

CONSUMER PERCEPTION AND ACCEPTANCE OF PINEAPPLE FRUIT STRIPS AS A VALUE-ADDED FRUIT PRODUCT: AN ANALYSIS OF CONVENIENCE, NUTRITIONAL BENEFITS, AND PRODUCT SATISFACTION.

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ABSTRACT: One of the most popular fruits worldwide, the pineapple offers notable health benefits and is rich in vitamin C, B vitamins, fibre, and minerals. This includes data on cultivated areas, production volume, and import/export values.

1.1 INTRODUCTION:

The statistics, sourced from specialised websites like FAO (Food and Agriculture Organisation of the United Nations) and Statista, show that global pineapple production reached approximately 28,179,348 tonnes in 2019, showing growth over previous years. Costa Rica remains the leading producer with 3,328,100 tonnes in 2019. Since 2016, Costa Rica, Brazil, and the Philippines together have supplied nearly one-third of the global pineapple production. Firatou, A.R. et al. (2021).

Pineapple waste constitutes a significant portion of landfill trash, contributing to greenhouse gases. As global demand for pineapples grows, effective waste management and disposal methods become increasingly important. Turning this waste into valuable products provides a sustainable solution due to its useful properties. Bioenergy emerges as the most promising green energy source to satisfy rising renewable energy demands and support sustainable agriculture. Pineapple waste contains protease enzymes, suitable for bromelain extraction. Its high cellulose content can be used to produce cellulose nanocrystals, biodegradable packaging, and bio-adsorbents for applications in the polymer, food, and textile industries. Moreover, the high sugar content in peels makes them ideal for producing wine, vinegar, and organic acids. The potential for bioenergy through biofuels like bioethanol, biobutanol, and biodiesel, as well as biogas such as biomethane and biohydrogen, was also evaluated. Despite these opportunities, challenges and future perspectives for converting pineapple waste into value-added products are discussed. Utilising pineapple waste for these purposes can reduce waste and promote the waste-to-wealth concept. Shrestha et al. (2023).

1.2 REVIEW OF LITERATURE:

Zhang et al., 2005; Joshi, V. K. (2020): Due to the rising threat of infectious diseases, it is crucial to discover natural agents with novel mechanisms of action. It is well established that by-products are rich sources of sugars, minerals, organic acids, dietary fibre, and phenolics, which exhibit a wide range of actions including antitumoral, antiviral, antibacterial, cardioprotective, and antimutagenic activities. Therefore, fruit peels, major by-products of fruit processing, are recognised as valuable sources of bioactive compounds that offer numerous health benefits. However, large quantities of fruit peels, such as 20-30% for banana and 30-50% for mango, are often discarded as waste by processing industries, leading to significant environmental problems.

Ali, M. M., Hashim, N., Abd Aziz, S., & Lasekan, O. (2020): Pineapple (*Ananas comosus*) is a tropical fruit celebrated for its unique aroma and sweet flavour. As a tasty fruit, it contains a variety of volatile compounds in small amounts, forming complex mixtures. Pineapple is also rich in minerals and vitamins, offering numerous health benefits. Ranking third behind bananas and citrus fruits, global demand for pineapple has risen substantially. The industry has rapidly expanded in processing pineapples into food products and utilising waste. Pineapple provides significant bioactive compounds, dietary fibre, minerals, and nutrients. Its health advantages include anti-inflammatory and antioxidant effects, support for the nervous system, and promotion of healthy bowel movements. The review also explores the potential of pineapple-based food products and waste utilisation, critically examining future perspectives and challenges. Overall, it confirms that pineapples offer various health benefits and have promising potential for agriculture and food industries.

1.3 RESEARCH METHODOLOGY

SAMPLING TECHNIQUE: The respondents in the study were 52 residents of Coimbatore city, all over the age of 18. They were selected using convenience sampling, which enabled the researcher to collect responses from individuals who were readily accessible and willing to participate.

DATA COLLECTION: The study relies entirely on primary data gathered via a structured questionnaire designed to gauge consumers' perceptions of value-added fruit products, with a particular focus on pineapple fruit strips. Before collecting responses, respondents received a comprehensive briefing on the study's goals and the questionnaire to ensure understanding. Afterwards, the responses were verified, cleaned, and organised before being entered into Microsoft Excel for preliminary sorting.

STATISTICAL TOOLS APPLIED: The reliability and validity of the collected data were evaluated to ensure response consistency. Descriptive statistics, such as the mean and standard deviation, were used to analyse the data. By comparing mean scores for each statement, factors were ranked from highest to lowest, helping identify their relative importance and supporting meaningful conclusions.

SOFTWARE USED FOR ANALYSIS: The data were initially organised and cleaned in Microsoft Excel. Following verification, the dataset was imported into SPSS version 16 for statistical analysis, where descriptive methods were used to interpret the responses.

1.4 DEMOGRAPHIC FACTORS

TABLE 1- GENDER

S.no	Gender	Frequency	Percent
1	Male	23	44.2
2	Female	29	55.8
3	Total	52	100.0

The table presents the gender breakdown of the study respondents. Of the total 52 participants, 29 (55.8%) are female, and 23 (44.2%) are male. This suggests a marginally higher proportion of female respondents compared to males.

TABLE 2- AGE GROUP

The table displays the age distribution of the study respondents. Out of 52 respondents, 18 (34.6%) are aged 18 to 24, the largest group. The next-largest is the 25 to 34 age group, with 14 respondents (26.9%). Both the 35 to 44 and 45 to 54 age groups have 9 respondents, accounting for 17.3% each. A smaller segment of 2 respondents (3.8%) is aged 55 and above. Overall, most respondents are in the younger age ranges.

S.no	Education	Frequency	Percent
1	UG	14	26.9
2	PG	13	25.0
3	PhD	22	42.3
4	Others	3	5.8
5	Total	52	100.0

TABLE 3- EDUCATION

The table presents the educational qualifications of the study's respondents. Among the 52 participants, 22 (42.3%) have completed a PhD, the largest group. This is followed by 14 respondents (26.9%) with undergraduate degrees, and 13 (25.0%) with postgraduate qualifications. A smaller group of 3 respondents (5.8%) falls into the 'others' category. These findings suggest that most respondents hold higher educational degrees.

TABLE 4- MONTHLY INCOME

S.no	Monthly income	Frequency	Percent
1	Up to Rs. 10000	14	26.9
2	10001-25000	15	28.8
3	25001-50000	11	21.2
4	Above 50000	12	23.1
1	Total	52	100.0
2	25-34	14	26.9
3	35-44	9	17.3
4	45-54	9	17.3
5	55+	2	3.8
6	Total	52	100.0

The table shows the monthly income distribution of the study's respondents. Out of 52 respondents, 15, or 28.8 per cent, are in the Rs. 10,001 to Rs. 25,000 income group, the largest segment. Next, 14 respondents (26.9 per cent) earn up to Rs. 10,000 monthly. Additionally, 12 respondents (23.1 per cent) fall within the income bracket above Rs. 50,000, and 11 respondents (21.2 per cent) fall within Rs. 25,001 to Rs. 50,000. These results suggest that respondents are spread across various income levels, with a slight tilt toward lower- and middle-income categories.

TABLE 5- OCCUPATION

S.no	Occupation	Frequency	Percent
1	Agriculture	1	1.9
2	Private	12	23.1
3	Government services	20	38.5
4	House wife	19	36.5
5	Total	52	100.0

The table shows the occupational distribution of the study respondents. Out of 52 respondents, 20 (38.5%) are employed in government services, making up the largest group. Next are 19 respondents (36.5%) who are housewives. Additionally, 12 respondents (23.1%) work in the private sector, and 1 respondent (1.9%) is engaged in agriculture. Overall, most respondents are involved in government employment or household activities.

TABLE 6- CONSUMER PERCEPTION TOWARD VALUE-ADDED FRUIT PRODUCTS

S.no	Perception toward value-added fruit products	Mean	Standard deviation	Rank
1	Value-added fruit products are nutritious alternatives to fresh fruits.	1.9808	0.7794	4
2	I trust the quality of processed fruit products.	2.0769	0.73688	2
3	Packaged fruit products maintain nutritional value.	1.9808	0.89641	4
4	Value-added fruit products are safe for consumption.	2.0577	0.72527	3
5	Fruit-based products are a healthy snack option.	2.2692	0.82819	1

The respondents' perceptions of value-added fruit products were analysed using mean scores, standard deviation, and ranking. Among the statements, fruit-based products as a healthy snack option received the highest mean score (Mean = 2.2692, SD = 0.82819) and ranked first, indicating that most respondents view these products as convenient and healthy snacks with moderate response variability. The next statement, "I trust the quality of processed fruit products," had a mean of 2.0769 (SD = 0.73688) and was ranked second, reflecting relatively higher confidence in the quality of processed fruit products, with consistent opinions. The statement that value-added fruit products are safe for consumption recorded a mean of 2.0577 (SD = 0.72527). It ranked third, suggesting that respondents generally see these products as safe, with lower response variability. Both statements about nutritional value- that value-added fruit products are nutritious alternatives to fresh fruits and that packaged fruit products maintain their nutritional value- had the same mean score (Mean = 1.9808, SD = 0.7794; Mean = 1.9808, SD = 0.89641) and shared fourth place, indicating slightly lower agreement and higher variation in perceptions about the nutritional equivalence of value-added, packaged, and fresh fruits.

TABLE 7- CONVENIENCE OF VALUE-ADDED FRUIT PRODUCTS

S.no	Convenience of Fruit Products	Mean	Standard deviation	Rank
1	Value-added fruit products save preparation time.	1.9808	0.82819	4

2	These products are easy to carry and consume.	2.2692	0.81926	1
3	Availability of ready-to-eat fruit products increases consumption.	1.9231	0.81279	5
4	Convenience influences my purchase. What is the name table number decision?	2.0385	0.79117	3
5	Packaged fruit products suit busy lifestyles.	2.0769	0.73688	2

The convenience of fruit products was assessed using mean scores, standard deviation, and rankings. The statement that these products are easy to carry and consume received the highest mean value (Mean = 2.2692, SD = 0.81926). It ranked first, indicating that respondents strongly associate portability and ease of consumption with convenience. The next most significant factor was the statement that packaged fruit products suit busy lifestyles, with a mean of 2.0769 (SD = 0.73688) and ranked second, suggesting respondents find such products appropriate for hectic schedules. The statement that convenience influences purchase decisions received a mean of 2.0385 (SD = 0.79117), ranking third, highlighting the importance of convenience in consumer choices. The perception that value-added fruit products save preparation time had a mean of 1.9808 (SD = 0.82819) and was ranked fourth, indicating moderate agreement with some variation. Lastly, the statement that the availability of ready-to-eat fruit increases consumption received the lowest mean (Mean = 1.9231, SD = 0.81279). It ranked fifth, indicating relatively less agreement on the impact of product availability on consumption.

TABLE 8- TUTORITION BALANCING THROUGH FRUIT PRODUCT

S.no	Nutrition balancing through fruit products	Mean	Standard deviation	Rank
1	Fruit products help maintain nutritional balance.	1.9808	0.69987	4
2	Fruit-based snacks are healthier than junk food.	2.2692	0.81926	1
3	Value-added fruit items support diet control.	1.8846	1.09641	5
4	Fruit products help meet daily nutrient needs.	2	0.88561	3
5	I choose fruit products for nutritional benefits.	2.0577	0.84976	2

The analysis of nutrition balancing through fruit products was conducted using mean scores, standard deviations, and rankings. The statement "fruit-based snacks are healthier than junk food" received the highest mean score (Mean = 2.2692, SD = 0.81926) and was ranked first, indicating that respondents strongly perceive fruit-based snacks as healthier alternatives compared to junk food, with moderate response variation. The next statement, "I choose fruit products for nutritional benefits," had a mean of 2.0577 (SD = 0.84976) and was ranked second, suggesting that respondents primarily prefer fruit products for their perceived nutritional benefits. The statement "fruit products help meet daily nutrient needs" received a mean of 2.0000 (SD = 0.88561) and ranked third, indicating moderate agreement about their role in meeting daily nutrient requirements. "Fruit products help maintain nutritional balance" had a mean of 1.9808 (SD = 0.69987), ranking fourth, indicating a moderate perception with consistent responses. Lastly, the statement "value-added fruit items support diet control" had the lowest mean (1.8846, SD = 1.09641) and was ranked fifth, indicating lower agreement and greater response variation regarding its role in supporting diet control.

TABLE 9-NUTRITIONAL ENRICHMENT THROUGH PINEAPPLE FRUIT STRIPS

S.no	Nutritional enrichment	Mean	Standard deviation	Rank
1	Pineapple fruit strips help supplement daily nutrient intake.	2.5192	3.01948	1
2	Fruit strips help compensate when fresh fruits are not consumed regularly.	2.0192	0.72735	4

3	Fruit strips provide essential vitamins and minerals the body needs.	2.1538	0.6969	3
4	Regular intake of fruit strips contributes to balanced nutrition.	1.8462	0.75107	5
5	Fruit strips serve as a nutritious snack option.	2.3269	0.83363	2

The analysis of nutritional enrichment through pineapple fruit strips was conducted using mean scores, standard deviations, and rankings. The statement that pineapple fruit strips help supplement daily nutrient intake received the highest mean value (Mean = 2.5192, SD = 3.01948). It was ranked first, showing that respondents mostly see it as beneficial for daily nutrition, though the high standard deviation indicates varied opinions. Next, the statement that fruit strips serve as a nutritious snack recorded a mean of 2.3269 (SD = 0.83363) and ranked second, suggesting moderate consensus on fruit strips as a healthy snack, with some variation. The statement that fruit strips provide essential vitamins and minerals received a mean of 2.1538 (SD = 0.6969) and was ranked third, reflecting fairly consistent agreement on their nutritional contribution. The claim that fruit strips help compensate when fresh fruits aren't regularly consumed had a mean of 2.0192 (SD = 0.72735) and ranked fourth, indicating moderate agreement about their role as substitutes. Finally, the statement that regular intake of fruit strips contributes to balanced nutrition received the lowest mean value (Mean = 1.8462, SD = 0.75107). It was ranked fifth, indicating lower overall agreement regarding its contribution to balanced nutrition.

TABLE 10-IMPORTANCE OF FRUIT CONSUMPTION AMONG CONSUMERS

S.no	Importance of fruit consumption	Mean	Standard deviation	Rank
1	Fruits are essential for maintaining good health.	2.1154	0.7835	1
2	Daily fruit consumption improves immunity.	2.1154	0.80814	1
3	Fruits help maintain balanced nutrition.	1.9808	0.69987	3
4	Consuming fruits reduces health risks.	1.9423	0.77746	4
5	I consciously include fruits in my diet.	2.0577	0.89472	2

The importance of fruit consumption was evaluated using mean scores, standard deviation, and rankings. The statements indicating that fruits are essential for good health and that daily fruit intake boosts immunity both had the highest mean scores (Mean = 2.1154, SD = 0.7835; Mean = 2.1154, SD = 0.80814) and were tied for first place. This suggests that respondents strongly acknowledge the role of fruits in promoting health and immunity, with moderate variability in responses. Next, the statement "I consciously include fruits in my diet" received a mean of 2.0577 with a standard deviation of 0.89472, ranking second, indicating respondents intentionally try to incorporate fruits into their diets. The statement "fruits help maintain balanced nutrition" had a mean of 1.9808 and an SD of 0.69987, placing it third, indicating moderate agreement and consistent responses. Lastly, the statement "consuming fruits reduces health risks" had a mean of 1.9423 with an SD of 0.77746, ranking fourth, indicating somewhat lower agreement regarding fruits' role in reducing health risks.

TABLE 11- CONVENIENCE AND USAGE FLEXIBILITY OF PINEAPPLE FRUIT STRIPS

S.no	Convenience and usage flexibility	Mean	Standard deviation	Rank
1	Fruit strips are convenient for consumption during travel and work.	2.3654	0.84084	1
2	Fruit strips require no preparation before consumption.	1.8077	0.97092	4
3	Fruit strips are suitable for children's snacks and lunch boxes.	1.8462	0.87188	5
4	Fruit strips are convenient for quick energy intake.	2.0577	0.84976	3
5	Ready-to-eat fruit strips suit busy lifestyles.	2.3077	0.91905	2

The analysis of fruit strips' convenience and usage flexibility was conducted using mean scores, standard deviations, and rankings. The statement that fruit strips are convenient for consumption during travel and work received the highest mean score (Mean =

2.3654, SD = 0.84084). It was ranked first, indicating that respondents strongly view fruit strips as highly convenient in scenarios such as travel and work. This was followed by the statement that ready-to-eat fruit strips suit busy lifestyles, which had a mean of 2.3077 (SD = 0.91905) and ranked second, suggesting suitability for individuals with hectic schedules. The statement that fruit strips are convenient for quick energy intake had a mean of 2.0577 (SD = 0.84976), ranking third, reflecting moderate agreement regarding their usefulness for quick energy. The statement that fruit strips require no preparation before consumption recorded a mean of 1.8077 (SD = 0.97092) and was ranked fourth, indicating lower agreement and greater response variation. Lastly, the statement that fruit strips are suitable for children's snacks and lunch boxes had the lowest mean (1.8462). It was ranked fifth, indicating comparatively lower agreement on their suitability for children's snacks and lunch boxes.

TABLE 12- PRODUCT ACCEPTANCE AND OVERALL VALUE OF PINEAPPLE FRUIT STRIPS

S.no	Product acceptance and overall value	Mean	Standard deviation	Rank
1	Pineapple fruit strips maintain acceptable taste and texture.	2.1154	0.87792	1
2	I am satisfied with the quality of pineapple fruit strips.	2.0385	0.79117	3
3	Fruit strips offer good value compared to the availability of fresh fruit.	2.0962	0.89134	2
4	I am willing to purchase pineapple fruit strips regularly.	1.9615	0.79117	4
5	I would recommend pineapple fruit strips as a healthy snack.	1.9615	0.79117	4

The overall acceptance and value of pineapple fruit strips were assessed using mean scores, standard deviations, and rankings. The statement that pineapple fruit strips have acceptable taste and texture received the highest mean score (Mean = 2.1154, SD = 0.87792). They were ranked first, indicating that respondents generally find the taste and texture acceptable, with moderate variation in responses. The next statement, that fruit strips offer good value compared to the availability of fresh fruit, recorded a mean of 2.0962 (SD = 0.89134) and was ranked second, suggesting that respondents view fruit strips as a reasonable value option compared to fresh fruit. The statement expressing satisfaction with the quality of pineapple fruit strips had a mean of 2.0385 (SD = 0.79117) and ranked third, indicating moderate satisfaction among respondents. The statements about willingness to purchase pineapple fruit strips regularly and recommending them as a healthy snack both had the same mean (Mean = 1.9615, SD = 0.79117). They shared the fourth rank, indicating lower agreement regarding regular purchase and recommending pineapple fruit strips as a healthy snack.

TABLE 13- PREFERENCE AND SATISFACTION TOWARD VALUE-ADDED FRUIT PRODUCTS

S.no	Preference and satisfaction toward value-added fruit products	Mean	Standard deviation	Rank
1	I prefer value-added fruit products over sugary snacks.	1.9615	0.86232	4
2	I am satisfied with the taste of fruit products.	2.1154	0.73174	2
3	I am satisfied with the product quality available in the market.	2.2115	0.80041	1
4	I am willing to purchase fruit products regularly.	1.9615	0.79117	4
5	I would recommend fruit products to others.	2.0769	0.90415	3

The analysis of preferences and satisfaction toward value-added fruit products was conducted using mean scores, standard deviations, and rankings. The statement 'I am satisfied with the product quality available in the market' achieved the highest mean score (Mean = 2.2115, SD = 0.80041) and was ranked first, indicating a relatively higher level of satisfaction with the quality of market-available fruit products, with moderate response variation. Next, the statement 'I am satisfied with the taste of fruit products' had a mean of 2.1154 (SD = 0.73174) and was ranked second, suggesting general satisfaction with taste. The statement 'I would recommend fruit products to others' had a mean of 2.0769 (SD = 0.90415) and ranked third, indicating moderate agreement with recommending these products. Finally, the statements 'I prefer value-added fruit products over sugary snacks' and 'I am willing to purchase fruit products regularly' both recorded the same mean value (Mean = 1.9615, SD = 0.86232; mean = 1.9615, SD = 0.79117).

and were tied for fourth place, indicating lower levels of agreement regarding preferences over sugary snacks and willingness to purchase regularly.

TABLE 14- HEALTH SUPPORT AND FUNCTIONAL BENEFITS OF PINEAPPLE FRUIT STRIPS

S.no	Health support and functional benefits	Mean	Standard deviation	Rank
1	Consumption of pineapple fruit strips supports digestion and energy levels.	2.0385	0.83927	3
2	Fruit strips help reduce the consumption of unhealthy snacks.	1.8269	0.67798	4
3	Fruit strips support immunity and general well-being.	1.8269	0.67798	4
4	Pineapple fruit strips are suitable for people of all age groups.	2.1346	0.90811	2
5	Fruit strips promote healthier eating habits.	2.2308	0.87706	1

The analysis of the health support and functional benefits of pineapple fruit strips was conducted using mean scores, standard deviations, and rankings. The statement that fruit strips promote healthier eating habits received the highest mean value (Mean = 2.2308, SD = 0.87706). It was ranked first, indicating that respondents largely see fruit strips as encouraging healthier dietary choices, with some variation in responses. The next statement, that pineapple fruit strips are suitable for all age groups, had a mean of 2.1346 (SD = 0.90811) and was ranked second, suggesting that respondents believe the product is appropriate for people of various ages. The statement that eating pineapple fruit strips supports digestion and energy levels was recorded with a mean of 2.0385 (SD = 0.83927) and ranked third, reflecting moderate agreement regarding its health benefits. Lastly, the statements that fruit strips help reduce unhealthy snack consumption and support immunity and overall well-being both shared the same mean value (Mean = 1.8269, SD = 0.67798) and were jointly ranked fourth, indicating lower agreement on their role in reducing unhealthy snack consumption and enhancing immunity.

TABLE 15- STORAGE AND SHELF STABILITY OF PINEAPPLE FRUIT STRIPS

S.no	Storage and shelf stability	Mean	Standard deviation	Rank
1	Pineapple fruit strips are easy to store at home.	2.0192	0.91802	3
2	Longer shelf life reduces fruit wastage.	1.9808	0.87426	4
3	Packaging helps preserve freshness and quality.	1.9615	0.83927	5
4	Fruit strips remain safe to consume for longer periods.	2.1154	0.85529	2
5	Shelf stability makes fruit strips convenient for households.	2.3654	0.90811	1

The analysis of storage and shelf stability of pineapple fruit strips used mean scores, standard deviations, and rankings. The statement that shelf stability makes fruit strips convenient for households received the highest mean score (Mean = 2.3654, SD = 0.90811) and was ranked first, indicating that respondents strongly view shelf stability as a key benefit for household convenience. The second-ranked statement, that fruit strips remain safe to consume longer, had a mean of 2.1154 (SD = 0.85529), suggesting a general belief among respondents that the product remains safe over time. The ease of storing pineapple fruit strips at home earned a mean of 2.0192 (SD = 0.91802), ranking third, indicating moderate agreement regarding storage convenience. The statement that a longer shelf life reduces fruit wastage recorded a mean of 1.9808 (SD = 0.87426) and was ranked fourth, indicating slightly less agreement

about its impact on reducing wastage. Lastly, packaging that helps preserve freshness and quality had the lowest mean score (Mean = 1.9615, SD = 0.83927) and was placed fifth, indicating comparatively less respondent agreement on packaging effectiveness.

1.4 FINDINGS OF THE STUDY

1. The study indicates that respondents view fruit-based products as healthy snack options, reflecting a positive perception of value-added fruit items.
2. Consumers find fruit products convenient for carrying and eating, making ease of use a key factor in their consumption decisions.
3. Most respondents believe that fruit-based snacks are healthier than junk food, indicating increasing awareness of nutritious eating choices.
4. Pineapple fruit strips are seen as a way to support daily nutrient intake, highlighting their potential as a functional, value-added food product.
5. Respondents firmly believe that eating fruits is crucial for good health and boosting immunity, highlighting the significance of including fruits in daily diets.
6. Fruit strips are seen as convenient for travel and work, indicating they fit well with modern, busy lifestyles.
7. Consumers usually rate the taste and texture of pineapple fruit strips as acceptable, showing strong product approval.
8. Respondents are satisfied with the quality of fruit products available in the market, reflecting a positive view of value-added fruit products.
9. Fruit strips are seen as fostering healthier eating habits, emphasising their possible contribution to better dietary choices.
10. Shelf stability is considered a key benefit, as consumers think that extended shelf life makes fruit strips more practical for storing and consuming at home.

1.5 SUGGESTIONS

1. Awareness programs should be organised to inform consumers about the nutritional advantages of pineapple fruit strips and other value-added fruit products.
2. Use attractive and informative packaging to emphasise nutritional content, health benefits, and shelf life.
3. Pineapple fruit strips should be available across supermarkets, grocery stores, and online platforms to improve accessibility.
4. Manufacturers can add various fruit flavours and combinations to appeal to a broader range of consumers.
5. Promotional campaigns and product sampling can boost consumer awareness and acceptance of fruit strip products.
6. Fruit strips can be promoted as healthy snack options for children, students, and working professionals.
7. Producers need to maintain consistent taste, texture, and quality to foster repeat purchases and ensure long-term consumer satisfaction.

1.6 CONCLUSION

The study shows that consumers generally view value-added fruit products, especially pineapple fruit strips, positively. Respondents see these products as convenient, nutritious, and ideal snack choices for contemporary lifestyles. Key factors such as portability, taste and texture, health benefits, and shelf life play a major role in consumer acceptance. While awareness of certain nutritional details could be enhanced, the results indicate that pineapple fruit strips have strong potential in the value-added fruit market.

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