



Consumer Preference of Canned Tuna in General Santos City, Philippines

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Abstract

Consumption for processed products has increased due to the changes in the eating habits of consumers. General Santos City, being a major tuna-consuming city and a top producer of canned tuna, plays an important role in maintaining the balance in the distribution of canned tuna in the domestic and international markets. This study aimed to determine the relative importance of various attributes (purchasing price, ecolabeling, flavor, and packaging form) on consumer preferences and how it influences their purchasing decisions for canned tuna. We used qualitative approach (focus group discussions) to identify the attributes and levels that are mostly considered by consumers; and quantitative approach (conjoint analysis) to estimate utility values of the product attribute and levels to the consumers. Results show that purchasing price (PhP15, PhP25, PhP35), packaging form (non-easy open can, easy-open can, pouch), presence of ecolabel logo (with dolphin safe, without dolphin safe), and flavor (natural tuna taste, spicy, local Filipino dish flavors) are considered when choosing processed tuna products. Overall, price (24.21%), packaging form (25.49%), ecolabel (24.79%), and flavor (24.98%) have fairly equal relative importance. Using cluster analysis, two segments of consumers were found. Of the two clusters, the first placed almost equal importance on all attributes while the other placed high importance on packaging forms. Probit analysis also showed that socio-demographic factors and purchasing information highly influence their association in the cluster. While consumers were aware of ecolabels, most had misinterpretations. The latter can be reduced by intensive information drive on promoting marine resource conservation to influence consumer preference.