

Consumers' Acceptance of Isabela State University-Science and Technology (S&T) Based Chevron Products in Baguio City: Market Opportunities and Potential

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Received September 23, 2021; Revised February 4, 2022; Accepted March 7, 2022

Cite This Paper in the following Citation Styles

(a): [1] May B. Cayaban, Ma. Teresa S. Alvarez, "Consumers' Acceptance of Isabela State University-Science and Technology (S&T) Based Chevron Products in Baguio City: Market Opportunities and Potential," *Universal Journal of Agricultural Research*, Vol. 10, No.2, pp. 99 - 107, 2022. DOI: 10.13189/ujar.2022.100201.

(b): May B. Cayaban, Ma. Teresa S. Alvarez (2022). *Consumers' Acceptance of Isabela State University-Science and Technology (S&T) Based Chevron Products in Baguio City: Market Opportunities and Potential*. *Universal Journal of Agricultural Research*, 10(2), 99 - 107. DOI: 10.13189/ujar.2022.100201.

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Abstract In the Philippines, the goat business is very significant to the country's agriculture. Farmers can supplement their income by raising goats for a small investment. The purpose of this study was on consumer acceptance of ISU-S&T chevon products, notably in Baguio City, to provide baseline data for ISU-CVSRRC, private sector, and goat raisers to determine the market potential of canned chevon in the Philippines. Specifically, the demographic profile, level of consumer acceptance in terms of product appearance, flavor, aroma, texture, packaging, and price, and level of influence of health, economic, accessibility, and social factors on the consumer's acceptability of the chevon products were considered by 109 selected respondents. The descriptive-correlational design was used. Frequency and percentage distribution, mean and standard deviation were computed for the profiling of the respondents, and description of the levels of consumer acceptability and its influencing factors, respectively. The inferential part consisted of the computations of correlation coefficients, particularly the Pearson-r, Spearman rho, and eta coefficients, to establish relationships among variables evaluated at 0.05 level of significance. Most of the respondents finished college, were government employees, and were in their twenties. Generally, the chevon products

were moderately acceptable to males, with the greatest influencing factors being those related to the health benefits of the chevon products. The least concern of the respondents for its acceptability was the price. Likewise, those with lower income tend to have a higher level of acceptance of the product's appearance compared with those with higher income. The economic and accessibility factors had significant relationships with the acceptability of the chevon products. With the right market value and campaign, the ISU-S&T-based chevon products have the potential to prosper in the market.

Keywords Chevron Products, Marketing, Market Potential, ISU-S&T

1. Introduction

In the Philippines, the goat business is very significant to the country's agriculture. Farmers can supplement their income by raising goats for a small investment. The Philippine Statistics Authority estimates that there are 3.81 million goats in the country as of January 1, 2020, up 1.5 percent from 2019. 98.6 percent of the goat population was

raised on household farms, with the remaining 1.4 percent coming from commercial farms. During the quarter, production increased in eight regions. The Bicol Region experienced the highest growth rate, rising by 5.4 percent from 0.70 thousand metric tons of live weight in the first quarter of 2019 to 0.74 thousand metric tons of live weight in the second quarter. During the quarter, Central Luzon produced the most goats, at 2.62 thousand metric tons of live weight.

The Ilocos Region and Central Visayas Region came in second and third, with the production of 2.56 thousand metric live weight and 2.52 thousand metric tons live weight, respectively. Nonetheless, these three regions produced 40.3 percent of the country's total goat production. Commercial investors are increasing [1].

Because consumers' preferences are shifting to a healthier lifestyle, goat meat has a low supply rate, resulting in high demand. Goat meat has a lower saturated fat content than other livestock products (chicken, pork, and beef). Although it is low in cholesterol, it is high in protein [2]. Despite low goat production, demand for chevon is strong, according to the Department of Science and Technology-Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development [3]. For years, Max's Fried Chicken and Fresh Options have tried to include chevon on their menus, but supply has been limited. Bangladesh had requested 200 head of goats twice a month from the Federation of Goat and Sheep Producers and Associations of the Philippines, Inc. (FGASPAPI), but the transaction fell through due to a lack of supplies [4].

Annual demand in Isabela is estimated to be 142 metric tons, with 20 metric tons going to just four supermarkets in Ilagan, Cauayan, Roxas, and Santiago City [5]; 102 metric tons going to kambingan restaurants in at least 16 municipalities, and 20 metric tons going to a processing company for chevon canning. This need, however, cannot be met because it would necessitate slaughtering an average of 135,525 kg of goats each month, or 16,262 head per year [4].

The Cordillera produced 167 metric tons of goats in the first quarter of 2020 (January-March), according to the Philippine Statistics Authority [3], 9 percent of the total goat population was raised on commercial farms, whereas almost 99.9% of the total goat population was raised on private farms [6]. In Baguio City, there are restaurants openly serving dog, horse, and goat meat, which raises questions about the Cordillera culinary culture. For animal lovers, this is a unique culinary culture, but for living in upland, it is all but natural, and when it comes to pork, no part of the animal goes to waste in a true Filipino manner.

The First National Small Ruminants Congress, held in May 2001 at Central Luzon State University in Munoz, Nueva Ecija, pushed the goat industry forward. With the help of the Congress, an interim body was formed to organize the country's small ruminant industry players, and local and national associations were formed as a result. The

Livestock Development Council and other livestock agencies, such as the Bureau of Animal Industry and Central Luzon State University, helped fund the Federation of Goat and Sheep Producers Association of the Philippines Inc. (FGASPAPI).

Cagayan Valley Small Ruminants Research Center was founded in 2010 as one of Isabela State University's Research and Development Centers to facilitate industry-based Science and Technology development for the benefit of its stakeholders. Canning goat's meat or chevon has been accomplished by CVSRRC and is one of the very first chevon valley products. They make goat adobo, caldereta, and kilawin in cans. ISU-CVSRRC partnered with Agricomponent Co., a private firm, to become a Chevron Valley franchisee in charge of product manufacturing and distribution across the country.

Agricomponent Co. was Chevron Valley Products' first franchisee, followed by ISU-Multipurpose Cooperative (ISU-MPC). Chevron Valley products are now available in Echague, Isabela at ISU-MPC. Commercialization, on the other hand, is fraught with difficulties, notably in terms of the number of sources available for production, which limits the volume required to meet market demand for chevon.

The Bureau of Agricultural Research (BAR), funded the technology transfers of chevon product processing and commercialization of new chevon products under the National Technology Transfer Program in 2014 [7], seeing the potential to capture larger Filipino consumers, capture the exquisite tastes of local delicacies, especially those living in urban areas, and at the same time to help the country's goat raisers (NTCP). All chevon products have a favorable return on investment (ROI), with chevon meatballs having the greatest ROI at 62.32 percent among the processed chevon sold at meal boxes.

The Commission of Higher Education (CHED), the Department of Science and Technology-Philippine Council for Agriculture, Aquatic and Natural Resources Research and Development (DOST-PCAARRD), the DOST-Industrial Technology Development Institute (DOST-ITDI), and the Bureau of Animal Industry-Animal Products Development Center all contributed to the product development (BAI-APDC) [1].

Many factors influence food acceptance, including the individual, the food, and the environment in which the food is consumed. Acceptability is a subjective measure based on hedonics (pleasure), which is influenced by sensory properties of the food, previous exposure to it and subsequent expectations, contextual factors, an individual's culture, physiological status (i.e., hunger, thirst, and the presence or absence of illness), and a variety of other factors. Food acceptance is measured using psychometrics (scales) and/or behavioral models (food-choice models) [8].

This study evaluated consumer acceptance of chevon products in Baguio City and utilized it as a baseline for ISU-CVSRRC, private sector, and goat raisers in

determining the acceptability of ISU-S&T based Chevron Products in different locations such as Baguio City. This will also assist them in determining the market potential for canned chevon in their area.

Consumer acceptance of Isabela State University-Science and Technology (S&T) chevon products in Baguio City was evaluated in terms of product appearance, flavor, aroma, texture, packaging, and price. Determine factors influence consumer acceptance, such as health, economics, accessibility, and social factors.

2. Methodology

The researchers used a descriptive-correlation design. The respondents of this research are the residents of Baguio City and goat meat-eaters. A total of 200 respondents was the initially targeted sample in Baguio City. The sample size is approximately within the range of the minimum recommended 100-200 sample size to maintain reliable estimates [9]; [10]; and [11], also recommended that in sensory evaluation testing, the tests require the use of untrained assessors, at least 50-100. Having no actual population of goat meat consumers in Baguio City, the researcher conducted random sampling in places like restaurants, sari-sari stores, and government offices, since the researcher was looking for the possible potential market and market opportunities for ISU-S&T based chevon products, resulting in 109 respondents' goat meat-eaters.

Inferential statistics were also implemented to establish significant relationships among variables. Specifically, Pearson-r correlation coefficients were computed for the relationship between the demographic variables: age, sex, and monthly income including the factors influencing the consumer's acceptability; and the level of consumer's acceptability. The test was used to determine the relationship between the demographic variables, educational attainment, and the level of consumer acceptability of chevon products. Lastly, the eta-coefficient was computed to identify the association between the occupation and the level of consumer acceptability.

3. Results and Discussion

Demographic Profile of the Respondents

Table 1 presents the overall result based on the demographic profile of the respondents.

Age. The majority of the respondents are young consumers belonging to the age group ranging from 20 to 29 years old, with 45 or 41.28 percent. Almost a quarter of the sample is in their forties, with the remaining consumers falling into the prime age groups (30–39-year-olds).

Sex. The females outnumbered the males by one.

Females account for 55, or 50.46 percent, while males account for 54, or 49.54 percent.

Income. More than 30 percent of Filipino consumers earn more than PHP 2000 per month. Those earnings between PHP 15001 and PHP 20000 per month account for 32 (29.36 percent) of consumers. The remaining consumers earn Php 15000 and below, resulting in 20 or 18.35 percent.

Occupation. As shown in Table 1, the government employs nearly half of all consumers (48.62 percent). 33 respondents are employed in the private sector. Housewives (17, or 15.60%), self-employed (3, or 2.75%), and farmers (3, or 2.75%) account for the remaining less than 20%.

Education. It is clear in Table 1, that the respondents are educated with decent occupations earning them a good sum of money. While the others have finished high school (18.35 percent), have a master's degree (10.09 percent), and are doctorate holders (0.92 percent).

Table 1. Frequency distribution of the Demographic Profile of the Respondents in Baguio City.2021

Demographic Variables		Frequency n=109	Percentage (%)
Age (years)	20 – 29	45	41.28
	30 – 39	29	26.61
	40 – 49	21	19.27
	50 – 59	11	10.09
Sex	Male	54	49.54
	Female	55	50.46
Monthly Income	Below Php 10000	22	20.18
	Php 10001 – Php 15000	20	18.35
	Php 15001 – Php 20000	32	29.36
	Php 20001 and above	35	32.11
Occupation	Farming	3	2.75
	Self-employed	3	2.75
	Private sector employee	33	30.28
	Housewife	17	15.60
	Government employee	53	48.62
Educational Attainment	High school	20	18.35
	College	77	70.64
	Material	11	10.09
	Doctorate	1	0.92

Level of Consumer's Acceptance for the ISU-S&T Based Chevron Products

Table 2 shows that the overall level of consumer acceptance of the ISU-S&T chevon products is acceptable at a mean equivalent rating of 3.21 with a standard deviation of 0.35. Consumers also observed that the packaging provides appropriate protection for the product and ease of delivery/handling. The effect of taste on food acceptability is strongly correlated with the personal

preferences that people have [12].

Food aroma forms a crucial sensory signal and a fundamental component of flavor perception, and thus it shapes the way people experience taste and texture. The texture is an important attribute of foods affecting acceptance, and in some foods, it may be more important than flavor.

Factors that Influence the Consumer's Acceptance

Goats have a significant role in human food security at the household level. The contribution of goats can be magnified by highlighting and creating awareness of chevon. According to a study [13], positive beliefs about low-fat food products in terms of health increase product acceptability.

In Table 3, only the health variable has been rated as extremely influential, while the other four primary elements have been rated highly influential. Other aspects of health variables having a high influence include low-calorie content ($M=3.34$, $SD=0.58$) and high protein content.

Reference groups are considered to have a social influence on consumer purchasing [14]. Among these, the reference groups had the greatest influence ($M = 2.68$, $SD = 0.76$). The availability of the products in shops and supermarkets is important. People choose products that communicate their role and status in society. Social factors are also an influencing factor for consumer acceptance of a product [15]. Consumer behavior patterns, likes, and dislikes, are influenced by the people around them to a great extent.

Table 2. Level of Consumer's Acceptance for the ISU-S&T-based Chevron Products Baguio City.

ATTRIBUTES	M	SD	Qualitative Description
A. Product Appearance			
1. The aesthetic appeal of the product when initially observed (color, shape, form, and overall appeal to the potential consumer)	3.39	0.49	Very acceptable
B. Flavor			
1. Overall taste of the product	3.34	0.49	Very acceptable
mouthfeel	3.28	0.49	Very acceptable
Mean	3.31	0.47	Very acceptable
C. Aroma			
1. Objectionable odors/aftertastes	3.20	0.45	Acceptable
2. Pleasant/ savory smell	3.16	0.47	Acceptable
Mean	3.18	0.43	Acceptable
D. Texture			
1. Pleasant texture	3.20	0.52	Acceptable
E. Packaging			
1. Appealing, informative packaging	3.41	0.49	Very acceptable
2. Provides appropriate protection of the product, the use of delivery/handling	3.46	0.50	Very acceptable
Consumer-friendly, i.e., easy to open and easy to store	3.53	0.50	Very acceptable
4. Product shelf-life, stability (physical, chemical, microbial)	3.39	0.53	Very acceptable
5. Vitamin / nutrient label and allergy warnings, included serving	3.33	0.58	Very acceptable
Mean	3.43	0.45	Very acceptable
F. Price			
1. Price of the product	2.77	0.65	Acceptable
Overall Mean	3.21	0.35	Acceptable

Table 3. Factors that Influence the Consumers' Acceptance of the ISU-S&T Chevron Products in Baguio City

FACTORS		M	SD	Qualitative Description
A. Health Factors				
1.	Contain no additives	3.38	0.54	Very High influence
2.	Are low in calories	3.34	0.58	Very High influence
3.	Taste good	3.46	0.50	Very High influence
4.	Contain natural/organic ingredients	3.41	0.53	Very High influence
5.	Are low in fat	3.38	0.54	Very High influence
6.	Are high in fiber and roughage	3.34	0.60	Very High influence
7.	Are highly nutritious	3.39	0.54	Very High influence
8.	Help me control my weight	3.23	0.57	High influence
9.	Contain a lot of vitamins and minerals	3.37	0.56	Very High influence
10.	Contain no artificial ingredients	3.39	0.53	Very High influence
11.	Are high in protein content	3.31	0.63	Very High influence
12.	Keeping a healthy body	3.43	0.53	Very High influence
13.	Good for skin, hair, nails, etc.	3.24	0.67	High influence
Mean		3.36	0.47	Very High influence
B. Economic Factors				
1.	Are not expensive	3.24	0.59	High influence
2.	Are good value for money	3.24	0.58	High influence
Mean		3.24	0.57	High influence
C. Accessibility Factors				
1.	Can be bought in shops close to a place of residence or work	3.09	0.67	High influence
2.	Are easily available in shops and supermarket	3.14	0.63	High influence
Mean		3.11	0.63	High influence
D. Social Factors				
1.	Reference Groups	2.68	0.76	High influence
2.	Family Pressure	2.36	0.69	High influence
3.	Status	2.39	0.65	High influence
4.	Role In The Community	2.44	0.71	High influence
Mean		2.47	0.62	High influence
Overall Mean		3.04	0.42	High influence

Table 4. Relationship between the Consumer's Acceptability and Demographic profile

Demographic Variables	Components of Consumer Acceptability							
	Product Appearance	Flavor	Aroma	Texture	Packaging	Price	Overall	
Age	CC	0.070	0.033	0.006	0.028	-0.115	0.167	0.060
	Sig	0.470	0.731	0.952	0.770	0.236	0.083	0.532
Sex	CC	-0.196*	0.043	0.113	0.067	0.049	0.103	0.046
	Sig	0.041	0.654	0.241	0.489	0.615	0.287	0.638
Monthly Income	CC	-0.217*	-0.010	-0.140	-0.066	-0.145	0.043	-0.117
	Sig	0.023	0.914	0.148	0.498	0.133	0.659	0.228
Occupation	CC	0.351	0.221	0.224	0.104	0.223	0.319	0.580
	Sig	0.391	0.232	0.218	0.166	0.235	0.337	0.289
Educational Attainment	CC	0.001	0.033	-0.022	-0.039	0.098	-0.016	0.018
	Sig	0.991	0.736	0.821	0.688	0.309	0.870	0.855

*Significant at 0.05 level of significance.

Relationship between the Consumer's Acceptability and Demographic Profile

Based on the result of the study, as shown in Table 4, there are no statistically significant links between demographic characteristics and consumer approval of ISU-S&T-based chevon products based on the result presented in Table 4. As stated in the study [16], consumer behavior also varies across genders. As shown in Table 4, this indicates that males consider the product's aesthetic appeal, such as its observed color, shape, form, and general attractiveness. This indicates that males consider the product's aesthetic appeal, such as its observed color, shape, form, and general attractiveness.

Chevon products were found to be affordable as shown in Table 4, compared to other meat products. Age, occupation, and educational attainment had no significant relationship with the consumers' acceptability of the chevon products. The income of the respondent had a negative significant relationship with the product's appearance.

Young consumers tend to make simpler product purchasing decisions than older people, whose purchasing decisions are more complex because they are more cautious in choosing a product. Young consumers are most likely to accept new and innovative ideas. Age is one of the most important demographic characteristics of a customer. Demographic variables such as age, gender, race, income, education, and professional status/occupation can affect consumer purchase intention [17], [18], [16], and [19].

Relationship between the Consumer's Acceptability and Influencing Factors

Table 5 shows that there are no statistically significant

links between demographic characteristics and consumer approval of ISU-S&T-based chevon products. Male consumers ($M = 3.48$) are more likely than female consumers ($M = 3.29$) to buy a product based on its appearance. This indicates that males consider the product's aesthetic appeal, such as its observed color, shape, form, and general attractiveness. As opined by [16], Consumer behavior also varies across genders.

As shown in Table 5, the acceptability of the chevon products was related to the health, economic, and accessibility factors of the product. The health factor had the greatest influence on the consumer's acceptability, according to our study. This result implies that the health and economic factors of the Chevron products positively influence the consumers' acceptability.

Specifically, the health factors had a significant positive relationship with the product appearance, flavor, aroma, texture, packaging, and price of the chevon products. Health and accessibility factors had significant effects on all the components of consumer acceptance except for the price of the commodity. For the economic factors, product appearance, flavor, aroma, and packaging had significant relationships with them. The social factors, only the aroma, had a significant relationship.

The consumption of goat meat within the study area appears to be influenced by culture, traditions, and the socio-economic status of the community. Consumption is constrained by individual cultural taboos, but there were no religious taboos that hindered the consumption of goat meat. According to the study [20], it revealed that goat's meat had wider acceptability and plays a significant role in the provision of essential and nutritious food consumed by people in the study area.

Table 5. Relationship between the Consumers' Acceptability and Influencing Factors

Influencing Factors		Components of Consumer Acceptability						Overall
		Product Appearance	Flavor	Aroma	Texture	Packaging	Price	
Health	CC	0.280**	0.383**	0.347**	0.324**	0.331**	0.280**	0.461**
	Sig	0.003	<0.001	<0.001	0.001	<0.001	0.003	<0.001
Economic	CC	0.233*	0.219*	0.192*	0.148	0.226*	0.188	0.287**
	Sig	0.015	0.022	0.045	0.124	0.018	0.051	0.002
Accessibility	CC	0.261**	0.289**	0.255**	0.224*	0.196*	0.133	0.318**
	Sig	0.006	0.002	0.007	0.019	0.041	0.167	0.001
Social	CC	-0.017	0.097	0.200*	0.129	0.143	-0.049	0.107
	Sig	0.861	0.315	0.037	0.182	0.138	0.615	0.269
Overall	CC	0.250**	0.328**	0.334**	0.274**	0.298**	0.175	0.387**
	Sig	0.009	0.001	<0.001	0.004	0.002	0.069	<0.001

*Significant at 0.05 level of significance.

**Significant at 0.01 level of significance.

Table 5 also shows that Chevron's healthy feature fulfills the expectations of consumers' demand for healthy foods. In this study, it was found that price has a relatively weak relationship with the influencing factors of consumer acceptability. Owing to the health benefits and relatively lower price and accessibility of goat products, the demand for goat meat will increase in coming months and years with the commercialization of canned goat meat like sinampalukang kambing and kaderetang kambing, which recently got the halal certification, allowing Muslim consumers to make canned goat meat as a part of their diet (Agribusinessweek, 2009). The consumption of goat meat globally has increased largely because of its distinct nutritional attributes compared to other red meats. Owing to the health benefits relatively lower prices and accessibility of goat products, the demand for goat meat will increase in the coming months and years.

Also, it is observed that income is a very important factor that affects the buying decisions and consumer behavior of people. A person in the middle class makes his buying decisions based on utility, but someone from the upper class would want style, design, and special features. Luxury items are mostly marketed through luxury magazines. Like in the study [21], because of chevon's healthy features, it will grow in popularity and increase consumers' demand. The level of income determines what kind of products someone regularly purchases. Customer service and after-sales support also become important factors when it comes to big-ticket purchases [22].

According to the study [14], a company must establish a strong relationship with its customers by establishing a distribution channel to make the products available to its customers and to forge a stronger relationship with existing customers. Marketers must select the right channel and distribute the product to the right place. Consumers tend to buy more if products are found in their normal supermarkets [23]. Managers should develop distribution channels to increase product penetration. Accessibility Factors, according to the previous study [24], the success of a marketing organization's product in the marketplace depends on how well it is made available to its final consumers.

4. Summary

This study focused on the consumer's acceptance of the ISU-S&T chevon products, particularly in Baguio City, to serve as baseline information for ISU-CVSRRC, private sectors, and goat raisers to know the potential of canned chevon in the local market.

Specifically, the demographic profile of the respondents, the level of consumer acceptance in terms of product appearance, flavor, aroma, texture, packaging, and price, and the level of influence of health, economic, accessibility, and social factors on the consumer's acceptability of the chevon products were considered.

A survey questionnaire with three parts was distributed to randomly select 109 consumers of Chevron products in Baguio City, where 200 consumers were initially targeted. The first part of the questionnaire identified the demographic profile of the respondents, while the latter two parts focused on the consumer's acceptability. For this part of the questionnaire, the researchers conducted a product taste test for the consumers to answer the second part of the questionnaire. The last part of the questionnaire contains factors that may have influenced its acceptability, respectively. In this study, the descriptive-inferential design was used. For the descriptive approach, the frequency and percentage distribution were computed for the profiling of the respondents while the mean and standard deviation were used to describe the levels of consumer acceptability and its influencing factors. On the other hand, the inferential part consisted of the computations of correlation coefficients, particularly the Pearson-r, Spearman rho, and eta coefficients, to establish relationships among variables evaluated at a 0.05 level of significance.

Based on the results, the following summary of findings was found:

- **Demographic Profile of the Respondents.** As described in Table 1, most of the respondents are young, belonging to the age group of 20 to 29 years. Females have more population than male respondents. Most respondents earn more than PHP 2000, corresponding to the largest number of respondents grouped by monthly income. The respondents are educated with decent occupations earning them a good sum of money. Almost three-fourths of the 109 consumers have earned a college degree. In terms of occupation, most respondents are government employees.
- **Consumer Acceptance for ISU-S&T Based Chevron Products.** The overall level of consumer acceptance of the respondents regarding the ISU-S&T chevon products is acceptable. Among the attributes of the chevon, packaging and design are consumer-friendly, and appearances such as color, shape, form, flavor, texture, aroma, and price are very acceptable.
- **Factors that Influence the Consumer's Acceptance.** Among the four major factors, the health factor had the most influence on the consumer's acceptance of the ISU-S&T chevon products. Only the health factors have been described as very highly influential, while the remaining three major factors are described as highly influential.
- **Relationship between the consumer's acceptability and demographic profile.** There are no significant relationships between the demographic variables and the overall level of consumer acceptance of the ISU-S&T-based chevon products. There exists a significant negative correlation between the product appearance, sex, and monthly

income of the respondents. This implies that male consumers tend to accept the product more based on its appearance as compared to their female counterparts. The other demographic variables such as age, occupation, and educational attainment had no significant relationship with any of the components of the consumers' acceptability of the chevon products.

- **Relationship between the Consumer's Acceptability and Influencing Factors.** The acceptability of chevon products had significant relationships with the health, economic, and accessibility factors of chevon products. This implies that this factor of the chevon products positively influences the consumers' acceptability, regardless of their price, and health has the greatest influence among these factors.

Problems Encountered

ISU S&T-based Chevron Valley products are acceptable. However, there are few comments or feedback on the products. Every serving contained too much bone, though it was expected since it's from goat meat. It is suggested then that bone be removed from the can if possible. The second feedback was that the kilawin flavor is the same as the adobo flavor. Some respondents suggest that the manufacturers or sellers should make the product more affordable.

5. Recommendations

1. It was found that the chevon products are generally accepted based on the given components. However, based on the initial interview, the price is not competitive for some. It is then recommended for the food industry to devise a way to lower the price and make it more affordable to compare with the fresh meat offered in the market. A survey of the most acceptable price range can also be conducted.
2. For goat raisers, investing in chevon products may be profitable as the price may not be generally a factor for consumer acceptability, as found in the study.
3. Manufacturers or sellers must create campaigns for information dissemination regarding the health benefits of chevon products.
4. Market Expansion in Baguio City: Availability of chevon products in Baguio City must be implemented by manufacturers/sellers.

Acknowledgements

The author would like to express heartfelt thanks to the Isabela State University-Graduate School for allowing this paper to be presented and accepted as research output.

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