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RESEARCH ARTICLE

# EFFECTIVENESS OF PROMOTIONAL STRATEGIES FOR FRESH VEGETABLES IN NASUGBU PUBLIC MARKET: BASIS FOR A RETAIL MARKETING INTERVENTION

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## ABSTRACT

This study examined the effectiveness of promotional strategies for fresh vegetables in Nasugbu Public Market as a basis for developing a retail marketing intervention. Specifically, it assessed respondents' perceptions of promotional strategies in terms of pricing, logistics and distribution, and completeness of information provided to consumers. It also examined consumer buying behavior and purchasing decisions in terms of product, price, place, and promotion, determined the relationship between promotional strategies and consumer behavior, and identified an appropriate infographic based on the findings.

The study employed a quantitative descriptive-correlational research design involving 50 consumers who purchased fresh vegetables at Nasugbu Public Market. The respondents were selected through purposive sampling. Data were collected using a structured questionnaire and analyzed using frequency, percentage, weighted mean, and Pearson product-moment correlation, with a significance level of 0.05.

The findings revealed that respondents strongly agreed with the effectiveness of promotional strategies in terms of logistics and distribution, which obtained a composite mean

of 3.56, followed by completeness of information at 3.55 and pricing at 3.46. Regarding consumer behavior and purchasing decisions, product obtained the highest composite mean of 3.62, while price, place, and promotion each obtained 3.58. The Pearson correlation analysis yielded an r-value of 0.266 and a p-value of 0.062, indicating a weak positive relationship that was not statistically significant at the 0.05 level. Therefore, the null hypothesis was not rejected.

The study recommends that vegetable vendors maintain reasonable prices, improve product availability and presentation, and provide clear and complete information to consumers. An infographic entitled "Fresh Vegetable Buying Guide: What Influences Consumers in Nasugbu Public Market?" is proposed as a retail marketing intervention to communicate the study's findings and practical recommendations.

**Keywords:** *promotional strategies, fresh vegetables, consumer buying behavior, public market, retail marketing intervention*

## INTRODUCTION

Fresh vegetables are essential components of a healthy diet because they provide important nutrients needed for everyday living. In the Philippines, public markets remain important places where households purchase affordable and fresh food products. Aside from providing consumers with a variety of vegetables, public markets also support the livelihood of vendors, farmers, and other participants in the agricultural supply chain.

Despite their importance, fresh vegetable vendors face challenges related to changing prices, product perishability, supply availability, distribution, and competition. Since vegetables are perishable products, vendors must maintain their freshness, cleanliness, and quality while ensuring that products are available when consumers need them. These conditions make effective marketing and promotional strategies important in attracting customers and supporting purchasing decisions.

Promotional strategies may include competitive pricing, discounts, product displays, clear price labels, and providing complete information about available vegetables. Logistics and distribution are also important because regular deliveries and adequate supply help ensure that consumers can find the products they need. In addition, clear communication between vendors and consumers may help buyers compare products, understand prices, and make informed purchasing decisions.

Nasugbu Public Market serves residents and other buyers who depend on the market for fresh and affordable vegetables. Understanding how consumers perceive the promotional strategies used in this setting may help vendors identify areas that need improvement. However, consumer buying behavior may also depend on other considerations, including product freshness, quality, affordability, accessibility, convenience, and availability.

In this regard, the study entitled "Effectiveness of Promotional Strategies for Fresh Vegetables in Nasugbu Public Market: Basis for a Retail Marketing Intervention" examined respondents' perceptions of pricing, logistics and distribution, and completeness of product information. It also assessed consumer behavior and purchasing decisions in terms of product, price, place, and promotion. Furthermore, it investigated whether a significant relationship existed between respondents' perceptions of promotional strategies and their buying behavior and decisions.

The results of the study serve as a basis for practical recommendations for vegetable vendors and market stakeholders. An infographic titled "Fresh Vegetable Buying Guide: What Influences Consumers in Nasugbu Public Market?" is proposed to present important findings and suggested practices in a simple and understandable format.

## REVIEW OF RELATED LITERATURE

### Promotional Strategies for Fresh Vegetables

Promotional strategies are used by sellers to communicate product value, attract customers, and encourage purchases. In the fresh vegetable market, these strategies are

particularly important because vegetables are perishable and consumers often consider freshness, appearance, price, and availability before buying. Promotions such as discounts, product bundles, and attractive displays may encourage consumers to purchase vegetables. However, the usefulness of these strategies may vary according to consumer needs and purchasing capacity.

The literature reviewed in the study discusses how sales promotions may affect vegetable purchases. Research on promotional timing indicates that promotions can be more useful when they match consumers' shopping patterns and anticipated demand. Other studies have examined how price discounts influence different consumer groups, suggesting that the effects of promotions are not necessarily the same for all buyers. These findings support the need to assess promotional strategies within the specific setting of Nasugbu Public Market rather than assume that every strategy will produce the same results.

**Pricing in a Public Market Setting**

Price is an important consideration when consumers purchase fresh vegetables. Buyers may compare prices among vendors and consider whether the amount paid is reasonable in relation to the quality and quantity of the product. For vendors, pricing decisions may depend on acquisition costs, supply conditions, competition, and consumer preferences.

The reviewed literature on vegetable vendors in Bongao Public Market discusses the use of different pricing approaches, including cost-based, competitor-based, and value-based pricing. Other studies in the thesis examine the relationship between price changes, distribution costs, and consumers' purchasing power. These discussions indicate that pricing is not only a way to generate sales but also a factor that may affect consumers' perceptions of fairness and affordability.

For Nasugbu Public Market, clear and reasonable pricing may help consumers compare available vegetables and make purchasing decisions. Nevertheless, the effectiveness

of pricing strategies should be evaluated alongside product quality, availability, and other market conditions.

**Logistics and Distribution**

Logistics and distribution refer to the processes involved in transporting and making products available to consumers. For fresh vegetables, these processes are especially important because products can deteriorate if handling, delivery, and storage are inadequate. Regular deliveries and sufficient supply can help vendors provide consumers with the vegetables they need.

The literature reviewed in the thesis discusses the importance of distribution channels, transportation, storage, and coordination among agricultural market participants. Studies concerning vegetable marketing channels also highlight that access to markets and the availability of market information may affect how agricultural products reach consumers. These issues suggest that effective distribution practices are important for maintaining product availability and supporting customer satisfaction.

In Nasugbu Public Market, reliable supply and proper handling may help vendors maintain the quality and availability of fresh vegetables. Therefore, logistics and distribution were included as one of the major dimensions assessed in the present study.

**Completeness of Information Provided to Consumers**

Information helps consumers understand products and make purchasing decisions. In a public market, useful information may include clearly displayed prices, available varieties, product condition, and other details that vendors can accurately provide. When information is incomplete or unclear, consumers may find it more difficult to compare products and determine which option best meets their needs.

The thesis also discusses literature on product labeling and consumer preferences. Such studies indicate that information communicated through labels or other marketing

materials can help consumers distinguish between products and understand particular product attributes. However, the usefulness of information depends on whether it is clear, relevant, and reliable.

For fresh vegetable vendors, providing clear prices and accurate product information may improve communication with buyers. This supports the inclusion of completeness of information as a key dimension in evaluating promotional strategies in Nasugbu Public Market.

**Consumer Buying Behavior and the Marketing Mix**

Consumer buying behavior refers to the considerations and actions involved when consumers select and purchase products. In this study, consumer behavior and purchasing decisions were assessed in terms of product, price, place, and promotion.

**Product** refers to the characteristics of vegetables that consumers consider, including freshness, cleanliness, appearance, quality, and variety. Since vegetables are perishable, these characteristics may be particularly relevant when buyers evaluate their options.

**Price** refers to the amount consumers pay and their assessment of whether the price is reasonable and affordable. Price comparisons and perceived value may affect which vegetables consumers choose and how much they purchase.

**Place** refers to market accessibility, convenience, and the availability of products. A market that is convenient to visit and has products available when needed may better meet consumers' purchasing needs.

**Promotion** refers to the activities used to inform consumers about products and encourage purchases. These may include price announcements, discounts, product displays, and direct communication between vendors and buyers.

The literature discussed in the thesis suggests that these dimensions may contribute to consumer buying behavior, although their relative importance can vary according to the market environment and the characteristics of individual consumers.

**Synthesis and Research Gap**

The reviewed literature addresses pricing strategies, sales promotions, distribution systems, product information, and consumer buying behavior in fresh produce markets. Collectively, these topics indicate that vendors need to consider more than one marketing factor when serving consumers. Reasonable pricing, dependable product availability, clear information, and suitable promotional activities may all contribute to the consumer experience.

However, the effectiveness of these factors should be examined within the context of the particular market being studied. The present research therefore focuses on Nasugbu Public Market by assessing consumers' perceptions of promotional strategies, examining their buying behavior and purchasing decisions, and testing the relationship between these variables. The results provide a local basis for recommending improvements and developing an infographic as a retail marketing intervention.

## RESEARCH QUESTIONS

This study aimed to determine the effectiveness of promotional strategies for fresh vegetables in Nasugbu Public Market as a basis for a retail marketing intervention. Specifically, it sought to answer the following questions:

1. How do respondents assess the effectiveness of promotional strategies for fresh vegetables in Nasugbu Public Market in terms of:

    1.1. Pricing in a public market setting;

    1.2. Logistics and distribution within the marketplace; and

    1.3. Completeness of information provided to consumers?

2. How do respondents assess consumer buying behavior and purchasing decisions in terms of:

2.1. Product;

2.2. Price;

2.3. Place; and

2.4. Promotion?

3. Is there a significant relationship between respondents' perceptions of the effectiveness of promotional strategies and their consumer buying behavior and purchasing decisions when purchasing fresh vegetables in Nasugbu Public Market?

4. What infographic may be developed based on the findings of the study?

## METHODOLOGY

### Research Design

The study employed a quantitative descriptive-correlational research design. The descriptive component was used to assess respondents' perceptions of promotional strategies and their buying behavior and purchasing decisions. The correlational component was used to determine whether a significant relationship existed between the two variables.

### Respondents and Sampling Technique

The respondents consisted of 50 consumers who purchased fresh vegetables at Nasugbu Public Market. They were selected through purposive sampling, which focused on individuals with direct experience purchasing vegetables at the market. Their responses provided information about their perceptions of pricing, logistics and distribution, product information, and consumer buying behavior.

### Research Instrument

A structured questionnaire served as the primary research instrument. It gathered quantitative responses concerning the effectiveness of promotional strategies and consumer

buying behavior and purchasing decisions. The questionnaire covered pricing, logistics and distribution, completeness of information, and the marketing-mix dimensions of product, price, place, and promotion.

The study used a four-point Likert scale: 4 – Strongly Agree, 3 – Agree, 2 – Disagree, and 1 – Strongly Disagree.

**Data-Gathering Procedure**

The questionnaire was administered to selected consumers of fresh vegetables at Nasugbu Public Market. The purpose of the study was explained to the respondents, and participation was voluntary. Responses were collected and organized for statistical analysis. The data were used only for the purposes of the research and were treated confidentially.

**Statistical Treatment of Data**

Frequency and percentage were used to summarize respondents' profiles. The weighted mean was used to determine respondents' assessments of promotional strategies and consumer buying behavior and purchasing decisions. Pearson product-moment correlation was used to examine the relationship between the two variables. The level of significance was set at 0.05.

**Ethical Considerations**

The study respected the respondents' rights, privacy, and voluntary participation. Respondents were informed about the purpose of the research and were free to decline or withdraw from participation. Responses were treated confidentially and used for academic purposes. The findings were presented in summarized form to avoid identifying individual respondents.

## FINDINGS

The findings of the study revealed that respondents generally rated the promotional strategies for fresh vegetables in Nasugbu Public Market favorably. The results are summarized as follows:

**1. Respondents' Perceptions of Promotional Strategies**

For pricing, respondents obtained a composite mean of 3.46, interpreted as Strongly Agree. This indicates that pricing is an important consideration in evaluating promotional strategies for fresh vegetables.

Logistics and distribution obtained a composite mean of 3.56, also interpreted as Strongly Agree. This suggests that respondents recognize the importance of regular delivery, adequate supply, and efficient distribution in making vegetables available to consumers.

Completeness of information obtained a composite mean of 3.55, interpreted as Strongly Agree. This indicates that respondents consider clear and adequate product information important when making purchasing decisions.

**2. Consumer Buying Behavior and Purchasing Decisions**

Product obtained the highest composite mean of 3.62, interpreted as Strongly Agree. This indicates that product-related factors, including variety, cleanliness, freshness, and appearance, are important to consumers.

Price obtained a composite mean of 3.58, interpreted as Strongly Agree, indicating that affordability and reasonable pricing matter to consumers.

Place also obtained a composite mean of 3.58, showing the importance of accessibility, convenience, and product availability.

Promotion likewise obtained a composite mean of 3.58, suggesting that promotional activities help inform consumers and influence their purchasing considerations.

**3. Relationship Between Promotional Strategies and Consumer Behavior**

Pearson correlation analysis produced an r-value of 0.266 and a p-value of 0.062. The result indicates a weak positive relationship between respondents' perceptions of promotional strategies and their consumer behavior and purchasing decisions. However, because the p-value exceeded the 0.05 significance level, the relationship was not statistically significant. Therefore, the null hypothesis was not rejected.

### 4. Proposed Retail Marketing Intervention

Based on the findings, an infographic entitled “Fresh Vegetable Buying Guide: What Influences Consumers in Nasugbu Public Market?” was proposed. It presents the main findings about pricing, logistics and distribution, completeness of information, and the product, price, place, and promotion dimensions of consumer buying behavior.

## CONCLUSIONS

Based on the findings of the study, the following conclusions were drawn:

Respondents generally perceived the promotional strategies for fresh vegetables in Nasugbu Public Market positively. Logistics and distribution received the highest rating among the three promotional-strategy dimensions, followed closely by completeness of information and pricing.

Product, price, place, and promotion were all rated Strongly Agree in relation to consumer buying behavior and purchasing decisions. Product received the highest composite mean, indicating the importance of vegetable variety, cleanliness, freshness, and appearance to consumers.

The relationship between respondents’ perceptions of promotional strategies and their consumer behavior and purchasing decisions was positive but weak and not statistically significant. With a Pearson r-value of 0.266 and a p-value of 0.062, the null hypothesis was not rejected at the 0.05 significance level.

The results suggest that promotional strategies alone may not sufficiently explain consumer buying behavior. Other considerations, including product quality, freshness, affordability, accessibility, convenience, and product availability, may also be relevant.

The proposed infographic, “Fresh Vegetable Buying Guide: What Influences Consumers in Nasugbu Public Market?”, may serve as a practical communication tool for

presenting the study findings and recommendations to vegetable vendors, consumers, and other market stakeholders.

## RECOMMENDATIONS

Based on the findings and conclusions, the following recommendations are proposed:

**For vegetable vendors:** Continue improving promotional activities through appropriate discounts, attractive product displays, clear price labels, and direct communication with customers. Promotional activities should be appropriate to the type and quantity of vegetables available.

**For pricing practices:** Maintain reasonable and competitive prices. Vendors are encouraged to display prices clearly and communicate price changes to consumers so that buyers can compare products and make informed decisions.

**For logistics and distribution:** Coordinate deliveries and maintain adequate supplies of fresh vegetables. Proper handling and timely delivery should be observed to help preserve freshness and product quality.

**For product information:** Provide accurate, complete, and understandable information about available vegetables. Price labels, signs, and other communication materials may help consumers understand their choices.

**For market administrators and local stakeholders:** Support initiatives that improve market cleanliness, product displays, accessibility, and the overall shopping environment. Appropriate guidance or training may help vendors strengthen their marketing and customer-service practices.

**For the proposed infographic:** Use the “Fresh Vegetable Buying Guide: What Influences Consumers in Nasugbu Public Market?” to present key findings and practical suggestions in a clear and accessible format for vendors and consumers.

**For future researchers:** Conduct similar studies with a larger and more diverse sample of respondents. Future research may also examine additional factors that could influence purchasing decisions, such as income, product quality, availability, and consumer preferences.

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