

## ABSTRACT

Although Banana Ketchup is a condiment that is popular in St. Lucia and the Philippines consumers in Trinidad and Tobago may not be aware of the existence of this condiment.

The purpose of this study is to determine if there is a market demand and awareness of banana ketchup among University of the West Indies students at St. Augustine. The information gathered in this research was obtained by students of the University of the West Indies, St. Augustine Campus. The information was collected using questionnaires.

Results indicate that the majority of students (98%) were not aware of the existence of banana ketchup.

The results suggest that market demand for banana ketchup in the University of the West Indies St. Augustine campus is present. The results also suggests that market demand is \$950.00TT/month or \$11400.00TT/year for every 44 out of 50 students in UWI St. Augustine. In addition the average quantity demand for banana ketchup to be purchased per month is 0.831 liters per student.