

ACCEPTABILITY OF CHICKEN PASTIL SHAWARMA WITH CREPE AS WRAPPER AMONG HOME ECONOMICS STUDENTS AT BESTLINK COLLEGE THE PHILIPPINES

ABSTRACT

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Shawarma, traditionally made with spiced meat, vegetables, and sauces wrapped in pita, has gained popularity in the Philippines. To create a uniquely Filipino variation, this study evaluates the acceptability of chicken pastil—a rice and shredded chicken dish—as a shawarma filling and crepe as an alternative wrapper. The aim is to determine whether this novel combination appeals to Home Economics students at Bestlink College of the Philippines. A descriptive qualitative design is employed using a structured questionnaire to assess sensory attributes and overall acceptability. Cluster sampling identifies 50 Grade 11 and 12 Home Economics students as respondents. Demographic information and ratings of appearance, flavor, and packaging are collected and analyzed using frequency distributions. Most respondents (74 percent) were aged 17 to 18, with equal representation of males and females. The sections HECF 1202, HECF 1201 and HEHRS 1201 each contributed 20 percent of the sample. Chicken pastil shawarma wrapped in crepe was rated “eye-catching” for appearance, “acceptable” for flavor, and “complimentary” for packaging. The most frequent recommendation (72 percent) was to adjust spiciness. Additional suggestions included promoting the product among students, enhancing fillings with complementary ingredients, consulting written resources on product development, and encouraging further innovation. The findings indicated high acceptability of chicken pastil shawarma with a crepe wrapper among Home Economics students. Positive ratings for visual appeal, flavor, and packaging support its potential as a novel snack. Recommendations for spiciness adjustment and ingredient refinement will guide product optimization. Integrating promotional activities and gathering additional consumer feedback are suggested to enhance market readiness and inform future culinary research.

RECOMMENDED CITATION

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