

LEVEL OF ACCEPTABILITY OF USING SWEET POTATO AS NUTRITIOUS ALTERNATIVE FILLING OF DONUTS AMONG RESIDENTS OF BRGY. SAN AGUSTIN, QUEZON CITY

ABSTRACT

AUTHORS

Joey Ann Armas
Krizia Atillo
John Patrick Benitez
Reischa Mikaella Intes
Kaye Mabeza
Devine Grace Roman
Renren Saluta

RESEARCH ADVISER

Mar B. Dumagtoy

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Food Science & Engineering

KEYWORDS

*brgy. san agustin; sweet
potato-filled donuts; product
acceptability; healthy snack
alternative; consumer
satisfaction; texture
preference*

ARTICLE ID

AASGBCPJMRA-B00695

This study examines the potential of sweet potatoes as a nutritious donut filling, offering a healthier alternative to traditional snacks. Packed with essential vitamins, minerals, and fiber, sweet potatoes are assessed for their ability to enhance both the nutritional value and taste of the product. Focusing on residents aged 18 to 34 in Brgy. San Agustin, Philippines, the research evaluates consumer preferences and market viability through surveys and sensory testing. Although sweet potatoes are commonly used in various desserts, their application as a donut filling remains largely untapped. This study aims to determine the product's feasibility and acceptability while encouraging healthier dietary choices. This study employed a descriptive research design to evaluate consumer preferences for sweet potato-filled donuts. A sample of 100 residents from Brgy. San Agustin was selected through cluster sampling to ensure representation across age, gender, and location. Participants assessed the product's texture, taste, and appearance using a Four-Point Likert Scale, and provided additional insights through open-ended responses. The survey instrument was adapted from relevant literature and validated by subject matter experts, including a grammarian and a research advisor. Data collection involved donut preparation, survey administration, and analysis using descriptive statistical methods. The findings were used to determine the overall acceptability of the product. Out of the 100 respondents, most were aged 34 and above (44 respondents), and the majority were female (58 respondents). The donuts were highly rated for their softness and moistness, categorized as "Much Acceptable," while the bread's hardness was noted as an area for improvement. Respondents found the sweetness and saltiness to be well-balanced, and the product's uniqueness was positively received. Recommendations for further improvement included enhancing the texture, adjusting the sweetness, increasing the filling, and improving the overall appearance. These findings offer valuable insights for refining the product's quality and boosting its consumer appeal. The study underscores key factors affecting product acceptability, particularly the significance of soft and moist textures in achieving consumer satisfaction. Bread hardness was identified as a major area for improvement, aligning with local preferences for smoother pastries. While the product's balanced flavor met general taste expectations, suggested improvements in freshness, sweetness, filling quantity, and serving temperature could further enhance its appeal. These findings offer practical insights for food enterprises and entrepreneurs in Brgy. San Agustin is aiming to develop healthier and more innovative snack options.

RECOMMENDED CITATION

Armas, J. A., Atillo, K., Benitez, J. P., Intes, R. M., Mabeza, K., Roman, D. G., & Saluta, R. (2025). Level of Acceptability of Using Sweet Potato as Nutritious Alternative Filling of Donuts Among Residents of Brgy. San Agustin, Quezon City. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(3), 35.