

MARKET SEGMENTS OF APPLE GUAVA (*Psidium guajava* L.) BASED ON CONSUMER PREFERENCES AND CHARACTERISTICS

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INTRODUCTION

- Apple guava (*Psidium guajava* L.) is widely cultivated in the Philippines and is extensively planted in small non-contiguous areas.
- However, it remains to be an underutilized fruit often relegated as a backyard crop but it is among the minor crops to have large economic potentials due to its nutritional benefits.
- A consumer-oriented approach is necessary in identifying consumer buying behaviors in a heterogenous market setup.
- Evaluating factors that influence consumer preferences and purchase behavior is deemed important in identifying consumer segments for apple guava.
- Translating these findings for the recommendation of appropriate marketing strategies and better positioning intended to target segments will enable firms in the supply chain to maximize economic returns at the same time ensure consumer satisfaction.

METHODOLOGY

CONSUMER SURVEY

CLUSTER ANALYSIS



100 respondents



SPSS version 23



major market centers



k-means cluster analysis



private and government institutions



market segments

RESULTS AND DISCUSSION

Buying Decision Influences



PERSON-SPECIFIC

31% just feel like buying or eating
23% availability of the fruit



PSYCHOLOGICAL

64% health & nutritional attributes
27% flavor or taste



SOCIAL

51% personal and family preferences

Market Profile



DEMOGRAPHIC

58% middle age group
71% female
55% married
59% 4-6 household size
43% PhP 150,000 below



GEOGRAPHIC

72% CALABARZON
28% Metro Manila



BEHAVIORAL

64% taste and freshness
63% peel quality
43% minimally-processed
37% price
32% flesh color

Consumer Segments



CONVENIENCE-INCLINED



prefers minimally-processed



AESTHETIC-CONSCIOUS



white flesh with pinkish seed areas



TASTE-SENSITIVE



balance taste of sweetness and sourness

CONCLUSION AND RECOMMENDATION

- The consumer preference survey revealed factors highly affecting the buying decisions for apple guavas, which were found to relate mostly to person-specific, psychological and social influences. Comprising the total market for apple guava are consumers with varying demographic, geographic and behavioral characteristics. From the undifferentiated market for apple guava, three consumer groups were found - the convenience-inclined, aesthetic-conscious, and taste-sensitive groups.
- An understanding of the buying decision processes, purchasing behavior, and consumer groups can be used as a basis in developing appropriate marketing mix strategies and positioning for varied types of apple guava consumers. Quality improvements in the supply chain of apple guavas can be undertaken in providing the right product attributes to target markets for increased consumption.

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