



# IDENTIFYING PREFERENCES OF CONSUMER FOR LONGGANISA: BASIS FOR MARKETING PLAN FOR BANGUS (*Chanos Chanos*) LONGGANISA

PRESENTED BY:  
JACQUELINE A. VILLANUEVA  
Bulacan State University

# INTRODUCTION

- The longganisa was developed using bangus.
- Bangus is a major aquaculture product of Bulacan, particularly, Hagonoy.
- Hagonoy is a major bangus producer. Aquaculture is its major industry. Approximately 7,840 hectares are devoted to fish farming or about three-fourths of its total land area.

# OBJECTIVES

- The general objective of the study is to analyze the consumer's preferences for longganisa as basis for a marketing plan for the product.
- The preferences of the consumer were determined.
- A marketing plan for the bangus longganisa.

## PREFERENCE OF THE CONSUMERS IN TERMS OF VARIETY OF MEAT

Fish got the highest  
percentage at 51.67

Variety	Frequency	%
Poultry	19	31.67
Pork	10	16.67
Fish	31	51.67
total	60	100

# FLAVOR PREFERENCE

Garlic got the highest  
percentage of 53.33.

Flavor	Frequency	%
Sweet	28	46.68
Garlic	32	53.33
Total	60	100

## DETERMINATION OF CONSUMER DECISION ON PURCHASE

Respondents  
answered yes which  
got the highest  
percentage of 68.33.

Decision	Frequency	%
Yes	41	68.33
No	19	31.62
Total	60	100

# MARKETING PLAN

## Marketing Objectives:

1. Introduce the nutritional aspects of the product.
2. Optimize the bangus production in Bulacan.
3. Generate profits for the aquaculture industry.



# MARKETING PLAN

## Product Name: Bangus Longganisa

- The product is vacuum packed.
- Label is distinctive to establish product identity and consumer priority. Label must meet food regulation requirements.
- Must appeal to two distinct consumers:
  - Those on calorie reduced / healthy diet.
  - Those whose taste preferences are NOT MET by existing products on the market.



# MARKETING PLAN

## Profit Maximization

One of the marketing goals set was to maximize profits.

Production cost : P15.00

Retailer mark-up: 30%

Proposed retail price: P19.50

The price sets it as a high-end product.

# MARKETING PLAN

## Market Channels

- Market to smaller health food shops and delicatessen (deli shops).
- Market to all retail stores directly.