

**CONSUMER PREFERENCE AND WILLINGNESS TO PAY FOR *ANNONA MURICATA*
(SOURSOP) TEA LEAVES FROM DIFFERENT PREPARATION AND DRYING
METHODS**

Name: Cheong Seng Hong

Supervisor: Mandy Maid

Programme: Forest Plantation and Agroforestry

2016

ABSTRACT

This study was done on the consumer preference and willingness to pay for *Annona muricata* (soursop) tea leaves from different preparation and drying methods. The objectives include determining the effects of different drying methods of soursop leaves for tea production, the consumer preference to the soursop tea in CKS supermarket and market in Manggatal, and the consumers' willingness to pay for soursop tea leaves. The percentage of water loss of combination drying method is the highest which is 67.25%. Oven dried soursop leaves have the highest degree of colour changing, 20.97% leaves of total weight in colour code 1 (#7D5E12). The sun dried and oven dried soursop leaves are rough and brittle. The sun dried and combination drying leaves are showing highest intensity of fermented tea characteristics such as oolong tea, astringency, bitterness, dried straw, and burnt leaf. There is significant difference between the drying methods and the consumer preference to the *A. muricata* tea in CKS supermarket and market Manggatal. The relationship between types of market and colour ($p < 0.05$), aroma ($p < 0.05$), aftertaste ($p < 0.05$) and overall acceptance ($p < 0.05$) of tea sample A are significant. Respondents do not show a marked preference for other types of tea except black tea and herbal tea. The consumers' willingness to pay for soursop tea leaves is significantly affected by health benefits and aroma of tea. Consumers prefer to purchase at price premium ranges from 20% to 30% more than price of normal tea leaves and market price of soursop tea leaves.