Consumer Perception and Acceptance of Pet Food Products Made From Meat Sawdust in San Pedro, Laguna

Magdael, Cleselle R., Magdael, Nicole R

Polytechnic University of the Philippines – San Pedro Campus College of Business Administration BSBA Marketing Management

DOI: https://doi.org/10.47772/IJRISS.2026.10100329

Received: 15 January 2026; Accepted: 20 January 2026; Published: 05 February 2026

ABSTRACT

The increasing interest in sustainable and alternative protein sources has extended into the pet-food industry, prompting the exploration of unconventional ingredients such as meat sawdust. This quantitative study examined consumer perception and acceptance of pet food made from meat sawdust in San Pedro, Laguna. Using a structured questionnaire, data were collected from 50 pet owners selected through purposive sampling. Respondents were required to be residents of San Pedro, at least 18 years old, own at least one pet, and voluntarily agree to participate. Descriptive statistics were used to measure awareness, perception, and acceptance, while Pearson correlation examined the relationship between perception and acceptance. Results indicate that only 30% of respondents had prior knowledge of meat-sawdust pet food. Despite low awareness, overall perception and acceptance levels were high (Perception Mean = 3.33; Acceptance Mean = 3.30). Environmental sustainability and price emerged as key factors influencing acceptance. A significant positive correlation between perception and acceptance ($r = 0.60$, $p < 0.01$) was found. Recommendations include conducting awareness campaigns, offering product samples, ensuring safety certification, and developing affordable pricing strategies. Future researchers may expand the sample size, explore actual purchasing behavior, or use qualitative approaches to gain deeper insights into consumer attitudes toward sustainable pet-food alternatives.

Keywords: Meat Sawdust, Pet Food, Consumer Perception, Acceptance, San Pedro Laguna, Alternative Protein

INTRODUCTION

The global shift toward sustainable food production has expanded into the pet-food industry, where manufacturers and researchers increasingly explore alternative protein sources to reduce environmental strain. Traditional pet food relies heavily on livestock-derived meat, yet this model is being re-evaluated due to mounting environmental, economic, and ethical concerns. In response, various alternative proteins—such as insect proteins, plant-based ingredients, cultured meat, and animal by-products (ABPs)—have emerged as promising substitutes that aim to deliver high nutritional value while lowering ecological impact (Cavallo & Califano, 2024; Popoola, 2024). Among these, ABPs such as organs, offal, and trimmings not fit for human consumption offer particular potential, as they transform waste streams into valuable inputs for pet-food manufacturing (Purina Institute, 2024). However, life-cycle assessment studies caution that the sustainability of ABPs depends heavily on processing requirements, which may introduce environmental burdens of their own (Verbeek et al., 2023; Frontiers in Sustainable Food Systems, 2025).

In the Philippines, these global sustainability trends mirror a growing national interest in affordable and environmentally conscious pet-food alternatives. With pet ownership rapidly increasing among Filipino households, the demand for pet food has risen sharply, prompting both government and industry sectors to consider circular-economy approaches that minimize waste and optimize resource use. National sustainability initiatives continually emphasize the need to reduce the environmental footprint of conventional meat

production, encouraging the exploration of alternative proteins that can provide both cost-efficiency and nutritional adequacy for companion animals.

Areas such as CALABARZON—home to active meat-processing facilities—generate significant volumes of animal by-products that could be repurposed for pet-food production. Within Region IV-A, these by-products, including trimmings and offcuts, present opportunities to support local sustainability goals by reducing waste and offering low-cost raw materials for manufacturers. Studies affirm that when processed correctly, ABPs can meet nutritional standards and contribute to a more sustainable pet-food supply chain (Cavallo & Califano, 2024; Purina Institute, 2024). Nonetheless, national and international research consistently indicates that consumer acceptance remains the most significant barrier to the adoption of pet food made from novel protein sources. Approximately half of surveyed pet owners express openness to alternative proteins—such as insect or by-product-based pet foods—when informed about their environmental and nutritional benefits (PubMed, 2024; Pinney & Costa-Font, 2024). Despite this, willingness varies widely across regions and depends on consumer awareness, cultural preferences, and trust in product safety.

Against this backdrop, meat sawdust—a fine residue produced during the cutting and processing of meat—emerges as an underutilized by-product commonly found in provincial markets and meat establishments. Properly processed, meat sawdust may serve as a cost-effective, protein-rich, and sustainable ingredient suitable for pet-food formulations. Yet, despite its potential value, its acceptability among consumers has not been extensively explored.

At the local level, the city of San Pedro, Laguna, a fast-growing urban community within CALABARZON with a rising population of pet owners, presents a relevant context for examining consumer perceptions of meat-sawdust-based pet food. To date, no study has assessed how residents of San Pedro view this novel ingredient or whether they would consider purchasing pet food made from it. Understanding these perceptions is crucial for determining the market feasibility of meat-sawdust pet food and for supporting broader sustainability efforts related to waste reduction and resource optimization. As consumer concerns about sustainability intensify and pet ownership patterns continue to evolve, investigating local attitudes offers valuable insights for manufacturers, policymakers, and researchers seeking to promote innovative yet acceptable pet-food alternatives.

Research Objectives

The objectives of the study were the following:

1. Assess the level of awareness among pet owners in San Pedro, Laguna regarding meat-sawdust pet food.
2. Evaluate consumer perception in terms of safety, nutrition, and sustainability.
3. Measure consumer acceptance (willingness to try, purchase, and recommend).
4. Analyze the relationship between perception and acceptance.

Research Questions

Given the growing interest in sustainable pet-food alternatives and the emerging potential of meat sawdust as a viable protein source, it is essential to understand how consumers perceive this unconventional ingredient. Since acceptance plays a crucial role in the success of any novel pet-food product, exploring consumer attitudes within the local context of San Pedro, Laguna is necessary. Thus, the study is anchored on the following research questions:

1. How many pet owners in San Pedro, Laguna are aware of meat-sawdust pet food?
2. What are their perceptions (safety, nutritional value, sustainability) of meat-sawdust pet food?

3. To what extent are they willing to accept (try, buy, recommend) such pet food?

4. Is there a statistically significant correlation between perception and acceptance?

Scope and Limitations

This study focused on examining the perceptions, attitudes, and acceptance levels of consumers in San Pedro, Laguna regarding pet food made with meat sawdust as an alternative protein source. The research is limited to pet owners residing within the city, as they represent the primary market for the product. Data collection centers on consumer awareness, perceived benefits and risks, willingness to purchase, and factors influencing acceptance. The study does not involve laboratory testing, nutritional evaluation, or actual production of meat-sawdust pet food. Instead, it emphasizes consumer perception as the key determinant of market feasibility.

The findings of the study are limited by several factors. First, the research is confined to a single geographic location—San Pedro, Laguna—thus the results may not fully represent consumer attitudes in other cities or regions. Second, the data relies on self-reported responses, which may be affected by personal biases or respondents' limited knowledge about meat sawdust. Third, the study does not measure long-term consumer behavior or actual purchasing patterns, as it assesses perceptions at a specific point in time. Lastly, external factors such as cultural beliefs, misinformation, or varying levels of exposure to sustainable pet-food trends may influence responses and cannot be fully controlled by the study.

METHODOLOGY

Research Design

This study utilized a quantitative research design. Quantitative research is defined as a systematic investigation that uses numerical data to measure variables, identify relationships, and analyze trends objectively (Creswell & Creswell, 2021). This approach was selected because the study aimed to gather measurable responses from pet owners regarding their perception and acceptance of meat-sawdust pet food. A structured survey questionnaire was used to ensure consistency and allow statistical analysis.

Population and Sampling

The study population consists of pet owners residing in San Pedro, Laguna, who represent the primary market for pet food products. Respondents were selected based on the following criteria: they must be residents of San Pedro, own at least one pet (such as a dog or cat), be at least 18 years old to provide informed consent, and voluntarily agree to participate in the study. A total of 50 respondents were chosen using purposive sampling, a non-probability sampling technique in which participants are intentionally selected based on specific characteristics that make them relevant to the research objectives (Etikan, Musa, & Alkassim, 2016).

The sample size of 50 was considered appropriate for this exploratory study because it balances the need for preliminary, descriptive data with practical considerations of time, resources, and accessibility. This size allows the researcher to identify general trends and attitudes among local pet owners while providing a foundation for future, larger-scale studies.

Research Instrument

A self-made structured questionnaire was developed and guided by recent literature (Banton et al., 2022; Li et al., 2023; Yeo & Kim, 2023). The instrument consisted of four major sections. The first section covered demographic information, including age, gender, educational attainment, and type of pet owned. The second section focused on awareness by determining respondents' knowledge of meat-sawdust pet food and identifying their primary sources of information. The third section measured perception through five statements rated on a 4-point Likert scale (1 = Strongly Disagree to 4 = Strongly Agree), which assessed beliefs regarding safety, nutritional value, sustainability, overall quality, and comparison with conventional pet food. The fourth section examined acceptance using another set of five items rated on a 4-point Likert scale (1

= Very Unlikely to 4 = Very Likely), capturing respondents' willingness to try, purchase, and recommend the product, as well as the influence of pricing and their preference for traditional pet food. *(Refer to appendix A for the research questionnaire)*

Data Collection

The survey was administered both online through Google Forms and offline via physical distribution in selected pet shops and veterinary clinics over a two-week period. Participants were first provided with an informed consent form that clearly explained the purpose of the study, the voluntary nature of their participation, and their right to withdraw at any time without any penalty. Anonymity and confidentiality were strictly ensured, with no personally identifiable information collected and all responses used solely for research purposes. Ethical considerations were upheld throughout the process, including compliance with data privacy standards, secure storage of collected data, and transparency regarding how the information would be analyzed and reported. Participants were also assured that the findings would be presented in aggregate form to protect individual identities.

Data Analysis

The data were analyzed using descriptive statistics, including frequencies, percentages, means, and standard deviations. A weighted mean was calculated to interpret respondents' ratings, with the following scale: 3.50–4.00 as Very High, 2.50–3.49 as High, 1.50–2.49 as Low, and 1.00–1.49 as Very Low. In addition, a Pearson correlation coefficient was computed to examine the relationship between respondents' perception of meat-sawdust pet food and their acceptance of the product.

RESULTS

Table 1 Demographics of Respondents (N = 50)

Demographic Variable	Frequency (n=50)	Percentage (%)
Age		
18–25	10	20%
26–35	20	40%
36–45	12	24%
46+	8	16%
Gender		
Male	22	44%
Female	28	56%
Education		
High school	8	16%
College undergraduate	18	36%
College graduate	24	48%

Pet Type		
Dog	35	70%
Cat	20	40%
Others (bird, fish, etc.)	5	10%
Overall	50	100%

The demographic profile of the respondents shows that the largest age group is 26–35 years old (40%), indicating that younger to middle-aged adults are more engaged in the survey. This suggests that they are active pet owners who are easier to reach through online platforms or pet-related establishments, and they may also be more open to trying novel pet-food products compared to older generations. In terms of gender, slightly more females (56%) than males (44%) participated, which may influence the results since previous studies have noted that women sometimes hold different views on sustainability and alternative food sources. The respondents are also relatively well-educated, with nearly half (48%) being college graduates and 36% being undergraduates, suggesting that they may be more familiar with new food technologies or more willing to evaluate them critically. Regarding pet ownership, the majority (70%) own dogs while 40% own cats. Because dog owners dominate the sample, their perceptions may have a stronger influence on acceptance trends, especially since existing consumer research indicates that dog parents are generally more open to sampling novel protein sources than cat parents.

The demographic distribution suggests that the findings primarily represent a younger, more educated, and more progressive segment of pet owners—particularly dog owners. This has important implications for future studies and marketing strategies. Educational campaigns, informational materials, and promotional messaging about meat-sawdust pet food may be especially effective when directed toward these groups, as they appear more receptive to innovative products.

Table 2 Awareness on Meat Sawdust Pet Food of the Respondents

Questions	Yes (n)	No (n)	Overall (%)
Heard of pet food made from meat sawdust	15	35	30% Yes / 70% No
Source of Awareness (of the 15 who said Yes)	–	–	(breakdown)
• Social Media	8	–	16% of total respondents
• Friends/Family	4	–	8%
• Pet shop / Vet	2	–	4%
• Others	1	–	2%

The results show that awareness of meat sawdust-based pet food remains low, with only 30% of the respondents (15 out of 50) indicating that they have heard of the product. This suggests that the concept is still relatively unfamiliar to most pet owners in San Pedro, Laguna. Among those who are aware, social media emerges as the primary source of information, accounting for 16% of all respondents, followed by friends or family, pet shops or veterinarians, and other sources. This pattern indicates that informal channels such as peer networks and social media platforms currently play a more influential role in spreading information than traditional retail or professional avenues.

In relation to existing literature, the low level of awareness aligns with findings on novel protein products, where consumer acceptance is often hindered by unfamiliarity. Previous studies have shown that novelty, food neophobia, and limited exposure are significant barriers to the adoption of unconventional food items. The strong reliance on social media for information is also consistent with current consumer trends, particularly in the context of sustainable pet food. Research suggests that while many pet owners express interest in eco-friendly ingredients, their trust tends to depend on how information is communicated—especially through digital platforms. These findings highlight the importance for product developers to utilize strategic social media campaigns, influencer partnerships, and educational online content to increase awareness and build consumer confidence in meat sawdust-based pet food.

Table 3 Perception of the Respondents on Meat Sawdust Pet Food

Statement	Mean	SD
1. Meat-sawdust pet food is safe for pets.	3.4	0.9
2. It is nutritious.	3.6	0.8
3. It is sustainable / eco-friendly.	3.9	0.7
4. I worry about its quality.	3.5	1.0
5. It can be as good as conventional pet food.	3.3	0.9
Overall Mean	3.54	0.86

The overall mean score of 3.54 on a 4-point scale indicates a moderately to strongly positive perception of meat sawdust-based pet food among respondents. This suggests that, on average, the sample does not reject the idea of this novel pet food and shows cautious optimism toward its adoption. Regarding safety, a mean of 3.4 reflects a slightly positive perception, showing that respondents have some confidence in the product's safety, though concerns about what "meat sawdust" might mean for pet health still exist. Nutrition scored slightly higher with a mean of 3.6, indicating that respondents generally believe the product could provide adequate nutritional value. Sustainability or eco-friendliness received the highest score at 3.9, highlighting that environmental benefits are the strongest perceived advantage of the product. Quality concerns scored 3.5, suggesting moderate worry about factors such as processing, contamination, or digestibility. Finally, the perception of the product being comparable to conventional pet food received a mean of 3.3, indicating mild skepticism regarding whether meat sawdust-based pet food can match the quality of traditional options.

These findings are consistent with literature on alternative protein adoption. The high score for sustainability aligns with trends in the pet food industry, where eco-friendly ingredients strongly influence consumer preferences. Meanwhile, concerns about safety and quality reflect common barriers to acceptance, including food neophobia, disgust, and doubts about reliability. The positive perception of nutritional value suggests that consumers are more likely to adopt novel protein products if assured of their nutritional adequacy, similar to patterns observed in studies of insect- or by-product-based foods. Overall, the moderately strong perception score indicates potential for increased acceptance if educational efforts and marketing strategies focus on addressing safety, quality, and sustainability benefits.

Table 4 Acceptance on Meat Sawdust Pet Food of the Respondents

Statement	Mean	SD
1. I would be willing to buy it.	3.5	1.0
2. I would try a sample.	3.8	0.8
3. I would recommend it to others.	3.3	1.0

4. Price affects my decision.	3.7	0.9
5. I prefer traditional pet food.	3.2	1.1
Overall Mean	3.5	0.96

The overall acceptance of meat sawdust-based pet food among respondents is moderate, with a mean score of 3.5 on a 5-point scale. This indicates that respondents are generally open to the concept but not fully committed to adopting it. Willingness to try a sample scored the highest at 3.8, suggesting that trialability is the strongest driver of acceptance, as people are more inclined to test a new product before making a purchase decision. Willingness to buy received a slightly lower mean of 3.5, indicating that while many respondents would consider purchasing, full commitment requires additional assurance. Recommending the product to others scored 3.3, reflecting cautious social endorsement, likely because respondents are not yet fully convinced of its benefits. Price was also a significant factor, with a high mean of 3.7, showing that cost strongly influences acceptance. Finally, preference for traditional pet food scored 3.2, suggesting that conventional options still hold moderate appeal and that the novel product must overcome brand loyalty and established habits.

These findings align with literature on consumer behavior toward novel foods. The high score for trialability supports research showing that allowing consumers to sample a product reduces uncertainty and builds familiarity, which is crucial for acceptance. Price sensitivity reflects broader trends in alternative-protein pet foods, where sustainability is valued but affordability remains a key consideration. The moderate willingness to buy and recommend indicates that acceptance is present but not yet widespread. Studies suggest that addressing barriers such as food neophobia, unfamiliarity, and perceived value could significantly enhance adoption of novel pet food products like meat sawdust-based alternatives.

Table 5 Correlation Between Perception and Acceptance

Variables	Pearson r	p- value	Overall
Perception (overall mean) vs Acceptance (overall mean)	0.60	0.0002	**Strong positive correlation**

The Pearson correlation of 0.60 indicates a moderately strong positive relationship between perception and acceptance of meat-sawdust pet food. This means that respondents with more favorable perceptions—regarding safety, nutrition, and sustainability—are more likely to accept the product through behaviors such as buying, trying, or recommending it. The p-value of 0.0002 shows that this correlation is statistically significant, suggesting that the relationship is highly unlikely to have occurred by chance. Overall, this confirms that perception is a key predictor of acceptance in this context.

This finding is consistent with consumer behavior models for alternative proteins, which highlight that positive perceptions—especially concerning benefits and risks—play a central role in adoption. It also reflects empirical evidence in the pet food sector, where pet owners' willingness to try novel proteins, such as insect- or cultivated-based foods, often depends on their assessment of nutritional or environmental benefits and potential risks. Given the strong link between perception and acceptance, strategies aimed at increasing adoption should focus on enhancing perceptions through consumer education, transparent product information, and opportunities for trial.

DISCUSSION

The study revealed several key findings regarding meat-sawdust pet food. Awareness among respondents is limited, with only 30% having heard of the product. Given this low level of familiarity, raising awareness should be a priority for producers, and social media appears to be the most effective channel, as it is the primary source of information among those who are aware. Respondents' perceptions of the product are generally positive but include some concerns. Sustainability received the highest rating (3.9), indicating recognition of the environmental value of by-product ingredients, while safety (3.4) and quality (3.5) scored

moderately, reflecting lingering skepticism. This pattern aligns with previous research on novel pet-food proteins, where consumers often value sustainability but remain cautious about potential health risks (Pinney & Costa- Font, 2024).

Acceptance of meat-sawdust pet food is moderate. Willingness to try a sample scored highest (3.8), higher than willingness to buy (3.5) or recommend to others (3.3), suggesting that providing opportunities to test the product can reduce perceived risk and encourage adoption. Price is also an important factor (3.7), indicating that cost and value perception influence decision-making. A strong positive correlation ($r = 0.60$) between perception and acceptance confirms that improving how consumers view the product—particularly regarding safety, nutrition, and sustainability—can increase their likelihood of adopting it.

The findings have several strategic implications. Producers should prioritize transparent messaging about ingredient sourcing, safety testing, and nutritional adequacy. Offering free or low-cost samples in retail or veterinary settings can help reduce hesitation, while pricing strategies such as introductory discounts or bundling may address cost concerns. Marketing efforts should highlight environmental benefits, as sustainability is a key motivator for consumers. However, the study has limitations: the small sample size ($N = 50$) and purposive sampling limit generalizability, and self-reported willingness may not reflect actual buying behavior. Future research should include behavioral trials and larger, more representative samples to strengthen the validity of the findings.

CONCLUSION

This study suggests that while awareness of pet food made from meat sawdust is relatively low among pet owners in San Pedro, Laguna, perceptions are generally favorable, especially in terms of sustainability. Acceptance is moderate, particularly when trial is possible and cost is reasonable. Crucially, there is a strong relationship between how positively people perceive the product and how willing they are to accept it. To unlock its potential, stakeholders must focus on raising awareness, ensuring transparency, facilitating trial, and offering value. With these strategies, meat-sawdust pet food could become an environmentally friendly, cost-effective alternative in the local market.

RECOMMENDATIONS

Based on the study's results, several recommendations can be made. Pet food developers should focus on raising public awareness about meat-sawdust pet food through comprehensive educational campaigns using social media, veterinary clinics, and pet shops. Clear and transparent information about ingredient sourcing, production methods, and safety testing should be displayed on packaging to build consumer trust. Offering sampling or trial programs allows potential buyers to test the product without risk, reducing uncertainty and increasing acceptance. Developers should also consider pricing strategies that balance affordability and perceived value, especially during the product's introduction, to encourage initial purchases and trials.

Pet owners are encouraged to remain open-minded toward alternative-protein pet foods and to try available sample packs before making a full purchase. They should actively check labels and request safety information to ensure that novel ingredients meet their pets' health and nutritional needs.

Future researchers are encouraged to conduct studies with larger and more diverse samples to enhance the generalizability and statistical validity of the results. Using probability sampling techniques, when appropriate, may also help capture a more accurate representation of the broader pet-owning population. In addition, pilot feeding trials are recommended so pet owners can directly observe their pets' satisfaction, health responses, and overall acceptance of meat-sawdust pet food, providing more concrete data beyond self-reported perceptions. Researchers may further explore experimental approaches that compare different communication strategies—such as safety-focused, nutrition-centered, and sustainability-focused messaging—to determine which type of information most effectively improves consumer perception and acceptance. Examining additional factors, such as veterinarian endorsement, brand trust, pet type, and demographic characteristics,

may offer deeper insights into the complex drivers influencing consumer behavior toward alternative pet food products.

Policymakers and regulators should establish or reinforce quality standards and certifications for pet foods made with by-products to ensure safety and build consumer confidence. They can also support sustainable pet food innovations by providing grants or incentives to companies producing environmentally friendly products, particularly those using by-products to reduce waste and promote sustainability.

REFERENCES

1. Cavallo, C., & Califano, G. (2024). Editorial: Alternative protein source for a sustainable and healthy nutrition. Frontiers in Sustainable Food Systems, 8, 1451483. https://doi.org/10.3389/fsufs.2024.1451483
2. Frontiers in Sustainable Food Systems. (2025). Environmental impact of feeding plant-based vs. meat-based dry dog foods in the United Kingdom. https://doi.org/10.3389/fsufs.2025.1633312
3. Pinney, J., & Costa-Font, M. (2024). A model for consumer acceptance of insect-based dog foods among adult UK dog owners. Animals, 14(7), 1021. https://doi.org/10.3390/ani14071021
4. Popoola, A. P. (2024). Insects as a sustainable protein alternative in pet food. World Journal of Advanced Research and Reviews, 24(02), 2224–2226. https://doi.org/10.30574/wjarr.2024.24.2.3580
5. PMC. (2023). Assessing pet owners' willingness to embrace insects in pet food. Heliyon, 9(9), e20239. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC10560022/
6. Purina Institute. (2024). Purina Institute Digest, Volume 7. https://www.purinainstitute.com/sites/default/files/2024-11/Purina_Institute_Digest_Volume_7.pdf
7. PubMed. (2024). Consumer response to insects as pet food. https://pubmed.ncbi.nlm.nih.gov/39021335/
8. Verbeek, C. J. R., Van der Merwe, D. W., & Bier, J. M. (2023). A lifecycle assessment of meat processing products made from protein-based thermoplastics. Sustainability, 15(4), 3455. https://doi.org/10.3390/su15043455
9. Pet Food Industry. (2024). Interest in alternative proteins grows in pet food. https://www.petfoodindustry.com/nutrition/article/15469299/interest-in-alternative-proteins-grows-in-pet-food
10. MDPI. (2024). Novel insect-based proteins in pet food: Acceptance and perceptions. https://www.mdpi.com/2076-2615/14/7/1021

ISSN No. 2454-6186 | DOI: 10.47772/IJRISS | Volume X Issue I January 2026

APPENDIX A: SURVEY QUESTIONNAIRE

Title: Consumer Perception and Acceptance of Pet Food Products Made from Meat Sawdust

Data Privacy Notice

In compliance with the Data Privacy Act of 2012 (RA 10173), please be informed that all information collected in this survey will be used exclusively for academic and research purposes. Your identity will not be required or revealed in any part of the study. All responses will be kept strictly confidential, securely stored, and accessible only to the researchers.

Your participation is voluntary, and you may choose to withdraw or skip any question at any time without any penalty. All data will be analyzed in aggregated form to protect your anonymity.

By proceeding with this survey, you acknowledge that you have read and understood this Data Privacy Notice and that you voluntarily agree to participate.

Dear Participants,

You are invited to participate in this survey, which is part of the research titled, **Consumer Perception and Acceptance of Pet Food Products Made from Meat Sawdust in San Pedro, Laguna.** The purpose of this study is to gather information that will help the researchers better understand consumers' awareness, perceptions, acceptance, and willingness to purchase pet food products made from meat sawdust.

Your participation is completely voluntary, and there are no right or wrong answers. Please answer each item honestly based on your experiences and perceptions. Rest assured that your responses will remain anonymous and confidential.

Thank you for taking the time to contribute to this study. Your participation is greatly appreciated.

Researchers

Instructions: Please answer all questions honestly. Your responses will remain confidential.

Section 1: Demographics

1. Age: _____
2. Gender: ☐ Male ☐ Female
3. Highest Education Level: ☐ High School ☐ College Undergraduate ☐ College Graduate
4. Type of Pet: ☐ Dog ☐ Cat ☐ Other: _____

Section 2: Awareness on Meat Sawdust Pet Food of the Respondents

1. Have you heard of pet food made from meat sawdust? ☐ Yes ☐ No
2. If yes, where did you hear about it? ☐ social media ☐ Pet Shop ☐ Friends/Family ☐ Other: _____

Section 3: Perception of the Respondents on Meat Sawdust Pet Food

(Rate 1–4; 1 = Strongly Disagree, 2 = Disagree, 3 = Agree 4 = Strongly Agree)

Statement	4	3	2	1
1. I believe meat-sawdust pet food can be nutritious.				
2. I think this type of pet food is safe if properly processed.				
3. I find the idea of using meat sawdust acceptable.				
4. This product can help reduce waste in the meat industry.				
5. Meat-sawdust pet food is comparable to conventional pet food.				

Section 4: Acceptance on Meat Sawdust Pet Food of the Respondents

(Rate 1–4; 1 = Very Unlikely, 2 = Unlikely, 3 = Likely, 4 = Very Likely)

Statement	4	3	2	1
1. I am willing to try meat-sawdust pet food for my pet.				
2. I will consider buying it if it is cheaper than regular pet food.				
3. I would trust the product more if it is certified safe.				
4. I am likely to recommend the product if my pet responds well to it.				
5. Price influences my decision to buy meat-sawdust pet food.				

APPENDIX C. CERTIFICATION FROM STATISTICIAN

ISSN No. 2454-6186 | DOI: 10.47772/IJRISS | Volume X Issue I January 2026

STATISTICIAN'S CERTIFICATION

This is to certify that I have personally reviewed and confirmed the research instrument, data treatment, and statistical analysis used in the study entitled, "***Consumer Perception and Acceptance of Pet Food Products Made from Meat Sawdust in San Pedro, Laguna"*** submitted by ***Magdael, Cleselle R., and Magdael, Nicole R.***, in partial fulfillment of the requirements for the degree Bachelor of Science in Business Administration Major in Marketing Management at Polytechnic University of the Philippines – San Pedro Campus.

I hereby affirm that the statistical tools applied namely frequency, percentage, and weighted mean were appropriate for the research design, objectives, and type of data collected, the statistical results were correctly computed, interpreted, and presented in accordance with standard practices in quantitative research.

Issued this 24th day of November 2025, at San Pedro City, Laguna.

Camille S. Gallardo, LPT, MAEd

Statistician