



United States Agency for International Development  
Peanut Collaborative Research Support Program

**USA ♦ PHILIPPINES**

• **MONOGRAPH SERIES** •

**No. 2**



# **PEANUT BUTTER CONSUMPTION PATTERNS OF FILIPINOS**

Department of Food Science and Technology  
University of Georgia  
Griffin, Georgia  
USA



**The University of Georgia**

Food Development Center  
National Food Authority  
Taguig, Metro Manila  
Philippines



Department of Food Science and Nutrition  
University of the Philippines  
Diliman, Quezon City  
Philippines



Department of Agricultural Chemistry and Food Science  
Leyte State College  
Leyte  
Philippines



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**July 2002**

**United States Agency for International Development**  
**Peanut Collaborative Research Support Program**  
**Project 04**  
**(USA and Philippines)**  
**MONOGRAPH SERIES**  
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Department of Food Science and Technology  
University of Georgia  
1109 Experiment St.  
Griffin, Georgia 30223-1797  
USA

Food Development Center  
National Food Authority  
Department of Agriculture  
FTI Complex, Taguig 1632  
Metro Manila, Philippines

Department of Food Science and Nutrition  
College of Home Economics  
University of the Philippines  
Diliman 1101  
Quezon City, Philippines

Department of Food Science and Technology  
Leyte State College 6521-A  
Leyte, Philippines

# **PEANUT BUTTER CONSUMPTION PATTERNS OF FILIPINOS**

Flor Crisanta F. Galvez<sup>1</sup>  
Lutgarda S. Palomar<sup>2</sup>  
Ma. Leonora D. L. Francisco<sup>3</sup>  
Alicia O. Lustre<sup>4</sup>  
and  
Anna V. A. Resurreccion<sup>5</sup>

<sup>1</sup>Dean, College of Home Economics, UP Diliman 1101

<sup>2</sup>Professor, Leyte State College 6521-A

<sup>3</sup>Assistant Professor, College of Home Economics, UP Diliman, 1101

<sup>4</sup>Director, Food Development Center 1632

<sup>5</sup>Professor, University of Georgia , Griffin , Georgia 30223-1797

**JULY 2002**

## ACKNOWLEDGMENT

The authors acknowledge the Peanut-Collaborative Research Support Program (P-CRSP) of the United States Agency for International Development (USAID) for providing research funds through Grant No. LAG-G-00-96-00013-00.

We would also like to thank Dr. Tim Williams, Program Director of Peanut CRSP for his support of our research activities; Dr. Anna V. A. Resurreccion, for her leadership as principal investigator of this Peanut-CRSP project; Dr. Manjeet Chinnan and Dr. Larry Beuchat, co-investigators of Peanut-CRSP, for their contributions to the research and training activities.

Our gratitude is extended to Mayor Roger Fariñas of Laoag City, Mayor Mauricio Domogan of Baguio City, Mayor Imelda Roces of Legaspi City and other personnel in the respective Mayors' offices of the cities visited for this project who in one way or the other facilitated the interviews conducted.

We are grateful to the 387 respondents who provided the necessary data for the completion of this survey, the 15 participants during the pre-test of the questionnaire, and all the interviewers for their efforts in data collection.

The support of Ms. Marina Escaño, Division Chief, FDC Support Services, for budgetary matters and reporting of expenses is appreciated. We likewise recognize the assistance of Mr. Alberto Cariso, Division Chief, Industry Liaison Services Division, FDC, for coordinating and facilitating meetings and discussions of all Peanut-CRSP investigators and associates in the Philippines.

We appreciate the assistance of Dr. Marlene Bulgarelli, for the cover design of the monograph series and the production of this monograph, and Ms. Blanca J. Villarino, for technical assistance.

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## ABSTRACT

One-on-one interviews were conducted in different regions in Luzon, Visayas, and the Mindanao Islands of the Philippines. A total of 387 households participated in the nationwide survey, comprising of 252 middle-income households and 135 low-income households. Most of the respondents purchased peanut butter at least once a month. The taste (sweetness), brand, and price of the product were the three major factors that influenced the choice of what peanut butter to buy. Approximately two-thirds of Filipino families preferred the firm (stabilized) type of peanut butter even when they buy the natural (unstabilized) peanut butter due to its lower price. There was also an indication of “brand loyalty” among Filipino consumers. Color was likewise not a major factor considered by consumers in buying peanut butter even if they preferred the medium brown color (color of the natural type) to the pale brown (color of the firm type) and dark brown colors. Some consumers (50%) would like to have added flavor (chocolate or fruit jelly) in their peanut butter and were willing to pay an additional price of more than 1.00 Philippine peso (PHP). Filipino consumers were, in general, aware and knowledgeable about vitamin A and the presence of vitamin A-fortified food products in the market. They were buying these products and indicated that they would buy vitamin A-fortified peanut butter when this is made available to them. Most of the respondents (>70%) were willing to pay more than PHP 0.25 additional price with a large proportion who were willing to pay more than PHP 1.00.