

339.4863

C89

Purchasing Patterns, Consumption Habits, and

Preferences For Rice Of 50 Households

In The Poblacion Indang Cavite

HERMINIA A. CUBILLA

SPECIAL PROBLEM

Don Severino Agricultural College

Indang, Cavite

April, 1973

4863



**PURCHASING PATTERNS, CONSUMPTION HABITS, AND  
PREFERENCES FOR RICE OF 50 HOUSEHOLDS,  
IN THE POBLACION, INDANG, CAVITE**

2284.9EE

Special Problem of HERMINIA A. CUBILLA

Department of AGRICULTURAL ECONOMICS  
BY

Title: PURCHASING PATTERNS, CONSUMPTION HABITS, AND

PREFERENCES FOR RICE OF 50 HOUSEHOLDS

BY HERMINIA A. CUBILLA

RECOMMENDING

Approval: [Signature] Sr. Advisor 2/73 Date

Description of the 8

IV. RESULTS AND SPECIAL PROBLEM

V. SUMMARY AND RECOMMENDATIONS

VI. DISCUSSION

Read for English April 73 Date



Approved: [Signature] 4/9/73 Date

**DON SEVERINO AGRICULTURAL COLLEGE  
INDANG, CAVITE  
APRIL, 1973**

Recorded: [Signature] 4/11/73 Date  
Registrar

Probable Date of Graduation April 11, 1973

Note: Original copy to be filed with the office of the Registrar, and one carbon copy each to be given to the following: Advisers, Dean, and Don Severino Agricultural College Library.



PURCHASING PATTERNS, CONSUMPTION HABITS, AND  
PREFERENCES FOR RICE OF 50 HOUSEHOLDS,  
IN THE POBLACION, INDANG, CAVITE

BY

HERMINIA A. CUBILLA

A B S T R A C T

This study on purchasing patterns, consumption habits, and preferences for rice in Poblacion, Indang, Cavite was conducted from August 22 to August 31, 1972. Ten streets were taken in the Poblacion and for every street five households were surveyed, with a total of fifty households.

Ninety-four per cent purchased rice for home consumption. Of these 72.3 per cent bought milled rice from the public market. The usual schedule of buying rice was weekly and monthly. Sack containers were widely used in purchasing rice.

Most households used good quality rice for all occasions. The average quantity of daily rice consumption of the households was 6.14 chupas.

There were 72.3 per cent of the total households that preferred rice milled from "kiskisan". Most of the homemakers preferred to buy rice in open containers.



PURCHASING PATTERNS, CONSUMPTION HABITS, AND

PREFERENCES FOR RICE OF 50 HOUSEHOLDS,

IN THE POBLACION, INDANG, CAVITE

By

HENRIETTA A. CUBILLA

---

<sup>1</sup>A special problem submitted to the faculty of the Don Severino Agricultural College, Indang, Cavite in partial fulfillment of the requirements for graduation on April 1973, with the degree of Bachelor of Science in Agriculture (BSA) Major in Agricultural Economics. Prepared in the Department of Agricultural Economics under the direction of MR. PEDRO N. BAGO and MR. SERAFIN M. ROLLE.

---

## I. INTRODUCTION

Importance of the Work: Rice, the most important crop in the Philippines and the main food of the people, is the big est item in the Filipino diet. Rice supplies 70 to 80 per cent of the calorie intake<sup>2</sup>. Seventy-three per cent of the Philippine population eat rice. Baguilat found that the annual per capita rice consumption of farm families averaged

---

<sup>2</sup>John N. Efferson, "The Production and Marketing of Rice," (New Orleans, La Simmon Press; 1958), p. 234