

# **Marketability of KinCat Taro Chips of Batangas State University ARASOF-Nasugbu**

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## **Abstract**

This research identified the marketability of KinCat taro chips in Batangas State University ARASOF-Nasugbu– an initiated extension project of the College of Accountancy, Business, Economics and International Hospitality Management. The study explored the level of acceptability of the product’s three flavors in terms of color, aroma, flavor, texture and general acceptability to distinguish the marketing mix to formulate a marketing and positioning strategy that will attract the market. The first phase of the study involved a survey where the researcher identified 347 samples composed of 297 students and 50 employees (teaching and non-teaching staff). Frequency count and percentage was considered. Results revealed that the general acceptability of the product is 38.33 % which means that the marketability of the product is *high*. Similarly, comments provided by the participants suggested that in order to increase the market acceptability of the KinCat taro chips, manufacturers should consider further improvement in nutritional content, expiry date and a more interesting brand name. However, it was further recommended that the college should determine factors such as introduction or market testing of KinCat taro chips to enhance customer familiarity.

**Keywords:** *marketability, market acceptability, marketing strategy, market positioning*