

THE IMPACT OF INCREASED COMPETITION ON CUSTOMER BEHAVIOR AND PREFERENCE IN PUBLIC MARKET BOOTH NOVALICHES PROPER

ABSTRACT

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Public markets in urban areas such as Novaliches Proper are experiencing heightened competition from supermarkets, convenience stores, online shopping platforms, and specialty shops. These developments are shifting consumer preferences and shopping behaviors. This study aims to assess how increased market competition affects customer purchasing decisions, brand loyalty, and overall shopping experiences in public market booths. By examining local consumer trends, the study seeks to provide practical recommendations for vendors to enhance competitiveness and sustainability. It addresses a gap in localized market research, focusing on the unique challenges faced by public market vendors. The study adopted a descriptive research design to evaluate the influence of competition on customer behavior. A total of 50 vendors were selected through purposive sampling to ensure relevant and informed responses. Data were gathered using closed-ended survey questionnaires. Statistical tools such as frequency distribution, percentages, and weighted means were used to analyze customer demographics, perceptions, and preferences. The weighted mean was particularly useful in identifying which competitive factors most influenced consumer decision-making. Findings revealed that product quality is the leading factor influencing customer purchases, followed by new booth offerings and discounts. Increased spending was driven by product quality, clean and organized displays, excellent customer service, and price incentives. While price remains important—42% of customers prioritized affordability—consumers consistently chose quality over the lowest-cost options. Familiarity with brands and perceived value also significantly shaped consumer preferences. The results emphasized that customer service, brand recognition, and consistent product quality outweigh short-term price reductions in sustaining customer loyalty. The results suggest that increased competition creates a more discerning and value-conscious consumer base. Although affordability remains a priority, consumers are willing to pay more for high-quality products and a positive shopping experience. This shift compels public market vendors to focus on delivering greater value through improved product offerings, enhanced service, and clean, attractive booth presentation. To remain competitive, vendors should invest in customer relationship management, loyalty programs, and promotional strategies that highlight quality and trust. These findings underscore the importance of balancing competitive pricing with a strong emphasis on product excellence and service reliability.

RECOMMENDED CITATION

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