

# 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 heterogeneous 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.

## RESULTS AND DISCUSSION

### Buying Decision Influences



#### PERSON-SPECIFIC



#### PSYCHOLOGICAL



#### SOCIAL

31% just feel like buying  
64% health & nutritional attributes

23% availability of the fruit  
27% flavor or taste

51% personal and family preferences

### Market Profile



#### DEMOGRAPHIC



#### GEOGRAPHIC



#### BEHAVIORAL

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

72% CALABARZON  
28% Metro Manila

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

## METHODOLOGY

### CONSUMER SURVEY

### CLUSTER ANALYSIS



100 respondents



SPSS version 23



major market centers



k-means cluster analysis



private and government institutions



market segments

## 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.

## REFERENCES

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