

**MARKETING PRACTICES OF PAPAYA RETAILERS
IN SELECTED AREAS IN CAVITE**

THESIS

JOHN CARLO C. CORMINAL

**College of Economics, Management
and Development Studies**

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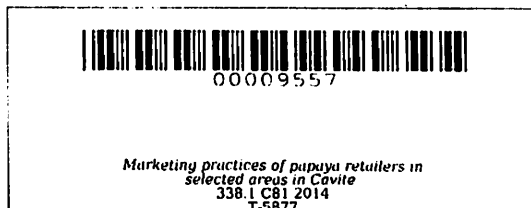
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IN SELECTED AREAS IN CAVITE**

Undergraduate Thesis
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ABSTRACT

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The study was conducted to determine the socio-economic characteristics of the participants in selected areas of Cavite namely: Tagaytay City, Silang, Indang, Mendez, and Alfonso; determine the business characteristics of papaya retailers; determine the marketing practices employed by papaya retailers in selling papaya; and identify the problems encountered by the papaya retailers in buying and selling papaya.

Quota sampling was used in determining the number of participants in the selected areas. The study interviewed a total of 100 participants. The study focused only on the retailers who sell their product at the local public market.

Data were presented using frequency count, percentage, rank, and mean. The findings revealed that most of the participants were female, married, and were within the age group of 40 to 50 years, with an average household size of five. Most of the participants attained high school education. The income of the participants from papaya retailing were not that high with only less than P10,000 per month on the average. The average gross family income in a month by the retailer was P15,250. The retailers used a capital ranging from P1,500 to P50,000 in retailing business and around P200 to P15,000 for buying and selling of papaya. Thirteen years was the average year engaged by the retailers in their business. Majority of the participants had only one stall. Most of the stalls were found in the areas of the study but there were three participants with three stalls each, which were located in Amadeo and Naic, Cavite.

All of the participants sold their papaya in kilogram. *Sinta* was the most popular variety of papaya among buyers of the fruit, while Cavite special variety had the highest price per kilogram among all the varieties of papaya.

The marketing cost consist of transportation cost, payment for labor, and monthly charges for tickets; transportation cost was the highest contributor to the total marketing cost of the retailers.

The problems encountered by some of the participants were low demand for the product at some period of the year and fluctuation of price of the product. During periods of higher demand for the crop, the retailers should try to increase the quantity of papaya to be sold. If necessary they should try to look for other possible sources of papaya.

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John Carlo C. Corminal

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INTRODUCTION

Papaya, (*carica papaya linn*), originated from tropical America and is considered as one of most important fruit crops in the Philippines because of its great economic potential. The fruit is cylindrically long, pear shaped or round; it is orange to orange-red in color, sweet, and juicy when ripe. Unripe papaya makes for a good concoction of vegetable stew, salad or pickle. The fruit is rich in Vitamins A and C, iron, calcium, protein, carbohydrates, and phosphorous. Papaya produces latex which contains papain – an enzyme that breaks protein. Papain has been commonly of use to the food, pharmaceutical, and cosmetic industries. It is used for cleansing lotions, facial creams, and toothpaste (Bureau of Plant Industry, 2013).

Furthermore, a study conducted by the University of Indonesia discovered an organic compound that can be extracted from ripe papaya seeds called glycoside which reduces fertility among men. This breakthrough is being pursued to provide an alternative contraceptive method for men. A new scientific finding reveals that papaya could be an