

**MARKETABILITY OF KAONG BROWN SUGAR
IN INDANG, CAVITE**

THESIS

LEALYN S. ROMILLA

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

CAVITE STATE UNIVERSITY

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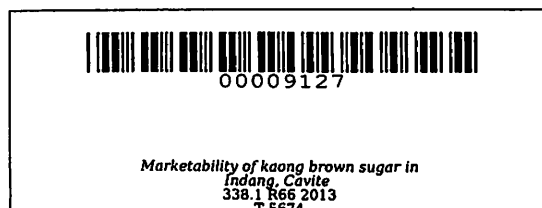
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MARKETABILITY OF KAONG BROWN SUGAR IN INDANG, CAVITE

Undergraduate Thesis
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ABSTRACT

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The study was conducted in selected barangays of Indang, Cavite, namely: Bancod, Harasan, Kayquit, and Kaytambog. One hundred participants were randomly selected from four barangays by using quota sampling method. The three types of brown sugar included in the study were coco sugar, muscovado sugar and kaong brown sugar. It aimed to determine the socio-demographic characteristics of the participants in Indang, Cavite in terms of age, sex, civil status, educational attainment, household size, and family income; determine the acceptability of three types of brown sugar in terms of aroma, color, flavor, taste, and general acceptability; determine the participants' preferred characteristics of brown sugar; determine the marketability of kaong brown sugar in terms of price, packaging, perceived quality, and awareness; determine the participants' preferred attributes of kaong brown sugar; and determine the participants' likelihood of buying kaong brown sugar.

Descriptive and experimental research designs were used in the study. Primary source of data was also obtained from the given prepared questionnaire. Data were collected through survey and were analyzed statistically using frequency count, weighted mean, rank and range.

Most of the participants (46%) were 10 to 35 years old with mean age of 39. The participants were equally divided among male and female. More than half of the

participants were married (54%), high school graduates belonged to household size of four to six and with family income of P1,000 to P15,000 monthly. Kaong brown sugar was the most acceptable in terms of color, flavor, taste, and general acceptability among the three brown sugars tested. Subsequently, in terms of its aroma it was moderately acceptable. Taste (2.06) was the most preferred characteristics of kaong brown sugar. Kaong brown sugar was “moderately marketable” in terms of price, packaging, and perceived quality and “slightly marketable” in terms of awareness. The overall marketability however was “moderately marketable”. Most of the participants (47%) will buy kaong brown sugar upon evaluation of its characteristics and attributes.

It was recommended that intensive promotion of kaong brown sugar must be done in order to make it more acceptable and competitive in the market. The university should also have a store inside the school premises wherein kaong brown sugar would be displayed and sold. Creation of distribution channels should be considered for those consumers who want to acquire the product. On the other hand, producers or the developer of kaong brown sugar should also consider research on product development to be able the product compete with other more known brown sugars. For the additional information about the marketability of Kaong Brown Sugar, additional studies should be conducted in other areas of Cavite.

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Lealyn S. Romilla

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INTRODUCTION

Sugar palm (*Arenga pinnata*) is popularly known as kaong or “irok”. It was considered as a minor forest species and provides two important food products: the sweet kaong gel and vinegar. Kaong gel is a very popular ingredient for salad and can be eaten alone as dessert, while kaong vinegar is processed from the sweet sap. It is becoming popular especially in Indang, Cavite where the palms abundantly grow (Diaz, 2003; page 2).

The species can be found in Luzon (Rizal, Cavite, Bataan, Laguna, Quezon), Polillo Island, Biliran, Visayas and Mindanao. It grows in natural stands or cultivated in most islands and provinces. It is an introduced species that has become naturalized. Here in Cavite State University, Indang, Cavite there is also kaong plantation and research project (Florindo & De Mesa, 2003; page 3).

Other use of kaong is for sugar production. Sugar is made by boiling its sweet unfermented sap. A different sap receiver (bamboo joint) is used each day to collect the