[1/]

Joanna R. Cuevas

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INTRODUCTION

Since the Philippines is surrounded by large bodies of water, many Filipinos depend directly on the fishery industry for their livelihood (Blancas, 1986).

This industry provided livelihood to about one million or five percent of the country's labor force as well as their dependents. It also accounts for five percent of the gross national product (GNP) of the Philippines. In terms of income, employment and export earnings, fishing contributes much to economy of the nation.

Fishery is also one of the main concerns in food production (Blancas, 1986). Filipinos are largely fish-eating people and considered fish as one of their basic foods and an important part of their diet. Like rice, the fish requirement of the country is greater than the present Philippine fish output. Fish is the cheapest and one of the major sources of protein in the diet of the Filipinos who are known to have a strong preference for it (Frejas, 1984).