

# Marketability of ampalaya seed coffee essay sample

[Business](#), [Marketing](#)



## I. Objectives

The Objectives of the Study include

1. To identify the Problems inherent in marketing in buying Ampalaya Seed Coffee. 2. To ascertain the degree of correlation between product quality and the desire to buy Ampalya seed coffee. 3. To determine the effect of unethical advertisement on product marketing. 4. To examine the effect on purchasing power changes in consumer taste and product qualities on product.

## II. Statement of the Study

Based on the objectives enumerated above and acknowledgement of the existing characteristic of the product, this research attempted to address the following research questions: 1. How do consumers evaluate the values attributes of ampalaya seed coffee products relative to similar products? 2. Are there significant differences between past and present evaluations in buying Ampalya seed coffee? 3. What is the extent of the consumer familiarity in buying ampalaya seed coffee? 4. What is the extent of consumer satisfaction in buying ampalya seed coffee? 5. What is the effect of consumer ethnocentrism on consumer satisfaction in buying ampalaya seed coffee? III. Significance of the Study

In view of the foregoing aspirations, this study examines consumer attitudes toward in buying of ampalaya. An attitude is made to determine the likely success of selling a particular product in the market it is likely to include potential demand, existing competitive products and a recommendation on strategy. It is hope that the result of the study will contribute in no small way

to an understanding of the influences affecting in selling a product in the market. Such an understanding should conceivably help all who are involved in industrial development. In this country and beyond the manufacturer, distributor, government and the general public to make better decision in their respective areas of influence and responsibility. IV. Hypothesis

1. There is a positive and significant relationship between product quality and the desire to buy Ampalaya Seed Coffee. 2. The more ethnocentric the individual, the higher his/her satisfaction in buying Ampalaya Seed Coffee. 3. The lower the perceived cost of buying by an individual, the higher his/her satisfaction in buying Ampalaya Seed Coffee. 4. Ethnocentric tendencies do not differ across various demographic groups. V. Scope and Limitations

This study is an attempt to research into the problems and prospects of marketing in buying Coffee with particular reference to coffee products. Internal and External factors impair marketing products. This study is however, limited to marketing mixed elements, product, prize and place. The study focuses on coffee products with the hope that the result of this study can be generalize to other goods. VI. Time and Limitations of the Study

#### VII. Bridging the Gap

The ingredients before of the coffee was so expensive so we substitute the Ampalya seed coffee to alamid coffee to lessen the cost of making a coffee and not waste the ampalya seed, then instead of throwing the ampalya seed it may used as a simple coffee.