

LEVEL OF SATISFACTION OF PEAR FRUIT AS A SMOOTHIE SHAKE WITH WHIPPED CREAM ON TOP AMONG HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE OF THE PHILIPPINES

ABSTRACT

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This study explored the satisfaction levels of 50 Home Economics students at Bestlink College of the Philippines with a pear smoothie shake topped with whipped cream. Focusing on key sensory attributes such as appearance, taste, and texture, the research seeks to pinpoint specific areas that can be improved to better align the product with the preferences of the target audience. This research adopted a descriptive quantitative design, gathering data via a survey questionnaire. Using cluster sampling, 50 respondents were selected from the Home Economics strand. The questionnaire comprised three parts: demographic information, satisfaction levels, and participant recommendations. The collected data were analyzed through frequency counts, percentage distributions, weighted means, Likert scale assessments, and ranking methods. The majority of respondents were aged 17 to 18, with an equal number of males and females. They reported high satisfaction with the packaging, fruity flavor, and creamy texture of the pear smoothie shake topped with whipped cream. Overall satisfaction was notably high. However, respondents expressed specific preferences regarding the product's sweetness, pear flavor intensity, and whipped cream quantity. Over half recommended a sweeter taste and stronger pear flavor, while some preferred less whipped cream. The results indicate that the pear smoothie shake is well-received by the target group, and this study offers useful guidance for enhancing the product. By fine-tuning aspects such as sweetness, pear flavor, and the amount of whipped cream, the smoothie can be better tailored to satisfy the specific preferences of the students.

RECOMMENDED CITATION

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