

Marketing strategiespsychology essay



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The Problem and its Background Introduction/Background of the Study:

Brownies, is one of the most delicious delicacies that have ever been made in this planet. Everybody loves delicacies, so do us. That is why the researchers come up with this topic. In life, the researchers have to be practical especially prices in the market are rising up. So in order to eat delicious brownies, the researchers made their own brownies instead of buying. But it's weird because it's "squash brownies". The researchers choose this because they all know that kids during their time to eat vegetable. They only like sweet.

So squash brownies are certainly good disguises for children to eat vegetable. They'll just think they're eating pure sweet brownies. Second reason why the researchers choose this is because they know that it is easy to bake. The researchers just have to mix the primary ingredient, squash from the other ingredients. Then bake it and it's all finished. Squash Brownies also help in other people that have a disease of Lung Cancer. Squash Brownies are a good food for those suffering from arthritis in either form. Its antioxidants help reduce inflammation and improve symptoms of asthma in addition to arthritis.

Squash contains copper, which may be useful for lessening the pain of rheumatoid arthritis. Fiber, present in squash, protects from colon cancer by working to rid the body of harmful substances. Squash Brownies contains foliate because of the ingredients squash, it also works to prevent heart attacks by working against elements that break down blood vessels structures in your body. Statement of the Problem This study aims to identify how to

make a squash brownies and to make it more likely to our respondents.

Specifically, it aims to answer the following questions: 1 .

How did the respondents of G. Battista SST. San Jose Rodriguez Racial describe the Squash brownies and Chocolate brownies in the following variables: 1. 1 taste 1. 2 color 1. 3 texture 2. What is the first impression of the respondents living in G. Battista SST. San Jose Rodriguez Racial to homemade Squash brownies? Hypothesis Significance of the study The result of this study will benefit the following: Local Government – they can use the products in their program by feeding some malnourished children in their community because of the nutritious food that retains it.

Community – they can use the products by feeding their children a nutritious food that retains it. Teachers – they can use the thesis paper of the researchers as a sample project to the other students. Future Researchers – they can use the project the researchers to get facts that they can use in their own research study. Scope and Delimitation The selected fifty (50) residents of San Jose, G. Battista Street is the respondents, the researchers choose them because the researchers know that they are children that loves brownies in that street.

Parent wants to know on how to feed their child with vegetables in a way that they wouldn't know. They would have an idea on how make a brownie with squash. Children in the street of G. Battista become malnourished because they didn't eat healthy vegetables. Some children are purblind and squash is a medicine for the purblind. Definition of Terms Blemish – a mark or imperfection that spoils the appearance of something. Emphysema – a

chronic medical disorder of the lungs in which the air sacs are dilated or enlarge and lack flexibility, so that breathing is impaired and infection sometimes occurs.

Homocysteines – an amino acid produced in the body during the metabolism of Methionine. Raised levels of homocysteines are associated with atherosclerosis. Rind – the thick tough outer skin of a fruit. Peel, thick skin or coating on some varieties of fruit cheese and meat. CHAPTER II Review of Related Literature and Studies Related Literature: According to Skuzzier (2010), Squash is native to the Western Hemisphere and was known to the Indians centuries before the arrival of the white man. It is a member of the cucurbit family, which includes pumpkins and gourds as well as cucumbers, muskmelons, and watermelons.

Squash as we know it today is vastly different from the kind the Narragansett Indians dubbed “squashiest,” meaning “Green-raw-unripe” which, incidentally, was the way they ate it. We still follow their example and eat summer squash while tender and unripe, though it is usually cooked. Squash is best when steamed or baked; some people even use it in soup. The Hubbard squash, due to its hard shell, is usually baked in the shell. Squash may be used to add variety to the menu. Summer squash is boiled or steamed and served as a vegetable with drawn butter or cream sauce, or it may be served mashed.

The delicate flavor of summer squash is lost by boiling it in large quantities of water and of course, nutrients are lost when the cooking water is thrown away. Squash may be grouped in five general types: Hubbard, Banana, Turban,

Mammoth, and Summer. The latter are actually pumpkins. However, they are listed as squashes because that is what they are called in the market.

Summer squash should be fresh, fairly heavy for its size, and free from blemish. The rind should be so tender that it can be punctured very easily.

Hard-rind summer squash is undesirable because the flesh likely to be stringy and the seeds and rind have to be discarded.

Winter squash should have a hard rind. Soft-rind winter squash is usually immature, and the flesh may be thin and water when cooked, and lack flavor. Willet (2011) an American council on Exercised – certified personal trainer says that if you always throw away the seeds you find in squash, you are missing out on a number of potential nutritional benefits. Squash seeds are high in calories and rich in a number of nutrients, including unsaturated fat. You may wish to season squash seeds to mask the bland flavor, so take into account the nutritional content of toppings when assessing your diet.

About 1/3 cup of squash seeds provides 165 calories, which comprises more than 8 percent of the daily suggested intake of 2, 000 calories. The caloric density of squash seeds is beneficial if you are trying to gain weight, as you need to consume more calories than you expend daily to gain weight. This can be difficult if you choose high-volume, low-calorie foods, and so calorie-dense foods like squash seeds are a good choice in this case. Squash seeds are high in fat, as each 1/3 cup serving contains 14 g of fat. However, this fat is unsaturated, which, while calorie dense, can be beneficial.

The National Institutes of Health explains that increasing your intake of unsaturated fat and protein at the expense of carbohydrates may aid in

decreasing your risk of heart disease. Squash seeds are low in carbohydrates with just 3 g in 1/3 cup. Although carbohydrates do provide your body with energy, restricting your carbohydrate intake may aid in weight loss. A review of research studies published in the February 2006 issue of the “ Archives of Internal Medicine” found that low-carbohydrate diets produced quicker weight loss than diets higher in carbohydrates.

Most of the carbohydrates in squash seeds come from dietary fiber, as 1/3 cup contains 2 g. Dietary fiber is a vital nutrient that promotes numerous benefits. Mayo Clinic explains that dietary fiber may aid in managing your blood sugar and cholesterol levels, promotes bowel health and may aid in weight loss because it makes you feel full. Squash seeds are rich in protein, providing 8 g in each 1/3 cup serving. Your body uses protein to aid in the growth and development of your body’s tissues, so Medicine Plus suggests consuming 50 to 65 g of protein daily. One serving of squash seeds contains 12 percent to 16 percent of that amount.

Related Studies: Based on the study of Lowery (2006) the researchers have found that a vitamin A deficiency, caused by a carcinogen in cigarette smoke, can contribute or lead to the debilitating disease of emphysema. Winter squash, as well as sweet potatoes, contain high levels of vitamin A that may help protect against emphysema. Also, there is a correlation between eating foods high in the carotene beta-carotene, and decreased incidence of lung cancer. These findings may explain why some smokers don’t get lung cancer while others suffer from lung problems and die of cancer.

While quitting smoking is ideal, a diet rich in vitamin A and beta-carotene may protect lung health if a person unable to quit or is still exposed to cigarette smoke. Winter squash contains folate, which has been shown to reduce the incidence of neural tube defects and other birth defects when taken by women before and during pregnancy. A cup of winter squash contains 15 percent of the recommended daily allowance of folate. Folate also works to prevent heart attacks by working against elements that break down blood vessel structures in your body.

There is also a correlation between folate intake and reduced incidences of colon cancer. Nutrients in summer squash, including vitamins A and C, manganese and magnesium, work together in your body to help protect against some forms of heart disease. Magnesium is indicated as a helpful agent in the prevention of strokes and works with potassium to maintain healthy blood pressure levels. The folate in squash also protects against heart attacks by helping to neutralize dangerous levels of harmful homocysteines in the body. A healthy intake of fiber, present in squash, is associated with lower rates heart disease.

Summer squash is a good food for those suffering from arthritis in either form. Its antioxidants help reduce inflammation and improve symptoms of asthma in addition to arthritis. Summer squash contains copper, which may be useful for lessening the pain of rheumatoid arthritis. Fiber, present in squash, protects from colon cancer by working to rid the body of harmful substances. Butternut, turban, Hubbard and acorn are all winter squashes, along with the familiar pumpkin. They keep well in a cool dry storage spot, making them an ideal food to store over the winter months.

There are a myriad of ways to prepare winter squashes, with baked, boiled and pies the most common. Summer squash varieties include patty pan, yellow squash and zucchini. They are related to cucumbers and melons, and the seeds are also edible, as is the skin. Zucchini is often prepared in baked goods, crookneck yellow squash is delicious steamed with butter and patty pan is great steamed or baked. Turncoat (2010) state that Summer squash is refreshing and has a delicate flavor, soft shell and creamy white flesh hat make it a delightful accompaniment to any summer meal.

These tasty veggies are in season between May and July but are available year-round. Summer squash is related to the melon and cucumber and comes in many varieties. The entire vegetable, including its flesh, skin and seeds, is edible, but this squash variety is not as sturdy as its winter counterpart. Summer squash is a nutrient-rich health promoting food. Summer squash, like most non- starchy vegetables, is very low in calories, providing approximately 36 per cup, sliced. However, it is not low in nutrients. While the exact nutrient values vary and depend upon variety in general, one cup provides 9.9 MG vitamin C, meeting 16. Percent of the recommended daily value or DVD and 516.6 IU vitamin A, or 10.3 percent of the DVD according to the World's Healthiest Foods website. Vitamins C and A are antioxidant nutrients that support proper function of the immune system and protect cells from damage. Vitamin C, according to the West Virginia University Extension Service, is needed for manufacturing collagen, a fibrous protein that acts like " glue" holding together tendons and ligaments. This vitamin also enhances iron absorption and aids in wound

healing. Other functions of vitamin A include promoting healthy eyesight and helping to form mucous and epithelial cells.

One cup of summer squash, sliced, or approximately 100 g, provides 43.2 MG of the major mineral magnesium, or nearly 11 percent of the DVD and 0.38 MG manganese, or 19 percent of the Deform this trace mineral, according to the World's Healthiest Foods website. Magnesium is needed for many functions in the body such as helping to maintain healthy, strong bones, aiding in energy metabolism, muscle relaxation, promoting mental and cardiovascular health and, along with potassium—a nutrient also found in summer squash— regulates blood pressure. Manganese is used in the synthesis of both cholesterol and fat.

Like magnesium, manganese is necessary for building bones as well as the creation of DNA and RNA, your body's genetic material. Summer squash, like many plant foods, is a source of dietary fiber. Just one cup of sliced summer squash offers 2.52 g dietary fiber, most of which is in the form of insoluble fiber or "roughage." One cup meets approximately 10 percent of the DVD for dietary fiber. Dietary fiber, particularly insoluble fiber from grains and vegetables is beneficial for promoting regular bowel movements and decreasing the transit time of waste material through your body, according to Health Castle.

Insoluble dietary fiber may also aid in weight management by enhancing satiety or promoting a feeling of fullness. CHAPTER III Research Design and Methodology Methods of Research The method use of the product is Experimental Method. The researchers used this, because the focus of the

study is to make, create, and produce a product a new to the people. This product is not yet known until we produce it. Respondents/ Subjects of the Study The main respondents of this study are the people who live at G. Battista SST. San Jose Rodriguez Racial. The researchers selected fifty (50) residents living in the G. Battista San Jose Rodriguez Racial.

The researchers use Simple Random Sampling and the method is lottery. The researchers use it because we know lottery methods are one of the easy sampling techniques. Locale of the Study G. Battista SST. Is located at Bargain San Jose Rodriguez Racial. It is beside of Montanan Town Center. In that said street, it is very clean and well organized. The residents in G. Battista are very discipline. Most of the children in G. Battista Street are malnourished. Research Instruments The data gatherings used in this study was the following: Questionnaires – This instrument was constructed by the researcher to establish the squash brownies.

This instrument was used to determine whether our products were good.

Data Gathering Procedure A. Developmental Procedure Ingredient: cup butter or h cup margarine, h cup cooking oil, 1 h cup of sugar, h cup of brown sugar, 2 eggs beaten, h teaspoon vanilla, h cup of buttermilk, 2 h cup of all- purpose flour, 1 teaspoon baking soda, h baking powder, h teaspoon salt, h cup of cocoa, 1 teaspoon cinnamon, 2 cup yellow squash drained, 1 cup chopped nuts, 1 cup semi – sweet chocolate chips. Procedure: Preheat oven to 350 degrees F. Cream Butter, oil, and sugars together in a large mixing bowl.

Add vanilla and buttermilk, stirring well. In another bowl, mix together dries ingredients (excepted nuts and chocolate chips), then add in small amounts to the wet ingredients, stirring well after each addition. Add the grated squash to the batter, and mix well. Pour the batter into a greased and floured oblong xx banking pan and sprinkle with nuts and chocolate chips. Bake in preheated oven at 350 degrees for 15-20 minutes, or until it tests done. Cut into squares when cool. B. Evaluative Procedure Experimental Design: The researchers sought permission to Mrs..

Lariats to make the product. Then, the researchers started to look for ingredients and make the products as well. The researchers chose fifty (50) residents and fed it to determine what more the less the searchers did and what the researchers can add to enhance the products. After that, the researchers gave them the questionnaires for the products. After the respondents answer the questionnaires, the researchers started make a table to determine the taste, color, texture and affordability of a squash and chocolate brownies.

Statistical Tools This was the formula that the researchers used in the study in order to come up with the valid results. Weighted Mean – this was used to get the degree of response of the students to the given taste test questionnaire. As to 5-Excellent; 4-Good; 3-Fair; 2-Needs Improvements; 1-poor. CHAPTER V Summary, Conclusion, And Recommendation Summary This study aims to find out and produce a delicacy which will enable kids to eat vegetable, specifically squash without them knowing about it.