

FACTORS OF SELLING FLOWER TO FLORAL INDUSTRY IN NOVALICHES QUEZON CITY

ABSTRACT

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This study aims to assess the sustainability of the floral industry by examining consumer perceptions and purchasing practices in Novaliches, Quezon City. It seeks to analyze how varying pricing strategies influence consumer decisions in choosing among different types and qualities of flowers. The study also explores how affordability, customization, and sustainable practices impact customer satisfaction and the overall viability of flower businesses in the area. A descriptive research design was employed, utilizing convenience cluster sampling to gather data from 30 flower shop owners in Novaliches, Quezon City. The data collection instrument was a structured questionnaire designed to evaluate consumer preferences, satisfaction, and the shop owners' sustainable practices. The findings revealed that transparency in pricing and offering affordable options, such as smaller yet visually appealing flower arrangements, received the highest mean score (3.9). This was followed by the preference for bouquet personalization, including the ability to select specific flower types, colors, and vase styles, with a mean score of 3.8. Sustainable practices, such as transitioning to organic farming and using natural pest control methods, also received a mean score of 3.8. Based on the results, shop owners observed that customers preferred cost-effective yet high-quality products. Many owners responded to this preference by offering discounts and promoting personalized arrangements. The data suggests that a successful pricing strategy in the floral industry combines cost management, competitive pricing, and quality customer service. Based on the results, it is recommended that flower shop owners lower material costs to make prices more accessible to customers. Offering promotional discounts can enhance pricing strategies and attract more buyers. Moreover, engaging with customer feedback provides valuable insight into improving products and strengthening customer relationships. Finally, educating new customers on proper product use may further enhance their perception and satisfaction, contributing to the sustainability and growth of floral businesses in Novaliches, Quezon City.

RECOMMENDED CITATION

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