

AWARENESS AND ACCEPTABILITY OF RABBIT MEAT IN SELECTED AREAS IN METRO MANILA

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ABSTRACT

As consumers seek healthier and more sustainable meat alternatives, rabbit meat presents a viable option. However, the availability of rabbit meat in urban markets, such as Metro Manila, remains limited. This study assessed the awareness and acceptability of rabbit meat among selected respondents in the National Capital Region (NCR). An online survey was conducted among 100 individuals from the top five revenue-generating local government units in NCR in 2023 and analyzed using descriptive statistics, Chi-square test of independence, Fisher's Exact Test, and post hoc analysis based on adjusted standardized residuals. Results showed that while 91% of respondents were aware that rabbit meat is edible, only 21% had tried it. Educational attainment was significantly associated with awareness, civil status with consumption, and sex and monthly household income with openness to try rabbit meat. The acceptability, evaluated using the Diffusion of Innovation Theory, revealed that respondents recognized the health benefits of rabbit meat but remained uncertain about incorporating it into their regular diets. Limited accessibility, few opportunities for trial, and low market visibility emerged as the primary barriers to adoption. These findings highlight the need to improve product accessibility, consumer exposure, and promotion to enhance consumer acceptance of rabbit meat.

Keywords: acceptability, awareness, rabbit meat

INTRODUCTION

Rabbit meat as food has long been consumed in various areas of the world due to its nutritional value and potential as a sustainable source of protein. In the Philippines, its introduction dates back to World War II, when it was brought to the country to address food scarcity resulting from the war (Medenilla, 2021; Veneracion, 2019). In 2020, the Department of Agriculture recognized rabbit meat as a viable alternative to pork, particularly in response to the African Swine Fever (ASF) outbreak. However, despite its early introduction and its recent resurgence, the rabbit meat industry in the country remains underdeveloped and is considered an infant industry. In the report of the Philippine Statistics Authority in 2022, rabbit meat production only accounts for 0.02% of the country's overall livestock output (Bautista, 2024).

As noted in the recent study by Bueno *et al.* (2023), rabbit meat has yet to establish a significant presence in the Philippine market. It was observed that the current market for rabbit meat and its value-added products remained confined to a niche market. These

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niche consumers are characterized by high purchasing power, with greater familiarity and openness to alternative and healthier meat products, like rabbit meat.

Given these challenges, this study aims to assess the awareness and acceptability of rabbit meat in urbanized areas, particularly in Metro Manila. This area was selected due to its concentration of high-income cities, aligning with the characteristics of the identified niche market and offering potential for product adoption. Specifically, the study also examines the socio-demographic profiles of respondents, their awareness, consumption, and openness to try rabbit meat in the future, analyzes their perceptions through the lens of the Diffusion of Innovation Theory, identifies the key barriers to market integration, and identifies strategies to improve the marketability and accessibility of rabbit meat in the Philippines.

MATERIALS AND METHODS

A consumer survey was conducted to gather data on consumer awareness, perception, and openness toward rabbit meat as a food source. The survey was distributed online from November 2024 to March 2025 using *Qualtrics* to individuals located in the top five local government units (LGUs) of Metro Manila based on annual revenue in 2023. As reported by the Department of Finance-Bureau of Local Government Finance (DOF-BLGF), these LGUs include Quezon City, Makati City, Taguig City, Pasig City, and Manila (“QC, Makati,” 2024). These areas were selected due to their strong economic performance, serving as a representation of higher purchasing power, which aligns with the identified niche market for rabbit meat products in Luzon (Bueno *et al.*, 2023). Targeting respondents from these locations, therefore, captures the perceptions of a market segment with a higher likelihood of product adoption and willingness to pay. The study utilized convenience sampling. Due to challenges encountered in collecting responses through the online platform, the survey was administered to individuals within the researchers’ existing networks in the area and further disseminated through referral-based sampling. A total of $n=100$ individuals participated in the survey, aged 18 to 65 years old, of any gender, and residing or working in the specified areas in NCR.

The structured questionnaire was adapted from the study of Adique *et al.* (2019) and the special problem of Bautista (2024). It consisted of a section on socio-demographic characteristics, awareness, consumption status, and openness to rabbit meat as a food source, and consumer perceptions based on the Diffusion of Innovation Theory. The five innovation attributes, which are relative advantage, compatibility, complexity, trialability, and observability, were assessed using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). Diffusion is the process by which a new idea, product, or practice is shared with people over time through different communication channels, eventually leading them to consider and adopt it (Atkinson, 2007; Rogers, 2004; Rogers, 1983). Since this framework explains how the perceived characteristics of an innovation influence its acceptance and adoption, this study assessed consumer perceptions of rabbit meat as an unconventional food product through its five innovation attributes, to better understand its potential acceptance among consumers.

The data gathered were analyzed using a descriptive research design. Frequencies and percentages were used to summarize socio-demographic characteristics, awareness, and openness to rabbit meat. Non-parametric inferential statistical tests, specifically the

Chi-square test of independence, were employed to examine the association between socio-demographic characteristics and awareness, consumption, and openness to try rabbit meat. Fisher's Exact Test was used when expected cell frequencies were insufficient for the Chi-square test. For the significant associations, a post hoc analysis using standardized residuals was performed to identify the specific categories that contributed to them. The perception ratings for the five innovation characteristics were interpreted using measures of central tendency, specifically the mean and mode scores. The means were interpreted as: 1.00 - 1.79, strongly disagree; 1.80 - 2.59, disagree; 2.60 - 3.39, neutral; 3.40 - 4.19, agree; 4.20 - 5.00, strongly agree (Esmail *et al.*, 2023).

RESULTS AND DISCUSSION

Socio-demographic profile

The socio-demographic profile of 100 respondents is shown in Figures 1 to 8. The majority of the respondents (71%) belong to Generation Z, followed by Millennials at 24% (Figure 1). This disparity may be due to younger individuals having greater access to technology. Of the total respondents, 59% were female (Figure 2). In terms of marital status, the majority were single (79%) (Figure 3), while 69% were college graduates (Figure 7).

The majority of the respondents (92%) were employed (Figure 6). On the other hand, nearly half of the respondents (47%) belong to the low middle class with monthly incomes ranging from Php 21,194 to Php 43,827 (Figure 8) while the largest proportion resided or worked in Quezon City (34%), followed by Makati City (25%) (Figure 5). For their religion, the respondents were predominantly Roman Catholic (76%), with minimal representation from other religious affiliations, such as Born-Again Christians (14%) (Figure 4). It is important to note that according to Siddiqui *et al.* (2023), religious objections to consuming rabbit meat are relatively rare, suggesting greater potential for market integration due to minimal religious restrictions on its acceptability. The respondents largely represented young, educated, and economically active urban consumers, which is consistent with the target market previously identified for rabbit meat products in Luzon (Bueno *et al.*, 2023).

Awareness and openness towards rabbit meat

The awareness of the respondents on rabbit meat as a potential food source was also assessed in this study (Table 1). Among the 100 respondents, 91% declared that they are aware that rabbit meat can be eaten, but only 21% reported that they had actually tried it. However, not all of them are regular consumers of rabbit meat and have only tasted it once or on a few occasions. Similarly, Siddiqui *et al.* (2023) found that rabbit meat consumers in Hungary and Algeria tend to eat it infrequently, typically only one to three times per year. This implies that awareness of the edibility of rabbit meat does not automatically lead to regular consumption, which was also reflected in the study of De Leon & Santos (2025). The main reasons cited for consuming rabbit meat products are curiosity, followed by perceived health benefits, and taste and flavor. Conversely, those who have not tried rabbit meat reported that their perceptions of rabbits as pets, limited availability, and lack of awareness are key reasons for not trying it. Regarding openness to trying rabbit meat in the future, 65% of respondents expressed willingness, motivated by curiosity, as well as considering it as an alternative meat source with health benefits.

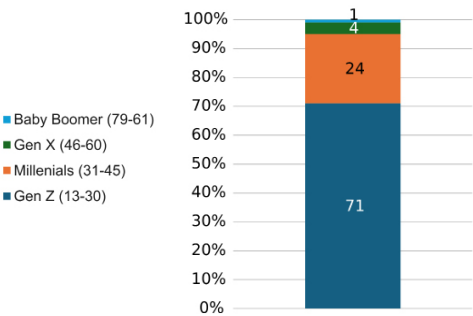


Figure 1. Age group of respondents

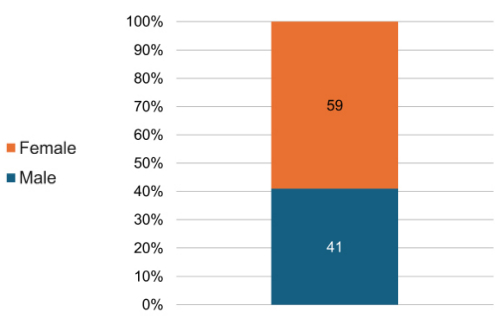


Figure 2. Gender of respondents

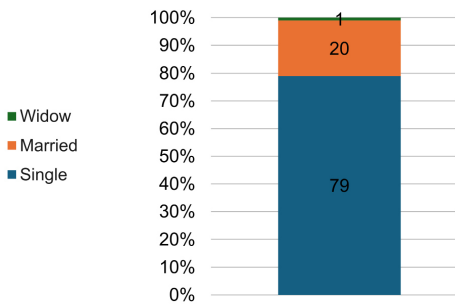


Figure 3. Civil status of respondents

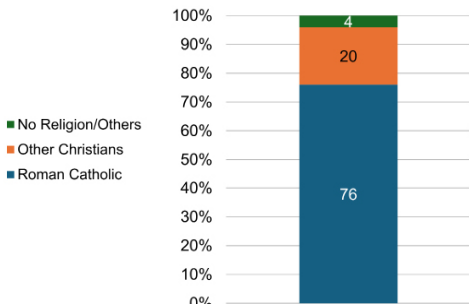


Figure 4. Religion of respondents

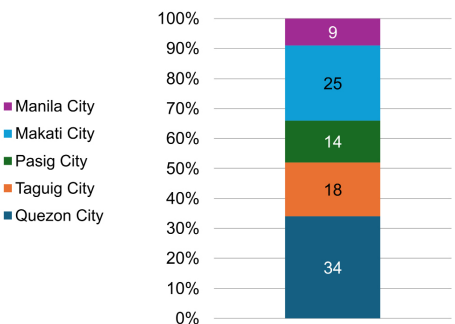


Figure 5. Residing City or Workplace of respondents

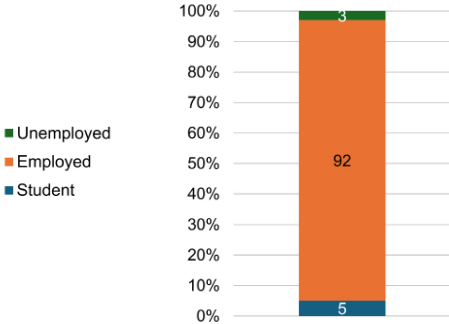


Figure 6. Occupation of respondents

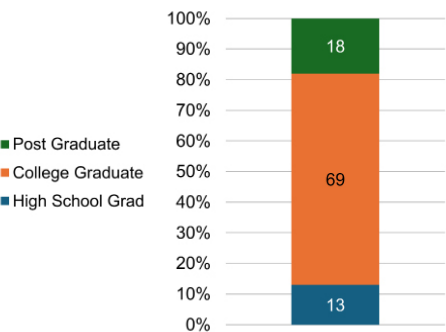


Figure 7. Education of respondents

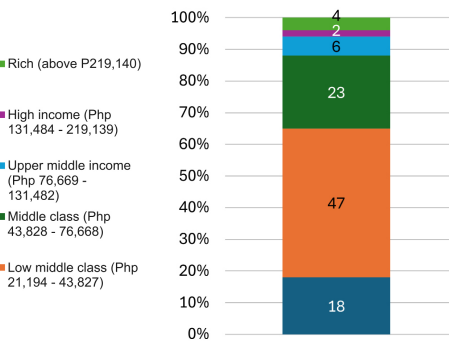


Figure 8. Monthly income of respondents

Consumer Perceptions Based on the Diffusion of Innovation Theory

Relative Advantage. In this aspect, the respondents rated their perceived superiority of rabbit meat against other types of meat in terms of health benefits and cost-effectiveness. As shown in Table 1, respondents rated rabbit meat favorably in terms of health benefits, agreeing that it is generally healthier and lower in fat and calories than other meats. However, views on its sustainability, uniqueness of taste and flavor, versatility as an ingredient for culinary preparations, and cost-effectiveness were neutral, possibly due to limited exposure to rabbit meat products. The respondents also expressed unwillingness to choose rabbit meat over conventional meats in the market. This suggests that while rabbit meat is perceived favorably from a nutritional standpoint, these perceived advantages alone may be insufficient to encourage adoption if not reinforced by opportunities to experience the product firsthand.

Table 1. Perceived relative advantage of rabbit meat products.

Relative Advantage	Mean	Mode	Interpretation
Rabbit meat is healthier than other meats (e.g., chicken, pork, beef).	3.42	3	Agree
Rabbit meat is lower in fat and calories compared to other meats.	3.66	4	Agree
Rabbit meat is a more sustainable choice compared to other meats.	3.20	3	Neutral
Rabbit meat has a unique and more appealing flavor compared to other meats.	3.12	3	Neutral
Rabbit meat is a more cost-effective choice compared to other meats.	3.07	3	Neutral
Rabbit meat is a more versatile ingredient for various culinary preparations compared to other meats.	2.96	3	Neutral
I am willing to choose rabbit meat over other meats in my meals.	2.57	3	Disagree
Overall Mean	3.14		Neutral

Compatibility. In this section, the respondents rated the alignment of rabbit meat products with their dietary, culinary habits, and cultural acceptability. Table 2 showed that the overall responses were neutral. They disagreed with the idea that rabbits are more suited as a protein source than as pets, and that there is demand for rabbit meat in their area, suggesting potential cultural and market barriers. Meanwhile, views on whether rabbit meat fits their health-conscious lifestyles, dietary preferences, and cultural appropriateness for their meals remained neutral. In terms of culinary aspects such as appearance, taste, compatibility with local cuisine, and their culinary preferences and cooking style, their views were also neutral, which may be due to their limited familiarity with rabbit meat. They are also neutral with regard to ethical considerations in processing rabbit meat, perceptions of sustainability, and willingness to add rabbit meat to their regular diet.

Table 2. Perceived compatibility with rabbit meat products.

Compatibility	Mean	Mode	Interpretation
I see eating rabbit meat aligned with my perceptions and attitudes.	2.99	3	Neutral
I think rabbits are more fit as a source of protein than a pet.	2.57	3	Disagree
Rabbit meat fits well with my dietary preferences.	2.97	3	Neutral
I consider rabbit meat to be culturally appropriate for my meals.	3.04	3	Neutral
Rabbit meat aligns with my health-conscious lifestyle.	3.15	3	Neutral
I find the appearance of rabbit meat appealing and enjoyable.	2.77	3	Neutral
I believe rabbit meat tastes good.	3.19	3	Neutral
I believe that incorporating rabbit meat into my meals is a sustainable choice.	3.12	3	Neutral
Rabbit meat is compatible with my culinary preferences and cooking style.	2.79	3	Neutral
I believe that rabbit meat complements local cuisine in my area.	2.69	3	Neutral
I believe that the processing of rabbits is ethical.	3.31	4	Neutral
I believe that rabbit meat is in demand in my area.	2.39	3	Disagree
I would consider adding rabbit meat to my regular diet.	2.94	3	Neutral
Overall Mean	2.92		Neutral

Table 3. Perceived complexity of rabbit meat products.

Complexity	Mean	Mode	Interpretation
Rabbit meat is difficult to understand and cook with.	2.98	3	Neutral
Rabbit meat's unique taste and texture make it challenging to cook.	3.18	3	Neutral
Rabbit meat is as difficult to find and purchase unlike other meats.	3.87	4	Agree
Rabbit meat is difficult to integrate into my area.	3.55	4	Agree
It's difficult to formulate strategies that promote the integration of rabbit meat.	3.51	4	Agree

Table 3 continued . . .

Complexity	Mean	Mode	Interpretation
It is difficult to promulgate awareness about the benefits of rabbit meat.	3.41	4	Agree
It is difficult to persuade consumers to switch to rabbit meat.	3.85	4	Agree
Altering my values or beliefs to align with rabbit meat is complicated and tedious.	2.96	3	Neutral
Locating stores or markets that sell rabbit meat is a difficult process.	3.88	4	Agree
Overall Mean	3.45		Agree

Complexity. In terms of complexity, as seen in Table 3, respondents rated the perceived difficulty in preparing, cooking, or incorporating rabbit meat into their meals. Respondents expressed a neutral stance on the difficulty of cooking rabbit meat, as its unique taste and texture were also seen as mildly challenging. The results also emphasized the limited availability of rabbit meat in their areas, as they are confirmed to be harder to find and purchase compared to other meats and to locate in physical stores. Respondents also agreed that integrating rabbit meat into their area is a challenge, along with the difficulty in promoting it, raising awareness about its benefits, and persuading others to adopt it. These results point to the lack of accessibility of and exposure to rabbit meat in the area, serving as a barrier to consumer acceptance.

Trialability. The willingness and ability of respondents to try rabbit meat on a small scale were rated under trialability, as exhibited in Table 4. Respondents showed neutrality in terms of their willingness to try rabbit meat and their openness to experiment with it in their meals. On the other hand, accessibility remains a barrier to the trialability of rabbit meat. It was seen as not easily accessible and available, and opportunities to try it were limited. Respondents also felt they lacked sufficient information to try it, which is also reflected in the study of Malaluan *et al.* (2025), who noted that low awareness of preparation techniques hinders adoption.

Observability. The visibility of rabbit meat that could lead to rabbit meat consumption was determined and displayed in Table 5. Respondents largely disagreed with statements about the presence of rabbit meat in their local areas, suggesting rabbit meat is neither widely consumed nor commonly discussed. Additionally, exposure through different media in their area, like advertisements and promotions, articles and news in local media, and social media. This lack of visibility serves as a barrier to both awareness and acceptance towards rabbit meat consumption. As noted by De Leon & Santos (2025), the absence of physical retail options hinders impulse buying and confines purchases to planned online transactions and thus, poses a challenge to adoption.

Table 4. Trialability of rabbit meat products.

Trialability	Mean	Mode	Interpretation
I am willing to try rabbit meat in my meals.	3.30	4	Neutral
It is easy to find opportunities to try rabbit meat.	2.40	2	Disagree
Rabbit meat is easily accessible and available.	1.98	2	Disagree
I have the necessary information and resources to try rabbit meat.	2.54	2	Disagree
I am open to experimenting with rabbit meat in my meals.	3.29	4	Neutral
My values and beliefs persuade me to try rabbit meat.	2.86	3	Neutral
I am willing to eat rabbit meat anytime.	3.05	4	Neutral
I believe the price of rabbit meat is enough for me to try it.	2.98	3	Neutral
Overall Mean	2.80		Neutral

Table 5. Observability of rabbit meat products.

Observability	Mean	Mode	Interpretation
There are consumers of rabbit meat in the area I belong to, whom I can see eating the meat rather than a pet.	2.38	2	Disagree
Rabbit meat is frequently featured in local markets and grocery stores.	1.83	2	Disagree
Rabbit meat is visible in advertisements and promotions within my area.	1.78	2	Strongly Disagree
Restaurants and eateries in my area often offer dishes made with rabbit meat.	1.73	2	Strongly Disagree
Rabbit meat is a common topic of discussion among locals	1.79	2	Strongly Disagree
I often come across articles or news about rabbit meat in local media.	2.24	2	Disagree
There is a visible presence of rabbit meat in local festivals and events.	1.85	2	Disagree
Rabbit meat is commonly seen in the culinary practices in my area.	1.87	2	Disagree
Rabbit meat is prominent on social media.	2.27	2	Disagree
Overall, rabbit meat is highly observable in our area.	1.75	1	Strongly Disagree
Overall Mean	1.95		Disagree

Association between consumption status, awareness, and openness to try rabbit meat

As seen in Table 6, awareness that rabbit meat is edible was not significantly associated with consumption status. Although all consumers were aware that rabbit meat is edible, awareness among non-consumers was also high, indicating that awareness alone does not appear to influence actual consumption. This finding supports the earlier Diffusion of Innovation analysis, which showed that respondents generally recognized the relative advantage of rabbit meat, particularly its perceived health benefits, yet remained hesitant to adopt it because of limited opportunities for trial and low product visibility. On the other hand, a significant association was observed between consumption status and willingness to try rabbit meat in the future. Respondents who had previously consumed rabbit meat were more likely to express willingness to consume it again, suggesting that firsthand exposure may reduce uncertainty and increase consumer confidence toward rabbit meat.

Table 6. Association between rabbit meat consumption status and consumer awareness and future willingness to consume rabbit meat.

Variables	Response	Consumer (n=21)		Non-Consumer (n=79)		All (n=100)		Pearson χ^2 (df = 1)	p	Effect Size (ϕ)	Fisher's Exact p
		f	%	f	%	f	%				
Aware that rabbit meat can be eaten	Yes	21	100	70	88.61	91	91	2.63	0.105	0.162	0.198
	No	0	0	9	11.39	9	9				
Willingness to try rabbit in the future	Yes	18	86	47	59	65	65	5.01	0.025	0.224	0.038
	No	3	14	32	41	35	35				

Influence of sociodemographic on consumption, awareness, and openness to try

Awareness of rabbit meat as food. In Table 7, highest educational attainment was the only socio-demographic characteristic significantly associated with awareness of rabbit meat as food. Post-hoc analysis in Table 8 revealed that the significant association was driven by high school graduates, who were less likely than expected to be aware that rabbit meat can be consumed. This implies that higher educational attainment is associated with greater exposure to information on alternative protein sources, their nutritional benefits, and food innovations.

Rabbit meat consumption. In Table 9, a significant association was found between civil status and rabbit meat consumption. Post hoc examination of the standardized residuals (Table 10) indicated that married respondents were overrepresented among rabbit meat consumers. This pattern may reflect differences in household food purchasing and meal planning, as married individuals often make or influence household food decisions.

Openness to rabbit meat consumption. Among the variables tested, as seen in Table 11, openness to try rabbit meat in the future was significantly associated with sex and monthly income. Post hoc analysis using standardized residuals indicated that male

respondents were overrepresented among those willing to try rabbit meat in the future (Table 12), whereas respondents belonging to the middle-income group were more willing than expected to try rabbit meat (Table 13). This finding is consistent with the study of Sanah *et al.* (2020), which reported that male consumers exhibited greater acceptance of rabbit meat than female consumers, primarily due to its favorable sensory attributes, including taste, tenderness, and ease of digestibility.

On the other hand, a significant association was also observed between monthly income and openness to try rabbit meat based on Fisher’s Exact Test ($p = .037$). The Post Hoc Test that middle-class respondents were overrepresented among respondents willing to try rabbit meat. This finding suggests that rabbit meat may have greater appeal among middle-income consumers, who may be more receptive to affordable alternative protein sources that offer nutritional value.

Table 7. Socio-demographic factors affecting awareness of rabbit meat as food.

Sociodemographic Variables		Awareness of rabbit meat as food		All	χ^2 (df)	p	Effect Size	Fisher's Exact p
		Yes	No					
Age Group	Gen Z (13-30 years old)	63	8	71	4.17 (3)	0.244	0.204	0.203
	Millenials (31-45 years old)	24	0	24				
	Gen X (46-60 years old)	3	1	4				
	Baby Boomer (79-61 years old)	1	0	1				
Sex	Male	38	3	41	0.24 (1)	0.624	0.049	0.733
	Female	53	6	59				
Civil Status	Single	72	7	79	10.75 (2)	0.005	0.324	0.104
	Married	19	1	20				
	Widowed	0	1	1				
Religion	Roman Catholic	69	7	76	0.424 (2)	0.809	0.065	1
	Other Christians	18	2	20				
	No Religion/Others	4	0	4				
Location	Quezon City	32	2	34	1.47 (4)	0.833	0.121	0.775
	Taguig City	17	1	18				
	Pasig City	12	2	14				
	Manila City	8	1	9				
	Makati City	22	3	25				
Occupation	Student	5	0	5	2.67 (2)	0.263	0.164	0.299
	Employed	84	8	92				
	Unemployed	2	1	3				
Highest Educational Attainment	High School Graduate	9	4	13	9.56 (2)	0.008	0.309	0.02
	College Graduate	64	5	69				
	Post Graduate	18	0	18				

Table 7 continued . . .

Sociodemographic Variables		Awareness of rabbit meat as food		All	χ^2 (df)	<i>p</i>	Effect Size	Fisher's Exact <i>p</i>
		Yes	No					
Monthly income	Low income (Less than Php 21,193)	14	4	18	7.46 (5)	0.189	0.273	0.217
	Low middle class (Php 21,194 - 43,827)	42	5	47				
	Middle class (Php 43,828 - 76,668)	23	0	23				
	Upper middle income (Php 76,669 - 131,482)	6	0	6				
	High income (Php 131,484 - 219,139)	2	0	2				
	Rich (above P219,140)	4	0	4				

Table 8. Standardized residuals for the association between highest educational attainment and awareness of rabbit meat as food.

Highest Educational Attainment	Awareness of rabbit meat as food	
	Yes	No
College Graduate	0.914	-0.914
High School Graduate	-2.94	2.94
Post Graduate	1.473	-1.473

Table 9. Socio-demographic factors affecting rabbit meat consumption.

Sociodemographic Variables		Consumer		All	χ^2 (df)	<i>p</i>	Effect Size	Fisher's Exact <i>p</i>
		Yes	No					
Age Group	Gen Z (13-30 years old)	12	59	71	6.74 (3)	0.081	0.26	0.077
	Millenials (31-45 years old)	6	18	24				
	Gen X (46-60 years old)	2	2	4				
	Baby Boomer (79-61 years old)	1	0	1				
Sex	Male	11	30	41	1.42 (1)	0.233	0.119	0.318
	Female	10	49	59				
Civil Status	Single	12	67	79	8.82 (2)	0.012	0.297	0.014
	Married	9	11	20				
	Widowed	0	1	1				

Table 9 continued . . .

Sociodemographic Variables		Consumer		All	χ^2 (df)	<i>p</i>	Effect Size	Fisher's Exact <i>p</i>
		Yes	No					
Religion	Roman Catholic	16	60	76	1.26 (2)	0.534	0.112	0.635
	Other Christians	5	15	20				
	No Religion/Others	0	4	4				
Location	Quezon City	11	23	34	5.81 (4)	0.214	0.241	0.252
	Taguig City	4	14	18				
	Pasig City	2	12	14				
	Manila City	0	9	9				
	Makati City	4	21	25				
Occupation	Student	1	4	5	0.285 (2)	0.867	0.053	0.796
	Employed	19	73	92				
	Unemployed	1	2	3				
Highest Educational Attainment	High School Graduate	3	10	13	4.57 (2)	0.102	0.214	0.111
	College Graduate	11	58	69				
	Post Graduate	7	11	18				
Monthly income	Low income (Less than Php 21,193)	2	16	18	6.36 (5)	0.273	0.252	0.249
	Low middle class (Php 21,194 - 43,827)	8	39	47				
	Middle class (Php 43,828 - 76,668)	7	16	23				
	Upper middle income (Php 76,669 -131,482)	3	3	6				
	High income (Php 131,484 - 219,139)	0	2	2				
	Rich (above P219,140)	1	3	4				

Table 10. Standardized residuals for the association between civil status and rabbit meat consumption

Civil Status	Consumption Status	
	Yes	No
Single	-2.767	2.767
Married	2.946	-2.946
Widowed	-0.518	0.518

Table 11. Socio-demographic factors affecting openness to try rabbit meat.

Sociodemographic Variables		Willingness to try in the future		All	χ^2 (df)	<i>p</i>	Effect Size	Fisher's Exact <i>p</i>
		Yes	No					
Age Group	Gen Z (13-30 years old)	48	23	71	1.61 (3)	0.656	0.127	0.718
	Millennials (31-45 years old)	14	10	24				
	Gen X (46-60 years old)	2	2	4				
	Baby Boomer (79-61 years old)	1	0	1				
Sex	Male	32	9	41	5.2 (1)	0.023	0.228	0.033
	Female	33	26	59				
Civil Status	Single	55	24	79	4.58 (2)	0.101	0.214	0.083
	Married	10	10	20				
	Widowed	0	1	1				
Religion	Roman Catholic	48	28	76	1.39 (2)	0.5	0.118	0.504
	Other Christians	15	5	20				
	No Religion/Others	2	2	4				
Location	Quezon City	24	10	34	1.39 (4)	0.845	0.118	0.839
	Taguig City	12	6	18				
	Pasig City	9	5	14				
	Manila City	6	3	9				
	Makati City	14	11	25				
Occupation	Student	5	0	5	2.85 (2)	0.24	0.169	0.234
	Employed	58	34	92				
	Unemployed	2	1	3				
Highest Educational Attainment	High School Graduate	10	3	13	0.978 (2)	0.613	0.099	0.69
	College Graduate	44	25	69				
	Post Graduate	11	7	18				
Monthly income	Low income (Less than Php 21,193)	12	6	18	11 (5)	0.051	0.332	0.037
	Low middle class (Php 21,194 - 43,827)	29	18	47				
	Middle class (Php 43,828 - 76,668)	19	4	23				
	Upper middle income (Php 76,669 -131,482)	4	2	6				
	High income (Php 131,484 - 219,139)	1	1	2				
	Rich (above P219,140)	0	4	4				

Table 12. Standardized residuals for the association between sex and openness to try rabbit meat.

Sex	Openness to try in the future	
	Yes	No
Male	2.28	-2.28
Female	-2.28	2.28

Table 13. Standardized residuals for the association between monthly income and openness to try rabbit meat.

Monthly Income	Openness to try in the future	
	Yes	No
Low income (Less than Php 21,193)	0.1637	-0.1637
Low middle class (Php 21,194 - 43,827)	-0.6511	0.6511
Middle class (Php 43,828 - 76,668)	2.0177	-2.0177
Upper middle income (Php 76,669 -131,482)	0.0883	-0.0883
High income (Php 131,484 - 219,139)	-0.4493	0.4493
Rich (above P219,140)	-2.7817	2.7817

CONCLUSION

This study explored consumer awareness, openness, and acceptability to rabbit meat consumption in Metro Manila, focusing on five high-revenue LGUs. Findings showed that although awareness of rabbit meat as a food source is high, actual consumption remains low, indicating a gap between knowledge and adoption. While a majority of respondents expressed openness to trying rabbit meat, this willingness has not translated into regular consumption due to several barriers, including limited market and media visibility, lack of familiarity, and the common view of rabbits as pets. While its nutritional value is recognized, there is still hesitation about its affordability, culinary versatility, and cultural fit.

Chi-square and Fisher's Exact analyses revealed that educational attainment was significantly associated with awareness, civil status with rabbit meat consumption, and sex and monthly household income with openness to try rabbit meat. These findings indicate that consumer adoption differs across socio-demographic groups and that promotional strategies should be tailored to the characteristics of potential adopters.

To improve acceptability, information dissemination efforts are recommended, such as awareness campaigns emphasizing the health benefits and culinary applications of rabbit

meat. Enhancing market accessibility for rabbit meat products, including the value-added varieties, is also crucial to boost exposure and increase the likelihood of trial and actual purchase.

The limited adoption of rabbit meat in the area is primarily driven by low market visibility, limited access, and cultural perceptions. Addressing these barriers through improved supply and value chains, targeted promotion, and consumer education is essential to enhance acceptance and support the development of the rabbit meat industry in the country.

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