

Vegetable Purchase Patterns of Consumers in Davao City and Cagayan de Oro City, Philippines

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Abstract

The goal to increase farm productivity, attain food security and safety, and alleviate poverty among smallholder farmers has urged government and nongovernment organizations in the Philippines to develop and promote organic and safe vegetables. While these products are healthier and safer, previous studies have proven that these are more expensive than their conventional counterparts. A mall intercept using a structured questionnaire was conducted to survey 240 respondents in Davao City and 110 respondents in Cagayan de Oro City (CDO) in Southern Philippines. This is a qualitative research that aims to provide information about the current vegetable purchase patterns of consumers in both study areas and to identify its implications and opportunities for organic and safe vegetable producers. Results show that more than 50% of the respondents in both cities purchase vegetables in wet markets and supermarkets on a weekly basis. In terms of expenditure on vegetables, 85% of the respondents in CDO and 74% of the respondents in Davao City have expenditure on vegetables of at most PhP500 per week. The majority of consumers in both cities buy vegetables mostly from wet markets because vegetables are sold at a lower price, are fresher, and there is wider product assortment. Consumers in Davao City and CDO buy vegetables from supermarkets because of convenience and cleanliness, respectively. They purchase mostly tomatoes, eggplants, and cabbages. Based on previous studies, these vegetable purchase patterns of consumers have not changed for over ten years. Thus, this challenges organic and safe vegetable producers, as well as other vegetable industry stakeholders, to produce cheap but high-quality vegetables.