

# Business and Food Innovation Amidst Pandemic- The Squid Sausage

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**Abstract:** *Nowadays, people suffer so much because of pandemic, health issues, finances, leadership, jobs and others. As the COVID-19 jolted the country, people learned many things to survive. Food industries affected and companies closed. In order to survive in this pandemic, everyone look after the parameter not to be contacted and affected by virus. Today, our production-to-consumption food system is complex because of the global health issue which is the COVID-19 foods shortage, foods production are affected, innovation is an stick hanging that everyone tries to catch in order to survive in the hardship of life brought by this pandemic Thus the researchers are trying to present how accepted squid Sausage as substitute to meat which really unaffordable now because of the price increase and increasing because of the shortage of livestock. The descriptive and developmental research method were found to be very appropriate to use since it describes, analyzes and ascertains what is typical or normal about the condition using survey questionnaires. Determination of the study and acceptability will be made through the use of basic acceptability and analytical tools. Based from the summary of findings the following conclusions were drawn; The Appearance of the squid Sausage is acceptable, attractive and can compete to the market. The Odor of Squid Sausage is not acceptable according to the professionals. It has a perfect texture and blended correctly. Professionals / chefs have higher set of standards regarding food evaluation as compare to students. The difference may be attributed that professional have higher expertise and knowledge about food evaluation. For the recommendation, the teachers must give seminars on proper handling of foods, as well as seminars on "Foods Innovation" and the proponents of Squid sausage should know the proper handling of foods. They should know how to lessen the unaccepted odor of the squid Sausage by making a research of food development. And enrich the flavour or Squid Sausage by asking the expertise or soliciting advice from the food professionals.*

**Keywords:** business, food;; preparation, Sausage, Squid;

## 1. Introduction

Nowadays, people suffer so much because of pandemic, health issues, finances, leadership, jobs and others. As the COVID-19 jolted the country, people learned many things to survive. Food industries affected and companies closed. In order to survive in this pandemic, everyone look after the parameter not to be contacted and affected by virus. As stated, people learned many things for the hungry stomach.

Food innovation becomes a must and really a part of life now, thus the researchers are trying to innovate something for everyone. Inevitable prices of foods are getting worst. The world has progressed through hunter-gatherer, agricultural, and industrial stages to provider of goods and services. This progression has been catalyzed by the cultural and social evolution of mankind and the need to solve specific societal issues, such as the need for preservation to free people from foraging for food, and the need for adequate nutrition via consistent food supply year round. These forces led to the development of the food industry, which has contributed immensely to the basis for a healthy human civilization and helped society prosper and flourish.

Today, our production-to-consumption food system is complex because of the global health issue which is the COVID-19 foods shortage, foods production are affected, innovation is an stick hanging that everyone tries to catch in order to survive in the hardship of life brought by this pandemic Thus the researchers are trying to present how accepted squid Sausage as substitute to meat which really unaffordable now because of the price increase and increasing because of the shortage of livestock.

Sausage traces its roots to Spain, where Sausage is a long, pork sausage seasoned with paprika, cinnamon, aniseed, garlic and vinegar. It is sold fresh and must be cooked. It's not to be confused with chorizo, which is mostly fermented, smoked or cured, then sliced and eaten with no cooking required, or added to flavor a variety of dishes.

There is no standard recipe for the Filipino Sausage, and its preparation has always been open to both local creativity and inter-generational innovation. You can try improving on your great-grandmother's recipe, for example, with a slight change in how much garlic you throw in. Most sausage-makers will also confess to just winging it and flavoring the meat on instinct, improvising with a range of locally available spices. The result? A wide assortment of varying flavors and textures.

This study will be a significant endeavor in promoting more nutritional option to the consumers by innovating squids Sausage. The researchers believe that the outcome of this study will not only give consumer a different variety of flavor but also version of a Sausage with lesser fat and substitute to meat as well as the low price of it.

The objective of this study is; to present the preparations and procedure of squid Sausage, ingredients, food handling, cost and expenses and even handling. Likewise, the sensory evaluation of the product.

## 2. Conceptual Framework

The ultimate process of decision making by today's consumers may be explained by the attitudes linked with cognitive, affective, cognitive and economic considerations

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of these consumers. These factors must be jointly analyzed to assist both the Marketing and Research and Development (R&D) departments to reach a better product that will satisfy and be accepted by consumers.

Since innovation is regarded as a major source of competitive advantage, companies today integrate sensory science and methodology in both their R&D and Marketing departments, to contribute to the improvement of such innovation practices and successful business performance. Consumer tests oriented for marketing and product development play a major role in food industry. In the economic literature (Grunert & Harmsen, 2007) neither R&D nor market orientation is expected to have a direct effect on business performance, however they can both influence innovation processes, whose outcome can in turn influence business performance.

Product evaluation is typically product oriented in the R&D approach unlike the marketing approach where consumer orientation is the most basic concept. Instrumental, physiochemical and sensory analyses are used to evaluate intrinsic characteristics of the physical product, such as odour, taste, size or appearance. For food and beverage products, sensory analyses are the main concepts of integration with marketing where the priority is on people's perceptions of sensory quality rather than the real taste evaluations. For a marketer it is more important to know what consumers think they taste, than what they really taste.

Thus, this study needs much attention and it includes the preparation of the ingredients, analyzation of the product, for the Process Methods and Procedure in Making Squid Sausage, Squid Sausage making Acceptability Testing (Scaling Up) and for the Output Squid Sausage commercialization or acceptability.

### 3. Scope and Limitation of the Study

The researchers used Squids as the main ingredients in making Sausage and can be bought locally. The study was conducted in NEUST, the respondents were the selected individuals who tasted and answered the given question for sensory evaluation.

#### Research Method

The descriptive and developmental research method were found to be very appropriate to use since it describes, analyzes and ascertains what is typical or normal about the condition using survey questionnaires. Determination of the study and acceptability will be made through the use of basic acceptability and analytical tools.

While, developmental method of research in which data were obtained through a series of experimentations where changes in both control and experimental variables are all considered (Mangansat, 2015).

Developmental research describes "what will be" when certain variables are carefully controlled or manipulated. It is the only method that can truly test hypothesis concerning cause and effect relationships. (Cortez, 2015).

### 4. Procedure of the study

The development and assessment of Squid Sausage underwent different phases in order to answer the objectives of the study: processing and assessment.

#### Phase I: Processing /Development of Squid Sausage

The processing /development squid Sausage will undergo four phases, namely planning, processing, tasting and assessment.

- 1.1 Phase 1 – Planning
- 1.2 Phase 2 – Processing
- 1.3 Phase 3 – Tasting
- 1.4 Phase 4-Assessment

#### Phase II. Assessment of the Developed Squid Sausage

The assessment of the developed Sausage product will be done accordingly: the appearance; aroma; taste; and texture/mouth-feel.

#### Techniques Used in Data Gathering

Different techniques utilized by the researchers in data gathering. Information that were not available inside the library was presented using interviews and survey questionnaires.

**Sampling Technique:** The researchers used the purposive sampling procedure. This method focuses on particular characteristics of a population that are of interest, which was best enable the researchers to provide answers their research questions.

**Interview:** The researchers conducted interview the respondents in order to know how accepted the Squid Sausage is.

**Questionnaires:** The purpose of this method is to acquire research information that was useful in the different aspects of the study. Observation. In supporting the information gathered through interviews, observations will also be made for the validation of the study.

**Web Browsing:** In the use of the internet, the researchers gathered information and techniques related to the operation of a dwarf mango plantation business.

**Library Research:** The researchers used various kinds of library materials such as books, feasibility studies, dictionary and other references.

#### Research Instrumentation

The research instrument to be used in data gathering is questionnaire checklist. It is the most appropriate tool in collecting data, all information the researchers want to know are already there and the respondents answered based on the options given.

The Questionnaire was modified from the UTT, BAFT, B. Sc. Food Science and Technology, Student Project for PROJ2005 Capstone, 2012).

And for the scaling, the researchers will use Hedonic Rating Scale.

Where; Hedonic scale Term used in tasting panels where the judges indicate the extent of their like or dislike for the food. "hedonic scale. "

## 5. Summary of Findings

This study used a developmental research and descriptive research to present the acceptability of the Squid Sausage in terms of appearance, flavor, odor, and texture. The researchers tried their best to come up with the 16 professors/chefs respondents and 50 students from their department.

### 1) Profile of the Respondents

**Age** in majority of the respondents belong to 41-50 yrs old with 4 or 40%. Followed by or 30 % belong to 31 to 40yrs old and 3 or 18.75 belong to 31 to 40 yrs old. On the other hand, on the chef respondents it is vividly shown that in majority of the respondents belong to 31 to 40 yrs old with 3 or 50%.

**Sex** in majority of professor respondents are female with 7 or 70 % and 3 or 30% male. likewise from the chef respondents in majority of the respondents are female with 66.67 or 6 and only 2 or 33.33% male.

**Number of years in teaching/work** in majority of them belong to 11-15yrs in service with 6 or 60% followed by 2 belong to 6 to 10 years. On the other hand for the chef respondents, it is vividly shown that in majority of the respondents belong to 6 to 10 years with 4 or 66.66% and 1 or 16.67% belong to 1 to 5 yrs and 1 belong to 11-15 years.

### 2) Socio demographic profile of the student respondents

**Age** in majority of students respondents belong to 16-18 years old got the highest frequency of 28 and 56 percent, followed by 19 or 38 percent belong to 19 to 21 years old.

**Sex** in majority of the respondents are female with 31 or 62% and 19 or 38% male.

**Course** respondents used in this research are all from the department of hospitality industry with a total of 50.

**Classification of the respondents according to the year level**, in majority of the respondents belong to 2<sup>nd</sup> year with 18 or 36%, followed by 12 or 24% from 3<sup>rd</sup> year and 1<sup>st</sup> year and 4<sup>th</sup> year comprised with the same number of respondent of 10 and 20%.

### 3) Evaluation of Squid Sausage

Appearance in majority of the students' respondents graded it Excellent with 31 and ranked first followed by 14 graded it very good and only 5 gave a grade of good. There are comments like;

*"at first really not taste squid, seems tastes like pork "*

While, in majority of the professors/chefs respondents or 10 of them evaluated the product Very good and can be said ranked first, meanwhile there were some of them graded it excellent and Good.

Flavor in majority of the students' respondents or 29 graded it Excellent and ranked first followed by the grade of very good with 17 and 4 graded it good. There are comments like;

*"first time to taste squid Sausage, the flavor is good.*

While, in majority of the professors/chefs respondents evaluated the flavor of the product very good.

**Odor** In majority of the students' respondents or 27 evaluated it very good which can also be seen from the table ranked first followed by 19 evaluated it Excellent then only 4 gave a grade of good while, on the contrary, the odor of the developed product got the majority grade of fair with 10 or ranked first followed by 3 or ranked second very good. .

**Texture** in majority of the students' respondents or 26 agreed that the product has an Excellent texture followed by 21 agreed that it has a very good texture.

On the other hand in majority of the professors/ chefs respondents agreed that the product has a very good texture.

## 6. Conclusions

Based from the summary of findings the following conclusions were drawn;

- 1) The Appearance of the squid Sausage is acceptable, attractive and can compete to the market.
- 2) Squid Sausage is really a developed product that can compete with acceptable flavor.
- 3) The Odor of Squid Sausage is not acceptable according to the professionals.
- 4) The Squid Sausage has a perfect texture and mixed correctly.
- 5) Professionals/chefs have higher set of standards regarding food evaluation as compare to students. The difference may be attributed that professional have higher expertise and knowledge about food evaluation.

## 7. Recommendation

Based on the summary of findings and conclusions, the following recommendations are offered;

- 1) The teachers must give seminars on proper handling of foods, as well as seminars on "Foods Innovation"
- 2) The proponents of Squid Sausage should know the proper handling of foods.
- 3) The proponents should know how to lessen the unaccepted odor of the squid Sausage by making a research on food development.
- 4) The proponents should enrich the flavour or Squid Sausage by asking the expertise or soliciting advice from the food professionals.

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