



ACCEPTABILITY AND MARKETABILITY OF MALUNGGAY, AMPALAYA AND OKRA SEEDS POWDER AS A COFFEE SUBSTITUTE

MARY ANN M. CARAG

meancarag@gmail.com

0000-0002-0261-8627

School District Of Quezon City
Batasan Hills National High School
Ibp. Road Batasan Hills Quezon City

ABSTRACT

Coffee known as beverage to most of the people all over the world, known for making the drinker active, because of its stimulating effect on the functions of the brain. But drinking coffee also affects human's health. Coffee act as a stimulant by its caffeine. Variants of coffee flavors all over the world were already produced, aiming for the discovery of alternative sources for coffee production. This study attempted to determine the acceptability and marketability of Malunggay, ampalaya and okra seeds powder as a coffee substitute. Also, to find a healthier and cheaper alternative, to commercial coffee with less caffeine. Experimental research method was used in this study. The respondents of this study are Adult (20-30), (31-40) and 41 years old and above. The study focused only on the acceptability and marketability in making coffee out of Malunggay, ampalaya and okra seeds powder as a coffee substitute for the main ingredients. Three different proportions 20, grams, 40 grams and 60 grams were prepared with different seed concentration, 75% Malunggay seed, 20% ampalaya seed and 5% okra seed. Survey questionnaire were administered to the 90 respondents of Batasan Hills National High School and Brgy. Batasan Hills. The five-point Likert scale and Nine-point Hedonic scale were used to determine the acceptability of the product. There was no significant difference in the evaluation of the three groups of respondents on the acceptability and marketability of Malunggay, ampalaya and okra seed powder as a coffee substitute in terms of appearance, aroma, taste, and texture. There was no significant difference in the evaluation of the three groups of respondents on the acceptability and marketability of coffee with 20 grams 40 grams and 60 grams for each proportion of powderized Malunggay, ampalaya and okra seed as a coffee substitute in terms of supply/availability, consumer demand and cost of production. The MAAOKRA Coffee with 40 grams' proportion is the most acceptable proportion in terms of appearance aroma, taste, and texture compared to the 20 grams and 60 grams' proportion. The MAAOKRA Coffee with 40 grams has a higher potential in the market in terms of supply and availability compared to the 20 grams and 60 grams' proportion. Furthermore, the 40 grams' proportion is more affordable and more nutritious. In terms of physicochemical analysis, the 40 grams' proportion is more packed with calcium and potassium.

Keywords: acceptability, marketability, maaokra coffee, less caffeine, experimental