DEMOGRAPHIC PROFILE OF CONSUMER PREFERENCE TOWARDS KADUK PESTO
(A CASE OF CONSUMER IN SECTION 7, SHAH ALAM, SELANGOR)

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ABSTRACT

The consumer preference is directly related to the interaction of consumer with the food after purchasing them. The consumer expectation would effect to the rejection and acceptance of food in order to meet the customer's satisfaction. There are many factors to evaluate the consumer preference towards food such as appearance, taste, texture and aroma of food. This study was conducted to identify the most preference of the kaduk pesto among consumers in Section 7, Shah Alam. A total of 271 questionnaires were distributed at the shopping area in Section 7, Shah Alam. The responses of the entire questionnaire were returned as were waiting for them. The result showed that education and age are the most preference towards the kaduk pesto. All of the result of sensory attributes such as appearance, texture, taste and aroma which were evaluated by respondents showed the same results. The sensory characteristics discussed the influence of aroma, appearance, taste, and texture on food acceptability. The overall preference of this products is acceptable but in the moderate level. The kaduk pesto have a potential to improve in term of the sensory evaluation and might be able to commercialize to the public. Furthermore, different people have different perception of sense in order to measure the level preference and acceptance perceived. Thus, there is a strong relationship between consumer expectations on the sensory properties of food product and their preference.

***Keywords**: preference, Kaduk, pesto, consumer*

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