

Marketability of Rabbit Meat to Local Households in San Juan, Batangas

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Abstract

The study assessed the marketability of rabbit meat to the local households in San Juan, Batangas. Utilizing a quantitative descriptive study, the respondents were a total of 379 local households purposively selected in the municipality. The data was collected through the use of a researcher-made questionnaire. Data collected includes the respondents' profile in terms of age, sex, average monthly income, and employment status. On the other hand, marketability of rabbit meat was assessed in terms of sensory features, healthiness, convenience, ethics, production process, and price. Challenges encountered in the consumption of rabbit meat was also assessed. The study determines the significant relationship between the profile of the respondents and the marketability of rabbit meat as well as the significant difference between the challenges encountered and the marketability of rabbit meat. Lastly, it identified the proposed program that may be utilized to boost the marketability of rabbit meat to the local households in the municipality. It is revealed that the majority of the respondents are 19 – 28 years old, females, have an average monthly income of Php 5,000 and below, and are unemployed. It found out that the respondents agreed that sensory features, healthiness, convenience, ethics, production process, and price influence the marketability of rabbit meat. It is also found out that age was the most significant among the profile of the respondents in relation to the marketability of rabbit meat, while average monthly income has no significance at all. It is also noted that the respondents agreed that there are challenges in consuming rabbit meat and it has a significant difference on its marketability.

Keywords: Marketability, Rabbit Meat, Challenges, Food, Local Households.

1. Introduction

Global meat consumption has changed due to consumer's increased awareness of health and environmental concerns associated with common livestock, creating the need for alternative meat products. Potential alternatives include plant-based meat and lab-grown meat, yet such innovative solutions need more time before they can be widely adopted, thus, another alternative option has been explored, the rabbit meat. According to the data of IndexBox (2015), the market value for rabbit meat increased at an annual rate of 2.4% from 2007 to 2015, reaching its peak of \$5.8B in 2014. China was the

largest producer, with a total output of 783,000 tons, approximately 60% of the total volume, followed by the Democratic People's Republic of Korea, with 154,000 tons, and Egypt with 65,000 tons of rabbit meat produced.

In the Philippines, rabbit output has been active in recent years. According to the data from the Philippine Statistics Authority (2024), rabbit meat output peaked in 2022, with an output of 182,510 kilograms (kg), then decreased in 2023 to 155,030 kilograms. The decrease in rabbit meat output was attributed to the lack of demand in the market, forcing the suppliers to halt their production. Various factor influencing the demand needs to be addressed to further continue the production of rabbit meat from the rabbit raisers in the country.

In San Juan, Batangas, rabbit meat have been offered to the local municipality, and even to the neighboring towns. According to Mr. Espina (2024), a rabbitry owner, on its peak season, they are able to sell up to 20 heads of rabbits ranging from Php 500 to Php 1,000 each, while on a yearly basis, they are able to sell up to 100 heads of rabbits, sold for both as pets and as meat. Moreover, it is also noted that they sell various delicacies from rabbit meat such as rabbit shanghai, adobo, lechon, and others. Previously, though rabbit meat's market had declined, they started to sell again after receiving orders within and outside the municipality. As seen from the market, it is clear that the issues concerning rabbit meat as an edible food source significantly affect the interest of local households in purchasing rabbit meat. In support, Mr. Leopango (2024) stated that the Department of Agriculture is optimistic and actively promotes rabbit meat for consumption that they even provide starter kits for rabbit raisers in the municipality. Despite these efforts, the main issue lies on consumer's hesitation in purchasing rabbit meat for consumption leading to a lack of market demand. The consumer's reluctance on purchasing rabbit meat may stem from various factors such as low product visibility, the perception of rabbits as pets, and cultural norms. Nevertheless, marketing rabbit meat holds great opportunities not only for the meat market but also for the community and the municipality itself.

To utilize the opportunity that rabbit meat may bring upon, the current study aims to explore the marketability of rabbit meat in San Juan, Batangas and to identify the challenges encountered by local households in its consumption. In this regard, the study aims to improve its marketability through a training workshop that can increase knowledge about rabbits, utilizing the meat, and incorporating various marketing strategies for its promotion

1.1 Statement of the Problem

This study aims to determine the marketability of rabbit meat consumption to local households in San Juan, Batangas.

Specifically, this seeks answers for the following questions:

1. What is the profile of the respondents in terms of:
 - 1.1. age;
 - 1.2. sex;
 - 1.3. average monthly income; and
 - 1.4. employment status?
2. How may the marketability of rabbit meat to local households in San Juan, Batangas be assessed in terms of:
 - 2.1. sensory features;
 - 2.2. healthiness;

- 2.3. convenience;
- 2.4. ethics;
- 2.5. production process; and
- 2.6. price?
3. Is there a significant relationship between the profile of the respondents and the marketability of rabbit meat to local households in San Juan, Batangas?
4. What are the challenges encountered by the respondents in consuming rabbit meat?
5. Is there a significant difference in the marketability of rabbit meat to local households and the challenges encountered by the respondents?
6. Based on the findings of the study, what workshop program may be proposed to the local households in San Juan, Batangas?

1.2 Theoretical Framework

To support the current study, the framework theorized by Siddiqui S. A., Gerini F., Ikram A., Saeed F., and Feng X. about the attitude towards rabbit meat consumption presenting the determinants of consumer's attitudes towards rabbit meat consumption by assessing six (6) main variables was utilized by the proponents.

Siddiqui et al. (2023) utilizes various studies in order to create a framework for which will aid in the assessment of consumers' attitudes towards rabbit meat consumption. The framework includes six (6) identified variables that serve as determinants for the consumption of rabbit meat which includes sensory features, healthiness, convenience, ethics, production process, and price.

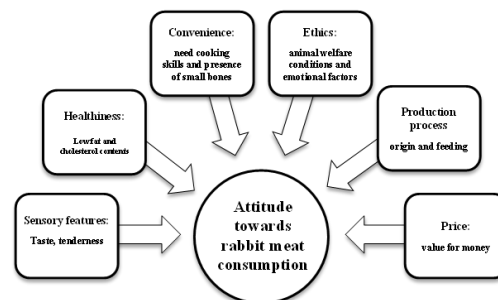


Figure 1. Consumer's belief towards rabbit meat consumption

Sensory features include how a product is presented to the consumer, including taste and other stimuli that affect the human senses. Through its evaluation, a deeper understanding of consumer's perception can be acquired, beneficial in creating marketing strategies to further improve the marketability of rabbit meat. Meanwhile, healthiness includes the nutrients found in foods. In relation, by determining the healthiness of rabbit meat, the study will be able to create awareness on its benefits compared to other products. On the other hand, convenience pertains to the ease of acquiring and utilizing the product. By analyzing the convenience characteristics of rabbit meat can there be a deeper insight on its accessibility among consumers. Meanwhile, ethics assess the consumers' perception of the rightness or wrongness of an action. By analyzing ethics, the study understands the current issues with regards to rabbit meat as food.

Production process then tackles the various processes that a product has undergone. By understanding the consumer's perception on the production process, understanding on the product's marketability can be utilized to improve existing ones. Lastly, price is the monetary value utilized for transactions. By assessing the price of rabbit meat, knowledge on its effect on the attitudes of consumers may be obtained which may be utilized to improve consumers' perception.

1.3 Scope, Delimitation and Limitation of the Study

The purpose of this study is to assess the marketability of rabbit meat among the 379 households in San Juan, Batangas. The study determines the demographic profile of the respondents in terms of their age, sex, average monthly income, and employment status as the main aspects that influence consumer's purchasing decisions with regards to rabbit meat. Correspondingly, it utilizes an evaluation of the attitudes towards rabbit meat consumption, wherein six distinct variables, namely sensory features, healthiness, convenience, ethics, production process, and price, are included as the main components that affect the consumer's perception on rabbit meat consumption.

The research also seeks to assess the challenges encountered by the respondents in terms of rabbit meat consumption. Such challenges are deemed essential in understanding the circumstances that hinders the purchase of rabbit meat among the respondents. Moreover, the study aims to assess the relationship between the variables and the challenges encountered by the respondents.

Moreover, this study delimits itself from the households located outside the area of San Juan, Batangas, or is just temporarily residing in the area such as with the case of tourists, as they are not considered part of the total household population of the municipality. On the other hand, in alignment with its focus, the research study only considers rabbit meat as a viable alternative or substitute for conventional meat like pork, beef, and chicken, which are commonly found in the market. Notably, exotic meats like crocodile, horses, and illegal meats like dog and cat meat are intentionally omitted from consideration.

Furthermore, the study is also limited to the local households residing in the forty-two (42) barangays within the municipal boundaries of San Juan, Batangas. Also, quantitative has been employed as the research approach to systematically gather the data and information needed for the completion of this paper, as well as a descriptive design to further define the phenomenon which the study desired to unveil. Additionally, a survey, administered through a researcher-made questionnaire, is utilized as the primary instrument in collecting the necessary data for the study.

1.4 Significance of the Study

The significance of the study lies in assessing the marketability of rabbit meat within the local households in San Juan, Batangas. Through assessing the challenges encountered in marketing rabbit meat, the current study holds value for further improvement of the aforementioned industry. Correspondingly, further insights can be gained and thus may be utilized to further improve the position of rabbit raisers in the municipality. The study gives guidance to the rabbit raisers on various strategies they may employ in targeting the appropriate audience and increasing sales. Additionally, the study aims to create awareness about rabbit meat as not only a viable food source but also as a possible livelihood by engaging interested rabbit raisers.

Hence, by supporting the rabbit raisers on formulating promotional strategies, utilizing rabbit meat as a potential livelihood and increasing the utilization of the meat through incorporating various preparation methods in the process, the livestock supply may overcome unexpected hindrances especially

with their production. Therefore, this study needs to be conducted to produce beneficial results for the society.

2. Research Literature

This section presents the related studies gathered by the proponents. Accordingly, this part also provides data from various related studies conducted that will strengthen the understanding of the subject matter. Reviewing literatures that are related to the current study allows a deeper understanding and gathering greater insights with the subject at hand.

Ibtissem et al. (2022) conducts a descriptive analysis study on rabbit meat marketing parameters in North-east of Algeria. The study was composed of 32 butchers from ten (10) areas in the north-eastern part of Algeria. They found a significant relationship between the location of the butchers and the four marketing factors: rabbit selling criteria, sales volume per week, type of meat sold, and type of clientele. Utilizing Hierarchical Cluster Analysis (HCA) and Principal Component Analysis (PCA), they arrived at results showing that rabbit meat market was unorganized due to lack of knowledge and awareness on the consumption of rabbit meat, high production cost, high price on selling, and unavailability of the meat. Yet, they stressed that there are viable strategies to harness the potential of the rabbit meat industry, such as increasing awareness of its consumption, supporting the rabbit raisers and increasing production, and the education of people on the nutritional benefits of such kinds of meat.

With a somehow similar findings, Adique et al. (2020) conducts a study that assesses the acceptability of rabbit meat as an alternative meat source for consumption in Amadeo, Cavite, with the general aim of identifying the level of acceptability of the respondents on rabbit meat, utilizing four variables, taste, price, nutritional value and culture, and their relationship to the demographic profile of their respondents. Respectively, they arrive at 100 local residents of Amadeo, Cavite, as their respondents using a purposive sampling method. Their major findings were that the taste of rabbit meat was acceptable to the locality and holds great potential if commercialized. It is noted that the lack of information and advertisements was the major hindrance as to why not only the knowledge of rabbit meat as a food source but also its health benefits were not known to the major public.

Meanwhile, the study of Cabrera et al. (2022) evaluated the sensory acceptability of rabbit longganisa. The study utilized a quantitative descriptive research design and a purposive sampling for choosing the respondents. A total of 130 respondents was selected and data was gathered using a modified sensory evaluation score sheet on a Five-Point Hedonic Scale. The study found that rabbit longganisa was accepted by the consumers in the study's locale wherein the sensory properties' appearance, aroma, taste, juiciness, texture, tenderness, and general acceptability was pointed with the description of being liked very much. Thus, the study concluded that rabbit meat longganisa holds great opportunities for businesses due to its healthier components as compared among others.

Moreover, the study of Moratalla and Osera (2022) assessed the level of consumers' acceptability of eating rabbit meat in Poblacion, Guinobatan, Albay, through evaluating its aroma, taste, appearance, price, and marketing strategies. The researchers used the qualitative method and a checklist survey. The respondents of the study were the randomly selected 313 local households. The study found that the respondents agreed on the viability of rabbit meat especially in terms of taste. It is noted that consumers would buy rabbit meat for its deliciousness and health benefits.

Comparatively, the study of Szendrő et al. (2020) aimed to explore the consumers' attitudes to the consumption of rabbit meat in eight countries depending on the production method and its purchase form. The study consisted of a total of 2,205 respondents from eight major countries and other countries whereas the distribution was 420 from Hungary, 227 from Spain, 201 from China, 242 from Italy, 198 from Poland, 67 from France, 360 from Brazil, and a total of 430 from other countries. The respondents were chosen through methods such as the snowball sampling and the data gathered through the use of a structured survey questionnaire with online implementation for other countries. Notable results include origin and production, as well as the condition of the rabbit meat when sold as the crucial factors.

Meanwhile, the study of Magalhaes et al. (2023) assessed the changes on the trends of meat consumption with economic factors, source of protein, aspects of credence, health-related concerns, lifestyle, and purchasing decision factors. They utilized survey questionnaires through Google forms to gain responses from their 1,243 respondents distributed among three (3) countries — Brazil, Spain, Turkey. It is stated that consumption of meat products was most prevalent among the teens to young adults as the majority of the consuming population. It is found that inflation on prices, accessibility, low cost, and other economic aspects has varying effects on each country depending on their economic standing. Introduction of other protein sources do affect the marketability of meat products as well as the credence factors in the purchasing process, such as animal welfare, environmental aggression, and indiscriminate use of agricultural products affect the interest of consumers in purchasing meat products.

On the other hand, the study of Lekgau, Mthombeni, and Antwi (2024) assessed the factors influencing the willingness of consumers to pay for rabbit meat in the provinces of South Africa. They utilize the contingent valuation method (CVM) to assess the willingness of 382 respondents. The data collected were treated with the Statistical Package for Social Science (SPSS). They concluded that there is an interest to purchase and consume rabbit meat but respondents have low willingness to buy at higher prices.

In conclusion, the cited studies have similarity to the current undertaking with the aim of assessing the marketability of rabbit meat to the consumers. The authors also utilized variables such as sensory features: appearance, taste, smell, touch, hearing, healthiness of nutrients found in rabbit meat, price and its influence to the perception of the consumers, production challenges and the processes with regards to procurement, and the convenience on acquiring and handling the product, and the challenges in the rabbit meat industry. They believed that rabbit meat is a valuable food source highlighting on its health benefits and increasing the society's economic status. With the lack of knowledge on rabbit meat as a viable food source as the major hindrance, the authors stressed the need for promotional strategies that will support the rabbit raisers and improve the perception on the consumption of rabbit meat as an essential course of action in order to strengthen the product's marketability.

3. Research Design

The study employs a quantitative approach to assess the marketability of rabbit meat among the local households in San Juan, Batangas. In line with this, Bhandari (2023) stated that the quantitative method involves collecting and analyzing data in an objective manner, often in numerical form, which is great for answering questions of what is happening. Through such a research method, the proponents may be able to arrive at answers of what is the current status of the rabbit meat industry in the locale of the study and gain deeper insights with regard to its marketability.

The descriptive design is used in this study since its purpose is to know how the variables related to rabbit meat consumption influences the purchasing behavior of households through utilizing survey questionnaires. Additionally, it seeks to identify the challenges faced by rabbit meat sellers in introducing the rabbit meat, employing structured interview questions. Meanwhile, the quantitative approach is chosen because of its flexibility in selecting varied assessments necessary for the systematic data collection, facilitating the gathering of essential information from the respondents to develop valid and substantiated conclusions.

4. Results and Discussion

4.1 Profile of the respondents

Table 1. Distribution of Respondents by Age

Age	Frequency	Percent
18 years old and below	19	5.0
19 - 28 years old	131	34.6
29 - 38 years old	59	15.6
39 - 48 years old	63	16.6
49 - 58 years old	58	15.3
59 years old and above	49	12.9
Total	379	100.0

As seen in Table 1, the distribution of the respondents in terms of age were categorized in six (6) brackets which is vital in assessing marketability of rabbit meat in terms of age. The analysis on the data presents 19 - 28 years old as the most dominant with a frequency of one hundred thirty-one (131) at 34.6 percent, suggesting that individuals from such a range have the highest interest in purchasing rabbit meat. Following, a total of sixty-three (63) respondents or 16.6 percent was categorized in the 39 - 48 years old age bracket. The bracket of 29 - 38 years old gained a total of fifty-nine (59) respondents or 15.6 percent, closely followed by fifty-eight (58) respondents or 15.3 percent from the 49 - 58 years old bracket. The 59 years old and above age bracket gained forty-nine (49) respondents or 12.9 percent. 18 years old and below has the least number of respondents in terms of age with only nineteen (19) individuals at 5.0 percent. It can be inferred from the data above those strategies on promoting rabbit meat should focus on ages 19 – 28 years old, having the highest interest in rabbit meat. The age range holds individuals who have the most interest in new experiences as well as the purchasing capability needed to acquire such product. Meanwhile, as shown in the data, ages of 18 years old and below has the least participation due to factors such as sensitivity of their generation and the lack in financial capability. Similarly, Magalhaes et al. (2023) highlighted that young adult whose ages range from 18 to 34 were the most prevalent consumers of meat products among countries. It is due to less health concerns and being at the peak of their physical fitness, they can consume any food, in any amount, and more frequently than other ages without hesitations and health-related or other medical concerns.

Table 2. Distribution of Respondents by Sex

Sex	Frequency	Percent
Male	137	36.1
Female	242	63.9
Total	100	100.0

Table 2 presents the distribution of respondents in terms of sex, which is crucial in identifying the market segment for which rabbit meat could be sold to. The number of female respondents is higher with a total of two hundred forty-two (242) individuals at 63.9 percent followed by the male respondents with one hundred thirty-seven (137) individuals at a percentage of 36.1. The data suggests that females are more likely to represent their households with regards to the food consumption pattern of their family. Moreover, based on the data, females are more concerned about rabbit meat as a food source than those of males. The concerns of females regarding rabbit meat as food may be attributed to their sensitive nature, being more cautious on their food intake than males. To support this, Szendrő, Szaabő-Szentgróti, and Szigeti (2020) states that females are more sensitive to meat consumption, having greater concerns which results in greater intervention on such matters. It underscores the need to further create strategies that improves the perception of rabbit meat not only as cute pets but as food for human consumption. With increase in awareness and acceptability on rabbit meat as food for human consumption, a better market will be attained.

Table 3. Distribution of Respondents by average monthly income

Average Monthly Income	Frequency	Percent
Php 5,000 and below	172	45.4
Php 5,001 - Php 10,000	78	20.6
Php 10,001 - Php 15,000	49	12.9
Php 15,001 - Php 20,000	37	9.8
Php 20,001 - Php 25,000	16	4.2
Php 25,001 - Php 30,000	16	4.2
Php 30,001 - Php 35,000	4	1.1
Php 35,001 - Php 40,000	2	0.5
Php 50,001 and above	5	1.3
Total	379	100.0

With regards to the average monthly income, as presented in Table 3, the average monthly income of the respondents was collected as it is essential to understand the possible effect of the respondent's income and their likeability to purchase rabbit meat. The average monthly income bracket of Php 5,000 and below garnered a total of one hundred seventy-two (172) respondents with a 45.5 percentage indicating that the majority of the consuming population in the municipality has a low average monthly income, which may affect their purchasing power on various products, including the rabbit meat. Php 5,001 - Php 10,000 has a percentage of 20.6, with a total of seventy-eight (78) respondents. Php 10,001 - Php 15,000 has forty-nine (49) individuals forming 12.9 percent of the respondents. At 9.8 percent were thirty-seven (37) respondents on the Php 15,001 - Php 20,000 bracket. Tied at sixteen (16) respondents was the Php 20,001 - Php 25,000 and Php 25,001 - Php 30,000 bracket, both having a percentage of 4.2.

Having the lowest number of respondents was the Php 30,001 - Php 35,000, Php 50,001 and above, and Php 35,001 - Php 40,000 brackets with their respective frequency and percentage of four (4) with 1.1 percent, five (5) with 1.3 percent, and two (2) respondents with 0.5 percent. The data suggests that most of the respondents have low financial power which may affect the range of products that they can purchase, thus affecting the marketability of rabbit meat if not on their priority. Correspondingly, Lekgau, Mthombeni, and Antwi (2024) pointed out that the willingness to purchase rabbit meat is directly related to an individual's monthly income, whereas the higher one's monthly income, the higher the willingness to purchase rabbit meat. It is emphasized that rabbit sellers should be aware of the pricing strategy that they should use in such markets to maximize their sales and profits. Thus, a low-price strategy is better suited to promoting rabbit meat in the current municipality, due to its low-income household population.

Table 4. Distribution of Respondents by employment status

Employment Status	Frequency	Percent
Self-employed	108	28.5
Full-time Employee	63	16.6
Part-time Employee	46	12.1
Contractual Employee	16	4.2
Probationary	2	0.5
Unemployed	144	38.0
Total	379	100.0

Demonstrated in Table 4 is the distribution of the respondents in terms of their employment status which is vital in understanding the relationship between their professional status and their interest in consuming rabbit meat. Gathering a total of one hundred forty-four (144) individuals or 38.0 percent of the respondents was the unemployed respondents, implying that most of the respondents currently lack a source of income. One hundred and eight (108) individuals constitute 28.5 percent of the respondents in the self-employed category. Full-time employees obtained sixty-three (63) respondents with 16.6 percent. 12.1 percent or forty-six (46) of the respondents were categorized as part-time employees and 4.2 percent or sixteen (16) respondents were contractual employees. The least were the probationary employees with two (2) respondents and 0.5 percent. It only means that unemployed individuals have higher interest in consuming rabbit meat due to their social environment. It can be derived that unemployed individuals have more experience in trying various uncommon food products. Meanwhile, Ibtissem et al. (2020) stated that the majority of the consumers of rabbit meat belonged to the employed group due to their capability to purchase, having the income to pay for the price of the product. Hence, the confidence of having a way to purchase a product may also contribute to the likelihood of consuming rabbit meat. Still, it is important to note that the type of occupation influences an individual's decisions.

4.2 Assessment on the marketability of rabbit meat to local households in San Juan, Batangas

Table 5. Assessment on the marketability of rabbit meat to local households in terms of sensory features

Sensory Features	Weighted Mean	Verbal Interpretation
1.The rabbit meat can easily be distinguished from other meat.	2.45	Disagree

2.The distinct smell produced by rabbit meat discourages interest in its purchase.	2.48	Disagree
3.The taste of rabbit meat is similar to that of chicken when cooked.	2.81	Agree
4.The pale pink color of rabbit meat suggests freshness in meat.	2.69	Agree
5.The soft texture of rabbit meat indicates ease of consumption.	3.31	Agree
6.The use of right seasoning and spices can influence the consumer's perception of rabbit meat.	2.97	Agree
Composite Mean	2.78	Agree

Table 5 shows the assessment on the marketability of rabbit meat to local households in San Juan, Batangas in terms of sensory features. Marketability of rabbit meat in terms of sensory features gained a composite mean of 2.78, evaluated as agree, pointing out that sensory features have an impact on the marketability of rabbit meat to the local households in San Juan, Batangas. Thus, ensuring that the features of rabbit meat have a great appeal to the human senses is crucial in increasing its marketability to its consumers. Sensory properties, which arise from the body's response to stimuli shape consumers' perceptions and preferences of food, impacting their overall value assessment (Poretta et al., 2021). This suggests that positive sensory experiences increase product acceptance and satisfaction, making sensory attributes a key factor and crucial determinant of customer loyalty and market success.

Ranking as first is the respondents' agreement that the soft texture of rabbit meat indicates ease of consumption at a weighted mean of 3.31, implying that the softness of the meat greatly impacts consumers' interest in purchasing a product. It only means that the soft texture of rabbit meat ranks first as it directly appeals to consumers by indicating ease of consumption, tenderness, and quality, which enhances its overall sensory appeal. This unique attribute not only makes it more enjoyable and versatile but also gives it a competitive edge over the other meat products in the market. Sensory attributes, including distinct textures, flavours, and aromas, are recognized as key drivers of product appeal, giving a competitive advantage in the market (Prag & Prag, 2022). The soft texture of rabbit meat significantly influences purchasing decisions and enhances its marketability in relation to other meats.

Second in the rank is the belief of the respondents that the use of right seasonings and spices can influence the consumer's perception of rabbit meat with a weighted mean of 2.97, indicating the compatibility of the rabbit meat with various spices used in daily living. It only means that the use of right seasonings and spices significantly enhances the sensory appeal of rabbit meat, influencing consumer perception and enjoyment. It is because its compatibility with a wide variety of commonly used spices allows it to align with familiar taste profiles, making it more appetizing and approachable. Spices not only intensify flavour and aroma but also provide versatility, enabling rabbit meat to cater in diverse culinary preferences. According to Otunola (2022), spices contain compounds that enhance sensory appeal by intensifying taste and aroma, making foods more tempting and enjoyable. When paired with commonly enjoyed spices and seasonings, rabbit meat becomes more appetizing, aligning with familiar taste profiles that increases its acceptability and potential marketability.

With a weighted mean of 2.81, the belief of the respondents that rabbit meat tastes like chicken when cooked ranks third. It implies that the taste of rabbit meat being similar to chicken affects their

likelihood on its consumption. It only means that the similarity in taste between rabbit meat and chicken, while making the product more familiar, ranks third, as it is less impactful compared to other sensory factors like texture and seasoning. It is because familiarity with the taste allows individuals to better adapt and gain fondness of the food, and comparing rabbit meat to chicken provides an opportunity to increase its marketability. Sensory features work collectively to stimulate senses, creating a cohesive sensory experience rather than activating just one sense independently (Piqueras-Fiszman et al., 2016). This interaction explains why consumers often compare rabbit meat's taste to familiar flavours like chicken, as the overall sensory similarity can increase comfort and acceptance, potentially enhancing its marketability through familiarity.

It is agreed upon by the respondents that the pale pink colour of the rabbit meat suggests freshness of the meat with a weighted mean of 2.69, indicating that the colour, just like on other meats, is a basis for freshness. It means that while the pale pink colour suggests freshness and plays a role in shaping perceptions of quality, it ranks fourth because its impact on consumer decision-making is less significant compared to more direct sensory attributes like texture and flavour. It is because consumers prioritize attributes that directly affect their eating experience, such as taste and tenderness, over visual cues like colour. Sensory properties, including the colour, plays a significant role in shaping expectations about the quality of a product (Saint-Denis, 2017). An appealing colour not only attracts potential customers but also establishes trust in the product, encouraging purchase decisions.

Contrastingly, the respondents disagreed, with a weighted mean of 2.48, that the distinct smell produced by rabbit meat discourages interest in its purchase, indicating that the smell of the meat has nothing to do with the purchasing decision of customers. It only means that respondents likely perceive the smell as neutral or not unpleasant, thus, not influencing their purchasing decisions. It is because the absence of a distinct or appealing smell does not contribute significantly to enhancing the sensory appeal of rabbit meat. Quartier, Petermans, and Welmar (2021) explained that sensory aspects are perceived through the human senses and can be assessed in relation to one another that can either enhance or detract the overall experience. This underscores the idea that the smell of rabbit meat does not negatively influence purchases, suggesting that sellers may emphasize other sensory attributes to improve marketability.

Lastly, with a weighted mean of 2.45, the respondents disagreed that rabbit meat can easily be distinguished from other meat. It only means that due to its similar features with chicken, identifying rabbit meat is difficult, especially without prior knowledge on its meat and clear identification from the sellers. This resemblance to chicken creates confusion among consumers reducing the likelihood of recognition. Perez-Castineira (2020) emphasizes the important role those visual characteristics, such as colour and texture, play in food acceptance and identification. These properties can significantly influence not only whether a food is accepted but also how it is easily identified among others that can greatly affect customers' views and perceptions.

Table 6. Assessment on the marketability of rabbit meat to local households in terms of healthiness

Healthiness		Weighted Mean	Verbal Interpretation
1.	The rabbit meat helps in improving heart health.	2.78	Agree
2.	The consumption of rabbit meat is beneficial to the body	3.14	Agree

as it is a source of protein.		
3. The lean meat of rabbit suggests its low cholesterol and fat contents.	2.97	Agree
4. The rabbit meat can be suggested for weight-conscious people.	2.69	Agree
5. The rabbit meat has low calories suitable for regular consumption.	2.46	Disagree
6. The rabbit meat is suitable for those seeking a natural and sustainable food source.	2.76	Agree
Composite Mean	2.80	Agree

Table 6 shows the assessment on the marketability of rabbit meat to local households in San Juan, Batangas, in terms of healthiness. Having a composite mean of 2.80, the respondents have agreed that healthiness has an effect on the marketability of rabbit meat to the local households in San Juan, Batangas. The healthiness of rabbit meat causes one's interest in its purchase, thus the healthier it is, the higher its marketability is. It can be inferred that making sure to properly inform the market on the health benefits of rabbit meat is essential in landing sales and establishing the value of the product to the market. Bryant, Hopwood, and Piazza (2023) supports that health nutrients and benefits influence the buying behavior of customers. The better benefits on the general health, the higher satisfaction, and pleasure customers can receive influences their interest in repeatedly purchasing a product.

The respondents agreed that the consumption of rabbit meat is beneficial to the body as it is a source of protein with a weighted mean of 3.14. It has come to the knowledge of the market that meat products have high values of protein which is needed by the body. It is determined that the respondents perceived rabbit meat to have a good amount of protein beneficial for the body. Delis-Hechavarria et al. (2023) discussed the importance of the nutritional minerals and vitamins, like protein, as one of the reasons why an individual consumes meat. Thus, being a source of essential minerals, especially protein, rabbit meat was highly appealing for the local households.

Respectively, with a weighted mean of 2.97, the respondents agreed that the lean meat of rabbit suggests low cholesterol and fat contents that is beneficial for individuals on a healthy diet. It appears that respondents perceived rabbits to have less fats due to its lean appearance, as well as a food suitable for a healthy lifestyle. That being so, it is seen as an advantage for rabbit meat in order to be consumed repeatedly without the high risks of negative health effects from consuming the same food over time. It is supported by Wani et al. (2024) stating that intake of foods low on fats and other unwanted food components reduces health risk upon consistent consumption, and may even result in a better overall health for consumers, better intensifying the stand of rabbit meat among the household members.

Similarly, it is agreed upon by the respondents that rabbit meat helps in improving heart health with a weighted mean of 2.78. It indicates that rabbit meat is perceived to have a positive effect on heart health. Consequently, such perception increases the marketability of rabbit meat to middle and older adults who are in need of a monitored diet. Thus, marketing rabbit meat, with the focus on health benefits, may have a great impact on older age. In support, Ho (2019) states that healthiness can be measured with how an individual looks along with health assessments, such as blood pressure, which are positively affected with a nutritious diet. It can be deduced that the greater nutrients an individual consumes, the better health benefits they may receive.

With a weighted mean of 2.76, the respondents agreed that rabbit meat is a suitable option for consumers seeking a natural and sustainable food source. With low maintenance and type of food intake, rabbits were perceived to be sustainable and are natural and organic. By consuming greens, rabbits were believed to be clean and nutritious as a food source for human consumption. Thus, the respondents perceived rabbit meat to have a potential for a sustainable living. This is supported by Konvalina (2016), discussing that consumers perceived local and organic produce being better in comparison with their processed counterparts. Sustainability in the product's production process matters for engaging the consumers and ensuring low risks on its consumption.

In a similar manner, a weighted mean of 2.69 was evaluated as agreed by the respondents who believes that rabbit meat can be suggested for weight-conscious people. Due to the health benefits along with the lean meat of the rabbit, the respondents believed that it can be consumed by weight-conscious people who monitor food intake. It suggests that weight-conscious individuals may be identified as a good market segment for rabbit meat. According to Petrescu and Petrescu-Mag (2028), the high nutritional content and dietetic properties of functional foods like rabbit meat creates a great interest in health-conscious people. It can be derived that rabbit meat is indeed likely to be purchased by health-conscious people due to its characteristics as a functional food.

On the other hand, the respondents disagreed on the assessment that rabbit meat has low calories suitable for regular consumption with a weighted mean of 2.46. It is implied by the respondents that though it may be consumed, rabbit meat is not suitable for regular intake as they may get tired of it as time passes by. Thus, it can be inferred that marketability of rabbit meat depends on how long it is in the market, the perceived calories content, and further innovation on the product may be necessary to continuously pique the attention of the consumers. According to McClements (2019), healthiness of an individual depends on their food intake, the level of nutrients presents on the product. Consumers may tend to avoid continuous consumption of a food that they perceive as unhealthy with repeat consumption. Thus, further information is needed to be disseminated among the consumers to ensure that they have the right perception on the food products.

Table 7. Assessment on the marketability of rabbit meat to local households in terms of convenience

Convenience	Weighted Mean	Verbal Interpretation
1.The rabbit meat can be cooked in several ways, often with traditional recipes.	3.30	Agree
2.The rabbit meat may be sold in the wet market for ease of access.	2.64	Agree
3.The storing requirement for rabbit meat only needs standard tools and equipment.	2.84	Agree
4.The rabbit meat can be sold in bulk quantities, significantly reducing the frequency and hassle of purchasing.	2.63	Agree
5.The consumer accessibility to rabbit meat increases when it is packaged.	3.01	Agree
6.The local neighborhood stores are capable of retailing rabbit meat, reducing the distance needed to purchase it.	2.46	Disagree
Composite Mean	2.81	Agree

Table 7 indicates that the respondents agreed that convenience should be considered in the marketability of rabbit meat. With a composite mean of 2.81, convenience is perceived as a factor which influences the respondents' interest in purchasing rabbit meat. The convenience factor allows ease in purchase, increases product accessibility, and product utilization, which are important in increasing sales and further improvement of the product position in the market. In the study supported by Eijdenberg, Wood, and Mukherjee (2023), convenience is important in marketing to get frequent and timely updates with regard to their flow.

It is agreed upon by the respondents with a weighted mean of 3.30, that rabbit meat can be cooked in several ways, often with traditional recipes. This implies that most of the respondents are comfortable cooking rabbit meat with the use of traditional recipes. It also states that it is easier for them to prepare the tools, equipment, and ingredients needed. Some of them know how to cook traditional recipes like caldereta, adobo, and lechon. The respondents also believed that it can be cooked in traditional recipes just like chicken. The flexibility of rabbit meat allows it to be cooked in more than one method and increases the options that the customers may enjoy. The existence of variation on the use of a product like rabbit meat is important in order to maintain appetite and avoid flavour fatigue. This is supported by Marshall (2024), highlighting rabbit meat's versatility and its rising popularity in high-end culinary settings. It means that rabbit meat is appreciated for its delicate flavour and lean profile, making it suitable for various preparations, from rustic stews to refined entrees. It can be emphasized that the flexibility of rabbit meat allows chefs to innovate while maintaining traditional culinary practices. This variety in preparation methods helps in maintaining uniqueness and prevents flavour fatigue among consumers.

Sequentially, the respondents agreed on a weighted mean of 3.01, that consumer accessibility of rabbit meat could be increased when it is packaged. These findings perceived a sense that it is less hustle and much easier for them to bring the rabbit meat when it is packaged. The ease of purchasing is believed to increase with good packaging. Thus, selling ready-to cooked rabbit meat eases the preparation process for consumers allowing greater satisfaction. It is supported by Ahmed, Parmar, and Amin (2014), stating that packaging is the most important factor. They further emphasize that the packaging elements, like its color, packaging material, design of wrapper and innovation, are more important factors when consumers make any buying decision. It can be concluded that packaging is one of the most important and powerful factors which influences consumer's purchase decision.

The ease of storing rabbit meat ranked 3 and is agreed by the respondents, with a weighted mean of 2.84. This signifies that utilizing common tools and equipment for storing meat products is an advantage of rabbit meat. It suggests that a significant portion of the respondents perceive rabbit meat can be easily stored, without much effort needed. Having no necessity to purchase other equipment just to store rabbit meat seems to appeal to the consumers' need for convenient preservation of products. Thus, sellers of meat products may include rabbit meat as one of their products due to its simple storage requirement, increasing its reach in the market. It is supported by Adique et al. (2020), highlighting the ease of storing by utilizing common tools and equipment as a significant factor in the acceptability of rabbit meat. Likewise, accessibility and appeal increase due to the convenience of the methods of storing rabbit meat, thus becoming essential in its marketability.

Similarly, the respondents agreed that rabbit meat can be sold in the wet market for ease of access with a weighted mean of 2.64. Due to the same storing requirements, rabbit meat is believed to be a suitable product to be sold in the wet market, increasing its presence and exposure to the market. It means that the respondents believed that selling rabbit meat in the wet market would make it attractive to the consumers

to try new meat further increasing its presence, exposure, and accessibility. Thus, meat sellers should include rabbit meat in order to create better awareness of the product as a viable food option for their household. Additionally, wet markets are often visited by consumers for their daily needs, making them a prime location for selling rabbit meat. It is somehow connected to discussion of Hyken (2018) that by positioning rabbit meat in these markets, sellers can tap into larger customer base that values convenience and ease of access.

It is also agreed upon by the respondents that the hassle of frequent buying may be reduced if rabbit meat is sold in bulk quantities with a weighted mean of 2.63. These findings from the respondents indicate that buying rabbit meat in bulk quantities can lessen time and transportation expenses. With higher quantities, frequency of purchasing can significantly decrease. In the same manner, the less hassle it is to purchase a product, the greater interest consumers will have. Accordingly, bulk purchasing often comes with cost savings, both for consumers and retailers. Thus, selling rabbit meat should include various quantities depending on the use of the customers in order to create a variety of selection for the market. As supported by Farooq (2023), consumers are typically attracted to bulk buys because they can save money per unit compared to smaller packages. This perceived value can encourage more consumers to buy rabbit meat in larger quantities.

Contrastingly, the respondents disagreed that rabbit meat can be sold in the local neighborhood stores and will not reduce the distance needed to its purchase, with a weighted mean of 2.46. The result suggests that the respondents perceived retailing rabbit meat in local stores as impractical due to a combination of demand uncertainty, lack of knowledge, limited awareness, and the possibility to incur losses. Due to lacking capability, the respondents believe that retailing rabbit meat to the local neighborhood stores is deemed close to impossible. Additionally, it is pointed out that it is better to purchase rabbit meat in certified locations and in the town market where other necessities and ingredients could also be bought at once without the need to transfer from one store to another. Research shows that consumers often have specific preferences regarding where they want to buy meat. As explored by Guntoro et al. (2023), consumers' preferences of purchasing locations influence their buying decisions, highlighting that consumer often prefer to buy meat from certified locations or town markets where they can purchase other necessities at once.

Table 8. Assessment on the marketability of rabbit meat to local households in terms of ethics

Ethics	Weighted Mean	Verbal Interpretation
1.The practice of slaughtering rabbits for their meat is permitted by the law.	2.72	Agree
2.The consumption of rabbit meat complies with all local policies.	2.86	Agree
3.The rabbits should be given adequate care, even when raised for meat.	3.52	Strongly Agree
4.The consumption of rabbit meat surpasses social class boundaries.	3.15	Agree
5.The rabbit raisers ensure proper sanitary practices to prevent transmission of diseases from rabbits to humans.	3.34	Agree
6.The rabbits are slaughtered in a humane way by slaughterhouse workers.	2.83	Agree
Composite Mean	3.07	Agree

With a composite mean of 3.07, the respondents agreed that ethics affects the marketability of rabbit meat. Good treatment of the rabbits should be ensured to have a quality product along with following various rules and good practices allowing the customers to gain trust and make a purchase. Farming of rabbits for their meat should be regulated and properly guided in their practices and processes to increase customers' trust. Ethical rabbit farming provide rabbits with a spacious and comfortable environment that can improve meat quality and address consumer concerns about animal welfare. As awareness of ethical practices grows, humane treatment of animals can encourage purchases and enhance the marketability of meat products (Hiland Natural, 2015).

The statement that rabbits should be given adequate care even when raised for meat received the highest level of agreement among respondents, with a weighted mean of 3.52. It only means that the respondents strongly agreed with the idea that rabbits should be given adequate care. It is because they recognize that humane treatment directly impacts both the quality of the meat and aligns with ethical standards. Additionally, consumers are increasingly prioritizing ethically raised products, making humane care not only a moral responsibility but also a critical factor in meeting market demands and enhancing the products' appeal. As stated by Boylan (2022), ethics involves judgments of right and wrong based on the standards of praise or blame. Similarly, ensuring adequate care for rabbits even when raised for meat, aligns with ethical principles by promoting both animal well-being and product quality.

With a weighted mean of 3.34, respondents agreed that rabbit raisers should ensure proper sanitary practices to prevent disease transmission from rabbits to humans. This indicates a strong awareness on the role of hygiene in safeguarding animal health and public safety, meeting consumer expectations for food safety and animal welfare. It is because they recognize that hygiene is crucial for safeguarding both animal health and public safety, aligning with consumer expectations for food safety. Proper sanitary practices minimize risks associated with animal diseases, improve health, and enhanced quality. As Butts and Rich (2019) describe, ethics involves systematically analyzing right and wrong in matters that affect the welfare of sentient beings and even extends to interactions with the environment.

Respondents also agreed that the consumption of rabbit meat surpasses social class boundaries, gaining a weighted mean of 3.15. It only means that the respondents agreed that rabbit meat's accessibility across social classes highlights its broad appeal as an affordable and versatile food option. It is because its affordability makes it an attractive choice for a wide range of consumers regardless of social status. According to Veneracion (2021), rabbit meat is increasingly recognized as an affordable and sustainable option that appeals to a broad spectrum of consumers. Its nutritional value and ease of production makes it an accessible choice transcending traditional social class boundaries.

Achieving a weighted mean of 2.86, respondents agree that the consumption of rabbit meat adheres to all the local policies. It means that rabbit meat compliance with local policies is important because it ensures the products safety, legality, and ethical production. Adherence to health, safety, and environmental regulations enhances consumer trust by assuring them that rabbit meat is produced and sold according to established standards. Ethical considerations are essential in decision-making to protect individual rights, necessitating tools to evaluate the ethical implications of organizational choices (Gilbert, 2016). In this context, compliance of rabbit meat consumption with local policies matters in reinforcing its legal and safe production and fostering consumer trust in its ethical standards.

Respondents also agree that the rabbits are slaughtered humanely by slaughterhouse workers, gained a weighted mean of 2.83. It means that respondents trust that these workers follow animal welfare

regulations and ethical standards, ensuring minimal suffering and humane treatment. It is because adherence to these practices demonstrates confidence in the industry's oversight and government policies that prioritize humane treatment. According to Dimmock and Fisher (2017), a company's ethical practices strengthen its role in society by fostering trust with stakeholders. With this, adherence to humane standards in rabbit slaughtering reflects strong industry and government oversight, enhancing animal welfare and the market appeal of cruelty-free products.

Respectively, respondents agree that the practice of slaughtering rabbits for their meat is permitted by law, achieving a weighted mean of 2.72. It means that they believe that rabbit meat production is regulated and complies with legal standards, similar to other livestock industries either due to established frameworks for animal agriculture and lack of significant legal restrictions on the sale or consumption of rabbit meat. It is because consumers trust that legal compliance is the baseline for safety and ethical standards, but it may not be a strong differentiating factor when compared to other sensory or ethical considerations. As supported by David (2017), slaughtering rabbits for meat is legally allowed in many areas where they are classified as livestock and are subjected to agricultural regulations to ensure their humane treatment and transparency on processing.

Table 9. Assessment on the marketability of rabbit meat to local households in terms of production process

Production Process	Weighted Mean	Verbal Interpretation
1.The rabbits should only be slaughtered in certified slaughtering areas, not in backyards.	3.14	Agree
2.The raising of rabbits for meat consumption must be done in mass production rather than in small batches.	2.64	Agree
3.The rabbit raisers should be well trained and knowledgeable on rabbit raising.	3.43	Agree
4.The rabbits raised for consumption should only be fed with natural grass.	3.07	Agree
5.The production rate of rabbits is high enough to sustain the consumption of the local municipality.	2.33	Disagree
6.The rabbit slaughtering areas should practice good sanitation at all times.	3.57	Strongly Agree
Composite Mean	3.03	Agree

Table 9 indicates that the respondents agreed on the production process being a factor in the marketability of rabbit meat with a composite mean of 3.03. It is perceived that raising rabbits should be maintained with organic and sustainable practices. Accordingly, the methods utilized should be efficient, maximizing production output with minimal resources possible without compromising the quality. In line with this, rabbit raisers must maintain a good production system that sustains the needs of the market and allocates resources effectively to increase the marketability of rabbit meat to the consumers. Introbooks (2019) highlighted the importance of the production process in ensuring that the inputs, including raw materials and labor, could be maximized to produce greater quantity with a better-quality output. In accordance, assessment of such production process is crucial in improving the use of resources along with producing the highest quality product possible for the customers.

Practicing good sanitation in rabbit slaughtering areas has been strongly agreed by the respondents with a weighted mean of 3.57. The respondents believe that any meat products, either the commonly consumed ones or even the rabbit meat, should be slaughtered with proper practices, ensuring the cleanliness and quality of the product. Thus, ensuring transparency and integrity of rabbit slaughtering areas can increase the marketability of rabbit meat among local households in the municipality. As Misiurek (2016) discussed, the quality of a product can be ensured with a standardized process. With a consistent system for processing, from raw materials to the end product, the quality of the produced rabbit meat is assured to meet the needed standard for such products.

Consequently, the respondents agreed, with a weighted mean of 3.43, that rabbit raisers should be well trained and knowledgeable on raising rabbits. This outcome results in the belief that to produce good quality rabbit meat, raisers should not just have half-baked knowledge as it will hinder the raising process and will result in the loss of rabbits. With such considerations, Garcia et al. (2023) discussed that the production process used by a business depends significantly on the available resources. Moreover, by increasing the knowledge along with the facilities available for use, workers can be trained to have proper knowledge on the know-how of the production process for rabbit raising for meat consumption, thus improving the efficiency of the system utilized by the business.

Additionally, it is also agreed by the respondents that rabbits should be slaughtered only in certified slaughtering areas and not in backyards with a weighted mean of 3.14. Although rabbits can be slaughtered in backyards due to their size and easy processing, the respondents insist that rabbits for selling should be slaughtered in certified slaughtering areas and not in backyards due to various safety concerns. Thus, if the purpose of raising rabbits is to sell off their meats, raisers should utilize certified slaughtering areas in processing their products. It is supported by Carangelo (2019), stating that rabbits should only be slaughtered in backyards if it is for one's own consumption and in certified slaughtering areas for sales. In the end, adhering to policies and regulations especially for slaughtering processes is crucial in ensuring that the safety of consumers is protected along with the avoidance of product mishandling during the production process.

With a weighted mean of 3.07, the respondents agreed that rabbits raised for their meat should only be fed with organic feeds such as natural grass. It is pointed out by the respondents that they will not eat something that has been fed with unknown food. Still, it is important to mention that they will consume rabbit meat if it is fed with various greens or organic feeds such as with pigs, but other than that be in their doubts. Hence, making sure that rabbits were fed only with organic feeds affects customer's likeability in its purchase due to the taste of the meat when eaten. It is somehow connected to the discussion of Isbell and Pavia (2020), stating that rabbits are herbivores and should only eat plant materials. They are adapted to eating high fiber greens and forage in unlimited quantities. Feeding rabbits with organic materials not only ensures cleanliness and safety but also the quality of the produced meat products.

It is also agreed upon by the respondents, with a weighted mean of 2.64, that rabbit raising for meat consumption should be made in mass production and not on a per batch basis. The respondents reasoned that raising rabbits in mass production is better suited than in small production in terms of business and meat selling business. It is assumed that the higher quantity produced, the better facilities there will be for maintaining rabbit raising processes. The respondents have higher interest in purchasing rabbit meat that originated on larger farms than on backyard raising. As stated by Landau (2022), the production quantity is an important consideration in marketing a product to consumers as it will greatly affect the exposure of the product to the market which is significant in increasing reach and sales.

Lastly, the respondents disagreed that the production rate of rabbits is high enough to sustain the consumption rate of the municipality with a weighted mean of 2.33. With little information on the sources of rabbit meat in the municipality, along with low exposure of the product in the market, the respondents stated that the production rate will not suffice the consumers' demand in the municipality. It is believed that increasing the supply of rabbit meat and creating an effective and efficient production system in the market may increase the interest of consumers in trying the product. As supported by Schwartz (2023), an efficient and effective production process may increase the supply of rabbits in the municipality which will increase its exposure to the market. Thus, by creating a good production system, rabbit meat will reach a wider market and gain a better standing in the livestock industry.

Table 10. Assessment on the marketability of rabbit meat to local households in terms of price

Price	Weighted Mean	Verbal Interpretation
1.The rabbit meat has a quality justifiable for its price.	3.01	Agree
2.The price of rabbit meat is within my budget.	2.75	Agree
3.The rabbit meat can be purchased at a discounted price.	2.93	Agree
4.The consumption of rabbit meat has benefits that outweigh its costs of purchase.	3.00	Agree
5.The rabbit meat is dependable when the prices of other livestock increases.	2.87	Agree
6.The rabbit meat is priced competitively.	2.72	Agree
Composite Mean	2.88	Agree

In Table 10, it is agreed upon by the respondents that price is significant in the marketability of rabbit meat with a composite mean of 2.88. Price affects customer's perception on various products. An individual's interest in purchasing a product depends highly on their capability to meet its price value as well as their perceived initial value of the product. With price, consumers may perceive rabbit meat in different ways along with their interest in its purchase. It can be deduced that focusing on a fairly competitive price with a perception of prestige may increase the marketability of rabbit meat on the market. As supported by Kotler and Keller (2016), the role of price in consumer perception and market positioning affects both the perceived quality of a product and its attractiveness in the market, which can significantly impact purchase interest and decisions. Additionally, it is noted that competitive pricing strategies can improve marketability and brand perception, aligning the observations about rabbit meat's market potential.

As shown in the table, the data reveals a strong level of agreement, with a weighted mean of 3.01, among the respondents regarding the rabbit meat having a quality that is justifiable for its price. This suggests that respondents perceive the quality of the rabbit meat relative to its price. This results in a balanced trade-off between the price of rabbit meat and the quality they derive from consuming them. This also implies that the respondents perceive a positive relationship between the quality of rabbit meat and their price points. According to Simon et al. (2018), pricing is the act of establishing a value for a product or service. In other words, price is utilized by businesses to decide how much a customer must pay as well as to establish their product's quality in the minds of the customers.

Also, respondents show agreement with the statement that the consumption of rabbit meat has benefits that outweigh its costs of purchase, which garnered a weighted mean of 3.00. It indicates that most of the respondents have a knowledge of the benefits that they will gain from consuming rabbit meat. These findings emphasize that the respondents have a concept of value perception, where consumers are content with paying a certain price as long as they feel the satisfaction and enjoyment they receive from the product. Al-Salam and Al-Hassan (2016) discussed that consumers are generally willing to pay for products when they perceive the benefits to outweigh the cost, which can support the argument that consumers value rabbit meat's health benefits enough to justify its price.

Next, with a weighted mean of 2.93, data revealed that respondents agree that the rabbit meat can be purchased at a discounted price. This suggests that the respondents believed they could save more through purchasing at a discounted price depending on the negotiation with the seller. It only means that consumers are price sensitive and are willing to invest effort in finding the best value for their money. In relation, Tonsor and Lusk (2021) stated that consumers are highly price-sensitive when it comes to meat products and are willing to invest effort in finding the best value for their money. Price is a significant factor influencing purchasing decisions, and consumers often seek discounted prices to save money.

Moreover, the data suggests agreement, with 2.87 weighted mean among the respondents, that rabbit meat is dependable when the prices of other livestock increase. This implies that if the respondent recognizes an increase in the price of other livestock, they use rabbit meat as an alternative. In a similar manner, it means that rabbit meat is reliable if the prices of other meat rise. Thus, it can also be inferred that the marketability of rabbit meat will increase when the prices of other meat products increase. A report by the Food and Agriculture Organization (2022) indicates that in developing regions, the rising cost of traditional meats often leads to a surge in rabbit meat consumption, as it becomes a more accessible protein source for consumers facing budget constraints.

In addition, respondents show agreement with the price of rabbit meat being within their budget, which garnered a weighted mean of 2.75. It indicates that the price of the rabbit meat is within the budget of the respondents but it doesn't mean they will buy it and they can afford to buy it due to their limited income. Additionally, according to the respondents, they see rabbit as a pet not as a food. It highlights the impact of budget on their buying decision on rabbit meat. In support, Darmon and Drewnowski (2015) examines how food prices and diet costs contribute to socioeconomic disparities in diet quality and health, highlighting that healthier diets often cost more and are less accessible to low-income consumers. It involves price as a constraint for lower social class wherein it serves as a barrier that prevents purchase of higher priced products from the low-income market. Hence, only the low cost foods are the capability of those in the low social class.

Lastly, the data indicates an agreement, with a weighted mean of 2.72 among the respondents, regarding the rabbit meat being priced competitively. It implies that the respondents actively engage in price comparison and evaluate multiple pricing options before committing to a rabbit meat purchase. It underscores the importance of competitive pricing strategies and the influence of pricing differentials on consumers' decision making in the rabbit meat market. As stated by Sarby (2024), pricing isn't just a business practice, it's a lens through which individuals can better understand the complexities of human decision-making, market dynamics, and the power of commerce to transform lives. In an era where consumer choices abound, and markets become more competitive than ever, this simple yet profound statement underscores the importance of value-based pricing.

4.3 Significant relationship between the profile of the respondents and the assessed marketability of rabbit meat to local households in San Juan, Batangas

Table 11. Significant relationship between the marketability of rabbit meat and the age of the respondents

Age	Chi-square value	p-value	Decision on H ₀	Verbal Interpretation
Sensory Features	53.233	<0.001	Reject	Significant
Healthiness	16.678	0.082	Failed to Reject	Not Significant
Convenience	23.406	0.009	Reject	Significant
Ethics	5.275	0.872	Failed to Reject	Not Significant
Production Process	25.005	0.005	Reject	Significant
Price	20.507	0.025	Reject	Significant
Overall	26.761	0.003	Reject	Significant

It can be seen from the results that the relationship between the age of the respondents and the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, convenience, production process, and price obtained a computed chi-square values ranging from 20.507 to 53.233. The corresponding p-values of at most 0.025 are less than the 5 percent level of significance that led to the rejection of the null hypothesis. Therefore, there is a significant relationship between age of the respondents and the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, convenience, production process, and price.

How consumers perceive a product affects their interest either positively or negatively, depending on the trend and preferences. It is true as a product's features and price were two of the major factors influencing marketability (Morello, 2021). As they sense some features that suit their preference, their interest in purchasing the said product increases and vice-versa. Younger consumers seem to be more sensitive to the products that they purchase, their buying decision is more likely inclined to their preferences and trends from their close peers and the society. Moreover, price was indicated to greatly impact the marketability of a product as the less affordable it is, the lower frequency of purchase can be due to lower market size. In the same manner, the more a product is affordable, the greater frequency of purchase will be, as well as the wider market it can target. Price was also stated as a factor that influences perception on quality, such that the higher a product's price, the higher its perceived quality is becoming a premium product in comparison to others. In connection, the older the customers are, the better they are at assessing product's price comparisons.

Meanwhile, as time changes the preferences, routines, and necessities further develop which compels consumers to adjust their practices as well as the tools and products that they utilize. As supported by Jackson et al. (2018), age and convenience are related to each other in terms of the marketability of food products like rabbit meat. Due to added responsibilities, schedule constraints, and other circumstances that limits an individual's time, customers now demand less effort to utilize the products that they purchase. Thus, the easier the product can be made available to the consumers, the higher interest consumers may have which, in turn, increases its marketability.

Moreover, according to Szendrő, Szaabó-Szentgróti, and Szigeti (2020), age has a significant impact on customers preferences in terms of where and how rabbits have been raised for their meat or the production process. It is stated that the interest of the middle-aged consumers lies on the origin where the

rabbit meat has been procured while the younger ones have given lower values in terms of such factors. Moreover, the middle-aged generation also have higher interest in the raising conditions of rabbits before they are slaughtered for their meat. It shows that the younger generation has been less sensitive in terms of the production processes involved in producing the rabbit meat due to an increase in the awareness and acceptability of the food in the society.

On the other hand, the assessment on the marketability of rabbit meat to local households in San Juan, Batangas, in terms of healthiness and ethics obtained a computed chi-square values of 16.678 and 5.275, respectively. The corresponding p-values of 0.082 and 0.872 are higher than the 5 percent level of significance that failed to reject the null hypothesis. Thus, there is no significant relationship between the age of the respondents and the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of healthiness and ethics.

Overall, the age of the respondents is significantly related to the assessed marketability of rabbit meat to local households in San Juan, Batangas, as indicated on its generated p-value of 0.003. Such value is lower than the 5 percent level of significance that led to the rejection of the null hypothesis.

Table 12. Significant relationship between the marketability of rabbit meat and the sex of the respondents

Sex	Chi-square value	p-value	Decision on H_0	Verbal Interpretation
Sensory Features	10.361	0.016	Reject	Significant
Healthiness	5.709	0.058	Failed to Reject	Not Significant
Convenience	2.646	0.266	Failed to Reject	Not Significant
Ethics	3.004	0.223	Failed to Reject	Not Significant
Production Process	1.374	0.503	Failed to Reject	Not Significant
Price	2.945	0.229	Failed to Reject	Not Significant
Overall	2.616	0.270	Failed to Reject	Not Significant

Results revealed that relating the sex of the respondents to the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, obtained a computed chi-square value of 10.361. The corresponding p-value of 0.016 is less than 5 percent level significance which led to the rejecting of the null hypothesis. Hence, the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, is dependent on the sex of the respondents.

According to Adique et al. (2020), sex is a significant variable that influences individual behavior and which is subject to variation due to social, economic, and globalizing phenomena. An individual's preference for product characteristics such as taste, appearance, smell, and texture may be influenced by their sex. This distinction can impact both the physical and psychological factors that guide purchasing behavior and culinary preferences. Specifically, the way in which males and females perceive and respond

to product features may differ, thus affecting their food choices and overall purchasing decisions. Therefore, sex serves as a key determinant in shaping preferences based on sensory responses which drives consumer behavior towards purchasing products.

Conversely, the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of healthiness, convenience, ethics, production process, and price obtained a computed chi-square values ranging from 1.374 to 5.709. The generated p-values of at least 0.058 are higher than 5 percent level significance that led to the non-rejection of the null hypothesis. Thus, the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of healthiness, convenience, ethics, production process, and price is not significantly dependent on the sex of the respondents.

In general, there is no significant relationship between the sex of the respondents and the assessed marketability of rabbit meat to local households in San Juan, Batangas, based on its generated p-value of 0.270. Such value is greater than 5 percent level significance which failed to reject the null hypothesis.

Table 13. Significant relationship between the marketability of rabbit meat and the average monthly income of the respondents

Average Monthly Income	Chi-square value	p-value	Decision on H_0	Verbal Interpretation
Sensory Features	22.566	0.546	Failed to Reject	Not Significant
Healthiness	9.872	0.873	Failed to Reject	Not Significant
Convenience	19.071	0.265	Failed to Reject	Not Significant
Ethics	11.744	0.761	Failed to Reject	Not Significant
Production Process	11.634	0.769	Failed to Reject	Not Significant
Price	15.349	0.499	Failed to Reject	Not Significant
Overall	19.567	0.240	Failed to Reject	Not Significant

With regards to the average monthly income of the respondents, the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, healthiness, convenience, ethics, production process, and price, obtained a computed chi-square values ranging from 9.872 to 22.566. The generated p-values of at least 0.265 are higher than 5 percent level significance which failed to reject the null hypothesis. Thus, the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, healthiness, convenience, ethics, production process, and price is not significantly related to the average monthly income of the respondents. The results indicate that the average monthly income does not affect the willingness of the respondents to purchase rabbit meat. It signifies that regardless of their income, the respondents may tend to purchase rabbit meat if they desire it.

As a whole, the assessed marketability of rabbit meat to local households in San Juan, Batangas, is not dependent on the average monthly income of the respondents as indicated on its generated p-value of 0.240. Such value is greater than the 5 percent level of significance which failed to reject the null hypothesis.

Table 14. Significant relationship between the marketability of rabbit meat and the employment status of the respondents

Employment Status	Chi-square value	p-value	Decision on H_0	Verbal Interpretation
Sensory Features	15.330	0.428	Failed to Reject	Not Significant
Healthiness	19.770	0.032	Reject	Significant

Convenience	15.132	0.127	Failed to Reject	Not Significant
Ethics	5.526	0.853	Failed to Reject	Not Significant
Production Process	10.015	0.439	Failed to Reject	Not Significant
Price	7.969	0.632	Failed to Reject	Not Significant
Overall	8.690	0.562	Failed to Reject	Not Significant

As for employment status of the respondents, the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of healthiness, obtained a computed chi-square value of 19.770. The generated p-value of 0.032 is less than the 5 percent level of significance that led to the rejection of the null hypothesis. Thus, there is a significant relationship between employment status of the respondents and the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of healthiness.

According to Adique et al. (2020), occupation has a crucial role in the decision making and responses of individuals in face of various situations. It has a great influence on personality and preferences as well as one's social group and environment. Lifestyles of each individual depends on occupation, adapting to what seems to suit the job that they are doing. The pattern of behaviors was affected by the work that an individual is engaged with along with the peers and colleagues that are in the workplace. Therefore, one's employment status affects the lifestyle for how an individual decides to purchase by adapting with those in their working environment.

On the contrary, the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, convenience, ethics, production process, and price, obtained a computed chi-square values ranging from 5.526 to 15.330. The generated p-values of at least 0.428 are higher than the 5 percent level of significance that led to the non-rejection of the null hypothesis. Thus, there is no significant relationship between the employment status of the respondents and the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, convenience, ethics, production process, and price.

At large, the employment status of the respondents is not significantly related to the assessed marketability of rabbit meat to local households in San Juan, Batangas, based on its generated p-value of 0.562. Such value is greater than the 5 percent level of significance that failed to reject the null hypothesis.

4.4 Challenges encountered by the respondents in consuming rabbit meat

Table 15. Assessment on the challenges encountered by the respondents on consuming rabbit meat

In consuming rabbit meat, I ...	Weighted Mean	Verbal Interpretation
1.Experience difficulty in finding a credible seller of good quality meat.	3.41	Agree
2.Am bothered as I only perceive it as a pet, not suitable for human consumption.	3.13	Agree
3.Am unaware of the health benefits that may be received from its consumption.	3.35	Agree
4.Get cautious with the risks that may arise like possible allergic reactions.	3.20	Agree
5.Have doubts about its cleanliness as a food.	2.71	Agree

6. Am not aware of the legal issues concerning its consumption in the local area.	3.23	Agree
7. Have concerns on the lack of transparency among rabbit raisers and the procedures they undertake for the rabbit meat.	2.90	Agree
8. Am unaware of the various culinary techniques and recipes available to properly prepare and cook it.	3.22	Agree
9. Am afraid of the possible judgment from others, as it is not widely accepted for consumption in the society.	2.67	Agree
10. Might encounter resistance from picky eaters in the family.	3.13	Agree
Composite Mean	3.10	Agree

As shown in Table 15, various challenges on the consumption of rabbit meat were assessed from the respondents. With a composite mean of 3.10, the respondents agreed that there is indeed a challenge in the consumption of rabbit meat. Such challenge hinders the marketability of rabbit meat among the local household in San Juan, Batangas. According to De Vera, Limos-Galay, and Tampol (2023), various challenges on rabbit meat hinders the rabbit industry from booming. Such challenges create a gap between the industry and the market that results in low marketability of rabbit meat.

With a weighted mean of 3.41, the respondents agreed that they experience difficulty in finding credible sellers of good quality rabbit meat. It denotes that the very first challenge that they encountered was to find a supply of rabbit meat in the market. The low accessibility and exposure of the product to the market hinders the consumer's capability to its purchase. According to Underwood (2018), production of food products not only increases availability but also its marketability. As supply and exposure of the product in the market increases, so thus its credibility to the consumers. Without sufficient production and exposure of the product, consumers gain doubts on the sales of little amounts of such product due to a perceived lack of rules and regulations.

The second challenge that the respondents agreed upon was that they are unaware of the health benefits that may be gained from consuming rabbit meat with a weighted mean of 3.35. This indicates that the lack of knowledge on the health benefits of a product is perceived as a challenge that should be taken care of. Without awareness of the benefits, the customers have lower interest in purchasing a product. It is supported by Heldman (2018) on the discussion regarding marketability as having the customers understand the value of what is being offered. Without the knowledge of the benefits that a certain product offers to the consumers, there is no necessity to purchase the product. Thus, ensuring that the end-users understand the benefits will create a reason for them to purchase.

Lack of awareness on the legal issues concerning its consumption in the local area is the third ranking challenge of the respondents with a weighted mean of 3.23. The lack of proper knowledge with regards to the various rules and regulations on the consumption of rabbit meat creates doubt on the legality of consuming the product among the local households. With doubts on the legality of rabbit meat consumption, consumers tend to avoid its purchase than to take a risk on getting involved with legal concerns. It is connected to the discussion of Boylan (2020), stating that following rules not only provides a sense of protection but also promotes general happiness by knowing that one's actions does not violate anything or anyone in the society. Without knowledge on the rules and regulations implemented in the society, an individual hesitates to try something that has risks on them or their surroundings.

Moreover, the lack of awareness on the various culinary techniques and recipes available to properly cook rabbit meat was agreed to be a challenge for the respondents, with a weighted mean of 3.22. Without the knowledge on how to use the product, it is useless to purchase it. As presented by Cabrera et al. (2022), rabbit meat has a distinctive feature which needs some modification to the recipes commonly used on meat products. Various recipes for meat such as longganisa can also be utilized for rabbit meat though a little modification was needed to release the flavor of the meat. Such modification may result in hesitation for the consumers without prior knowledge or experience on cooking rabbit meat.

Respectively, the respondents agreed to be cautious with the risks that may arise on consumption of rabbit meat, like possible allergic reaction, with a weighted mean of 3.20. Health risks of consuming rabbit meat create hesitation among the customers. Without assurance, safety is the priority of consumers in trying new products for the first time. It relates to the statement of Konvalina (2016), which indicates that consumers are highly aware of the foods that they consume, especially processed foods. Consumers are being conscious of the foods they intake, ensuring that their health is their utmost priority. Familiarity of the product creates trust, reason to purchase, and to repurchase a product. Without familiarity, consumers have doubts on the product's effect on health and may need stronger persuasion strategies.

Similarly, with a verbal interpretation of agree and a weighted mean of 3.13, the respondents are bothered in consuming rabbit meat as they only perceive rabbits as pets and not suitable for human consumption, and that they might encounter resistance in its consumption from picky eaters in the family. The perception of rabbits as pets became the first to be accepted by the market instead of it as a food. This establishes the perception that eating rabbits is weird and unethical even though it is the main reason that they are brought to the country in the first place. Moreover, due to such perception, picky eaters from the family have a strong aversion to consuming rabbit meat. As presented by Esmail et al. (2023), perception of rabbits as cute and pets rank as the second hindering factor following the lack of availability in the market. Perceiving rabbit as a pet with its cute appearance is a major hindrance to its promotion as a viable food source for the market. With such perception, consumers take slaughtering of rabbits for food as illegal, becoming a barrier to its marketability.

On the other hand, the respondents agreed that having concerns on the lack of transparency among rabbit raisers and the procedures they undertake for the rabbit meat is a challenge with a weighted mean of 2.90. The lack of transparency among rabbit raisers raises concerns of safety and legality among the consumers. Due to the low number of guidelines and regulations for the rabbit industry, various concerns arise which creates a negative impact on the marketability of rabbit meat. Connected to the discussion of Misiurek (2016), guidelines and specific instructions from a standardized work can alleviate the hesitations of consumers and improve the processes involved in the production. With a properly laid process, not only the efficacy of the process but also the perception of customers towards the business can be affected positively. Hence, creating a transparency policy may reduce hindrances on marketing a product like rabbit meat.

Similarly, it is agreed upon by the respondents, with a weighted mean of 2.71, that they have doubts on the cleanliness of rabbit meat as a food for human consumption. Because of the lack of knowledge on the processes undertaken by the rabbit meat, the consumers doubt the cleanliness of rabbits in terms of their intake and the raising practices of the rabbit raisers. It is connected to what Carangelo (2019) stated where they highlighted that having rules and regulations for various slaughtering practices for rabbits is essential in ensuring the protection of the consumers' safety. It only means that by utilizing a standard guideline can the hesitations be reduced.

Lastly, the respondents agreed that they are afraid of the possible judgment from others, as it is not widely accepted for consumption in the society with a weighted mean of 2.67. Societal concern plays a crucial role in the buying decision of customers, and what the majority believes becomes the norm. In support, Dimmock and Fisher (2017) stated that there exist some cultures where the right and wrong were based on what the majority believes. Just as no man can stand on one's own feet without others, no one can create the definition of right and wrong without relating it to others in the society that they belong to. Thus, the belief of the majority affects an individual's perceptions and approaches on various scenarios such that the right and wrong of actions are defined relative to what the majority believes.

4.5 Significant difference in the marketability of rabbit meat to local households and the challenges encountered by the respondents

Table 16. Significant difference between the marketability of rabbit meat and challenges encountered in its consumption

	Z-value	p-value	Decision on H₀	Verbal Interpretation
Sensory Features	-8.879	<0.001	Reject	Significant
Healthiness	-8.359	<0.001	Reject	Significant
Convenience	-7.394	<0.001	Reject	Significant
Ethics	-1.287	0.198	Failed to Reject	Not Significant
Production Process	-2.520	0.012	Reject	Significant
Price	-6.935	<0.001	Reject	Significant
Overall	-7.134	<0.001	Reject	Significant

With regards to comparing the assessment of the respondents on the marketability of rabbit meat to local household in San Juan, Batangas, in terms of sensory features, healthiness, convenience, production process, and price to the challenges they encountered, it obtained absolute Z-values ranging from 2.520 to 8.879. The generated probability values are less than 5 percent level of significance which led to the rejection of the null hypothesis. Therefore, there is a significant difference in the assessment of the respondents on the marketability of rabbit meat to local households in San Juan, Batangas, in terms of sensory features, healthiness, convenience, production process, and price and the challenges they encountered.

As stated by Esmail et al. (2023), various sensory features of rabbit meat such as its juiciness, tenderness, flavors, and visual appeals have an impact on its marketability and consumption. The incompatibility of such features with the preferences of the consumer may result in refusal on its consumption. The similarities of the rabbit meat to other animal meat that is too exotic for most like frogs, or is illegal to be slaughtered like cats, causes discomfort on its consumption.

Similarly, Ibtissem, Boudjellal, and Becilla (2022) supported that challenges on the marketability of rabbit meat were lack of information with its health benefits, production cost, selling price, and scarcity of rabbit meat on the market for access of consumers. Lack of information regarding rabbit meat's nutritional value results in low demand from the consumers. With lack of facts and proper knowledge, hesitations and doubts arise among the consumers and the nutritional value of rabbit meat was not highlighted resulting in low demand. Moreover, the lack of proper training, production guidelines, and production support has resulted in an inefficient system that decreases the supply for the rabbit meat

industry. Without sufficient supply, rabbit meat's exposure to the market decreases and results in its low marketability and awareness among the consumers. With low supply and inefficient production process, selling price for rabbit meat tends to rise, becoming unaffordable for major consumers. High selling prices forced consumers to avoid purchasing and consuming rabbit meat. Furthermore, due to its scarcity in the market, consumers are in need to put higher effort on finding and purchasing rabbit meat. With availability of other easy to be purchased products, customers purchase other meat products instead of rabbit meat. Such hindrances result in the low marketability of rabbit meat and if not given action, may result in failure to thrive or at worst, can result into the end of the industry. Hence, challenges on such areas should be greatly considered in order to better promote rabbit meat among the society.

However, the assessed marketability of rabbit meat to local households in San Juan, Batangas, in terms of ethics, is not significantly different from the challenges they encountered as indicated on the generated p-value of 0.198. Such p-value is greater than 0.05 level of significance that failed to reject the null hypothesis.

Overall, the respondents' assessment on the marketability of rabbit meat to local households in San Juan, Batangas, is significantly different from the assessed challenges they encountered. This is based on the computed p-value which is less than 5 percent level of significance.

4.6 Proposed workshop to increase the marketability of rabbit meat to the local households

Table 17 shows the proposed workshop on the marketability of rabbit meat. An alternative meat to common livestock was rabbit meat which consists of various health benefits and is considered as a delicacy to various places. However, with the lack of knowledge on rabbit meat as a food source, its market has declined and only a minor group of consumers has interest in its purchase. Thus, with the marketability of the rabbit meat at stake, the output of this study is a planned workshop aiming to increase the marketability of rabbit meat among the local households in San Juan, Batangas. In line with this, the output would demonstrate various methods to utilize rabbit meat for the local households. Moreover, the output underscores the importance of information dissemination regarding the availability of rabbit meat as a food for human consumption along with increasing the consumer's acceptability on such product. Furthermore, the output is beneficial for rabbit raisers aiming to grow rabbits for meat selling along with the consumers who will gain more food selection. Encouraging rabbit meat industry also creates a livelihood as well as to further hone the delicacies in the municipality.

Table 17. Proposed workshop on the marketability of rabbit meat

Area of Concern	Findings	Proposed Strategies	Objectives	Persons Involved	Expected Outcome
Sensory Features	The rabbit meat can be easily distinguished from other meat.	Meat sellers should increase rabbit meat on their selection.	To increase consumer's awareness on rabbit meat through increased exposure.	Rabbit Meat Sellers Consumers	The consumers get accustomed to identifying rabbit meat at sight.
Sensory Features	The distinct smell produced by	The rabbit meat sellers should	To create a packaging	Rabbit Meat Sellers	A good packaging is designed

	rabbit meat discourages interest in its purchase.	create packaging that encases the product.	designed to ensure that any smell from the product is contained until the time of its use.		ensuring that smell is contained in storing.
Healthiness	The rabbit meat has low calories suitable for regular consumption	The rabbit meat sellers should create strategies to disseminate information regarding the health benefits of their product.	To increase awareness on the health benefits of rabbit meat upon consumption.	Rabbit Meat Sellers	Information regarding the nutritional benefits on rabbit meat consumption is well disseminated among the consumers.
Convenience	The local neighborhood stores are capable of retailing rabbit meat, reducing the distance needed to purchase it	It is proposed to create a strategy among rabbit meat sellers which includes local neighborhood stores as their retailers.	To ensure that rabbit meat could be retailed on the local neighborhood stores in order to decrease the distance needed for its purchase.	Rabbit Meat Sellers Local Neighborhood Stores	Rabbit Meat could be sold on local neighborhood stores for ease of purchase.
Production Process	The production rate of rabbits is high enough to sustain the consumption of the local municipality	Rabbit raisers are to create efficient strategies that increase the supply of rabbit meat in the municipality.	To increase supply of rabbit meat by creating improving raising practices	Rabbit Raisers	Increased rabbit meat supply in the municipality.

5. Conclusions

Based in the foregoing findings, the researchers gave the following conclusions:

1. Majority of the respondents are 19-28 years old, females, have a monthly income of Php 5,000 and below, and unemployed.
2. The respondents agreed on the assessment on the marketability of rabbit meat in terms of sensory features, healthiness, convenience, ethics, production process, and price.
3. The null hypothesis stating that there is no significant relationship between the profile of the respondents and the assessed marketability of rabbit meat in terms of sensory features, healthiness, convenience, ethics, production process, and price is partially rejected.
4. The respondents agreed that there are challenges encountered in consuming rabbit meat.

5. The null hypothesis stating that there is no significant difference on the marketability of rabbit meat in terms of sensory features, healthiness, convenience, ethics, production process, and price and the challenges encountered by the respondents is rejected.
6. The researchers proposed a workshop to help in improving the marketability of rabbit meat.

6. Recommendation

The findings and conclusions gave reason to the following recommendations:

1. Rabbit meat sellers should align their marketing strategies to target the interest of the younger population as their main customer base along with females and unemployed who have higher chances of having exposure with the product.
2. Rabbit meat sellers should focus on enhancing the presentation and accessibility of their product to increase its appeal in the market.
3. Rabbit meat sellers should focus their marketing strategies to age, promoting their products based on the preferences of various age segments.
4. Rabbit meat sellers should utilize various evaluation tools to identify and understand the challenges encountered by their customers and create appropriate solutions.
5. Rabbit meat sellers should focus on eliminating various obstacles that hinders purchases on their products in terms of the product's sensory characteristics, healthiness value, purchase convenience, production processes, and prices to further motivate interests in rabbit meat.
6. Similar studies should be conducted to further gain insights on the marketability of rabbit meat and this study may be utilized as a reference.

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