
**CONSUMER DECISION-MAKING PROCESSES FOR SUSTAINABLE
AND ECO-FRIENDLY PRODUCTS IN THE BARRIO MILITAR
MARKET NUEVA ECIJA**

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ABSTRACT

This research analyzes the consumer decision-making processes regarding sustainable and eco-friendly products among shoppers in Barrio Militar Market, Nueva Ecija. Examining data from 82 respondents through descriptive and mixed-methods approaches, it was found that consumers possess high environmental consciousness and strong positive attitudes toward green products. Specifically, respondents rated Quality as the highest priority (Mean: 4.37), followed closely by Limited Availability (Mean: 4.32) and Higher Cost (Mean: 4.30). While consumers demonstrate strong willingness to support environmental causes and are highly knowledgeable in identifying authentic products, their purchasing power remains a primary constraint. The study identified significant barriers to adoption, with the inconvenience of product locations and lack of clear labeling being foremost concerns, alongside the perception that premium prices are not justified by benefits. Demographic analysis indicates that the market is dominated by middle-aged to older adults, predominantly female, and belonging to the low-to-middle income bracket, suggesting that purchasing decisions are heavily defined by budget constraints and practicality. The main challenge to promoting sustainable consumption is not the lack of awareness or interest, but the insufficient availability, accessibility, and affordability of eco-friendly goods. Strategic interventions are

necessary to improve product distribution, ensure competitive pricing, and provide clear information to bridge the gap between consumer intention and actual purchase behavior.

KEYWORDS: Consumer Decision-Making, Price, Quality, Environmental awareness, Limited availability, Higher cost and Lack of information.

1. INTRODUCTION

Public markets serve as the economic heartbeat of local communities, and in Barrio Militar, Nueva Ecija, this trading hub plays a pivotal role in daily sustenance and commerce. However, while consumers navigate the market to meet their needs, they are increasingly confronted with the choice between conventional goods and sustainable alternatives. Being a conscious consumer means contributing to environmental protection, yet this decision is often accompanied by practical challenges. Daily purchasing habits are deeply rooted in tradition and affordability, and shifting towards eco-friendly options is rarely straightforward. While local vendors and associations play a role in product availability, their traditional setup has often been insufficient to effectively promote or support the widespread adoption of sustainable goods.

Despite the growing global awareness regarding environmental preservation, consumers in local market settings continue to contend with uncertainty and hesitation. While studies have shown that purchasing behavior significantly influences market trends and the viability of green businesses (Mohan et al., 2025), buyers in traditional public markets conventionally lack sufficient information, clear labeling, and affordable options that would make sustainable choices easier. This internal barrier is further exacerbated by the inadequacy of marketing strategies and product presentation, which often fail to communicate the long-term benefits and value of eco-friendly products to the average shopper (Lopes et al., 2024).

Within communities such as Barrio Militar, the market is not merely a place of transaction but a reflection of lifestyle and values. Consumer behavior in this setting is primarily defined by necessity-driven decision-making, wherein every choice is weighed against budget constraints and immediate needs. The buying process functions as a complex evaluation, requiring the consumer to balance personal values, price sensitivity, product quality, and social influence (Mustafa et al., 2022). Nonetheless, this essential economic activity takes place within an information gap characterized by confusion over terms and “greenwashing,”

a context that necessitates a deeper understanding of how buyers truly process information and arrive at their final choices.

The existing purchasing environment has shown a lack of effective mechanisms to guide consumers toward responsible consumption. Shoppers constantly face significant external pressures, such as higher price points for green items, limited variety, and the overwhelming presence of cheaper plastic-based or non-recyclable goods. Furthermore, the significant absence of verified information and clear standards is not just an inconvenience but a major hindrance, fundamentally undermining the confidence of buyers who wish to make ethical decisions. These external vulnerabilities continually erode the potential for sustainable market growth, even though consumers have expressed positive attitudes and growing concern for the environment.

Therefore, this research undertakes a systematic analysis of the consumer decision-making processes within the Barrio Militar Market. By precisely measuring key parameters such as Environmental Awareness, Price Sensitivity, Product Perception, and Buying Intentions, this study establishes the necessary academic foundation to guide the transition of this vital local economy toward a more informed, responsible, and sustainable consumption model.

RESEARCH METHODOLOGY

1. Research Design

The study utilizes a descriptive research design to conduct a comprehensive analysis of the Consumer decision-making processes regarding sustainable and eco-friendly products among Shoppers in the Barrio Militar Market, Nueva Ecija. The design is specifically aimed at identifying the demographic characteristics of consumers, the key factors influencing their purchasing decisions, and the barriers that limit their adoption of environmentally responsible products. As noted by Han (2021) [20] descriptive research is essential for mapping consumer behavior pattern and identifying the variables that shape sustainable consumption choices, particularly in local market context where purchasing habits are deeply rooted in daily routines and cultural norms.

A mixed-methods approach is implemented to ensure a thorough and objective investigation, integrating both quantitative and qualitative data. The quantitative component systematically examines measurable data, including Demographic profiles (age, sex, monthly income, and household size), frequency of purchase, and scaled ratings related to price sensitivity, perceived product quality, environmental awareness, availability, and level of information.

Following the framework proposed by Walia & Kumar (2022)[21], this study measure key constructs such as perceived value, product perception, and willingness to pay, which have been identified as core determinants pf consumer behavior toward eco-friendly goods. Statistical analysis is employed to determine patterns, relationships, and the relative influence of these factors on consumer purchasing behavior. This allows the study to validate which variables significantly affect the decision to buy sustainable products within the local market context. Conversely, the qualitative dimension gathers insights through short interviews or open- ended survey responses from selected market shoppers.

Furthermore, the study incorporates established indicators from research by Nguyen-Viet (2022)[22], which highlight the importance of factors such as eco-labeling. Brand, trust, and information clarity in shaping consumer perceptions.

This qualitative information provides essential contextual understanding of the statistical findings, supporting the interpretation of numerical results by highlighting consumers' personal perceptions, motivations, concerns, and experiences when purchasing sustainable products. It also helps explain the challenges they encounter, such as limited availability, higher cost, or confusion about product claims. By combining these two distinct methods, the research ensures a comprehensive perspective that captures both measurable consumer trends and individual viewpoints. This integrated approach strengthens the reliability of the findings and provides a well-rounded basis for developing a market plan aimed at promoting sustainable and eco-friendly products in the Barrio Militar Market.

2. The Locale of the Study

The research locale is the Barrio Militar Market located in Nueva Ecija. This public market serves as one of the primary commercial centers within the community, catering to residents from nearby barangays and surrounding areas. As a community-based marketplace, it functions as a central hub for daily economic activities, where consumers purchase essential goods such as food items, household supplies, and other retail products. In recent years, sustainable and eco-friendly products have gradually been introduced alongside conventional goods, reflecting emerging environmental awareness within the local market setting (Phuong et al., 2023[23]; Qumsiyeh et al., 2024[24]). Although primarily operating as a traditional public market, Barrio Militar Market also represents a microeconomic environment where consumer behavior, purchasing patterns, and product preferences can be directly observed. The market is characterized by diverse consumer demographics, varying income levels, and habitual buying practices shaped by cultural norms and accessibility.

These characteristics make it an appropriate and relevant setting for examining consumer decision-making processes, particularly in relation to sustainable and eco-friendly products. The core objective of this study is to analyze and document how consumers within this specific locale evaluate, choose, or reject environmentally responsible products. Research indicates the local market serve as critical environments for understanding how consumers balance practical considerations with environmental values, especially in contexts where consumers rely heavily on affordable and accessible goods (Giri & Chaulagai, 2024)[25]. By focusing on the Barrio Militar market, the research aims to capture real-world purchasing behavior within a semi-urban community market context. This localized investigation provides a practical understanding of the factors influencing sustainable consumption and serves as a basis for developing strategies that promote eco-friendly products within the community and similar market environments.

3. The Respondents/ Participants

The respondents of this study are consumers or shoppers who regularly purchase goods at the Barrio Militar Market in Nueva Ecija. These individuals represent the target population because they are directly involved in making purchasing decisions within the local market setting. Since the research aims to examine consumer decision-making processes regarding sustainable and eco-friendly products, market shoppers serve as the most appropriate source of data for the study.

The participants will include male and female consumers of varying age groups, income levels, and household sizes to ensure diversity in demographic characteristics. Research indicates that demographic factors such as age, gender and income significantly influence how individuals perceive and choose sustainable products, making it important to include a wide range of profiles to reflect the complexity of local market behavior (Lee et al., 2024[26]). For instance, studies by Hung et al. (2025)[27] and Bahrami & Kincl (2026)[28] have shown that different generations and income groups have distinct attitudes toward eco-friendly goods, product quality, and affordability, which are key factors in shaping purchasing intentions.

Respondents must be at least 18 years old and have experience purchasing products within the Barrio Militar Market. This criterion ensures that participants are capable of providing informed responses based on actual buying behavior and personal evaluation of products available in the market, as noted by Ko & Phua (2024)[29], who emphasized that consumers

with direct purchase experience can offer more reliable insights into factors such as product availability, pricing, and information clarity.

A structured survey questionnaire will be administered to the selected respondents to gather quantitative data regarding demographic profile, influencing factors (such as price, quality, and environmental awareness), and perceived barriers (such as limited availability, higher cost, and lack of information). Additionally, a small number of participants may be selected for brief interviews or open-ended responses to provide qualitative insights that support the statistical findings, as recommended by Mahasuweerachai & Suttikun (2024)[30], who explained that qualitative data helps explain the underlying motivations, concerns, and experience that influence consumer choices.

Through the inclusion of actual market shoppers, the study ensures that the data collected reflects real consumer experiences and purchasing patterns within the Barrio Militar market. This approach strengthens the validity of the research findings and supports the development of a practical market plan to promote sustainable and eco-friendly products in the community.

4. Sample and Sampling Procedure

The target population for this study consists of all consumers who regularly shop at the Barrio Militar Market in Nueva Ecija. This includes male and female shoppers of different age groups, income levels, and household sizes who make purchasing decisions within the market. Since the research focuses on consumer decision-making processes regarding sustainable and eco-friendly products, these market shoppers represent the most relevant population for the investigation. To obtain a smaller yet representative sample from this population, the study applies stratified quota sampling. This systematic technique ensures that the characteristics of the broader consumer population are accurately reflected in the selected sample. The sampling process involves stratifying shoppers into key demographic subgroups, such as age range, sex, and monthly income level. These categories are considered significant because they may influence purchasing behavior and decision-making patterns related to sustainable products. Research indicates that factors such as generational differences, gender perspectives and economic capacity play important roles in how consumers perceive value, price, and environmental benefits, which are core elements of choosing eco-friendly goods (Shah and Yang, 2022)[31]

After identifying the subgroups, a specific numerical quota is determined for each category to ensure proportional representation. For instance, a balanced number of male and female respondents, as well as representation from different income brackets, will be included. Data collection will continue until the required quota for each subgroup is met. This structured approach guarantees fairness, minimizes sampling bias, and strengthens the validity of the findings. By adhering to these established quotas, the study ensures that the selected respondents accurately represent the diversity of consumers in the Barrio Militar Market. This method enhances the reliability and objectivity of the research results and provides a solid foundation for analyzing the factors influencing sustainable purchasing decisions within the local market context.

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5. DISCUSSION

This chapter presents the result derived from the collective data and include a detailed discussion of the findings.

Table 4 Respondents in terms of Age.

Age	Frequency	Percentage
18-25 years old	18	21.95 %
26-32 years old	8	9.75 %
33-39 years old	14	17.07 %
40-47 years old	22	26.83 %
Above 48 years old	20	24.39 %
TOTAL	82	100%

Table 4 presents the distribution of respondents according to their age. The data reveals that the largest group belongs to the 40-47 years old bracket, comprising 22 individuals or 26.83% of the total sample. This is closely followed by the group Above 48 years old, which consists of 20 respondents or 24.39%. Combined, these two mature age groups represent more than half (51.22%) of the shoppers surveyed.

On the other hand, the younger demographics show lower representation. The 18-25 years old group accounts for 18 respondents (21.95%), while the 33-39 years old has 14 participants (17.07%). The smallest group is the 26-32 years old, with only 8 individuals or 9.75%.

These findings indicate that the market is primarily composed of middle-aged to older adults. According to recent studies, this demographic often has established purchasing habits and may prioritize practicality, budget, and product value over trends. This age distribution implies that marketing strategies for sustainable products should focus on affordability, durability, and clear benefits that appeal to the practical decision-making style of mature consumers (Kaur, P., & Sharma, S., 2021).

Table 5 Respondents in terms of Gender.

Gender	Frequency	Percentage
Male	27	32.93%
Female	55	67.07%
TOTAL	82	100%

Table 5 shows the distribution of respondents according to gender. The data reveals that the majority of the shoppers are female, comprising 55 individuals or 67.07% of the total sample. In contrast, male respondents account for only 27 individuals or 32.93%.

This finding indicates that women are the primary decision-makers and frequent buyers in Barrio Militar Market. According to studies, gender often influences purchasing behavior, with women generally showing greater concern for product quality, health benefits, and environmental impact. This suggests that marketing strategies for sustainable and eco-friendly products should be designed to effectively appeal to female consumers, who are likely the main target audience in this community (Koklic, M. K., & Vida, I., 2021).

Table 6 Respondents in terms of Income Monthly.

Income Monthly	Frequency	Percentage
Below Php. 10,000	42	51.22%
Php. 10,001- Php. 15,000	18	21.95%
Php. 15,001- Php. 20,000	17	20.73%
Php. 20,001- Php. 25,000	2	2.43%
Above Php. 25,000	3	3.65%
TOTAL	82	100%

Table 6 illustrates the monthly income distribution of the respondents. The data shows that the largest group belongs to the Below Php 10,000 bracket, comprising 42 individuals or 51.22% of the total. This is followed by the Php 10,001 – Php 15,000 range with 18 respondents (21.95%) and Php 15,001 – Php 20,000 with 17 respondents (20.73%).

On the other hand, higher income brackets have very low representation. Only 2 respondents (2.43%) earn between Php 20,001 – Php 25,000, and 3 respondents (3.65%) earn Above Php 25,000.

These results indicate that the majority of consumers in the market belong to the low-to-middle income bracket. This economic profile is significant because price and affordability are major factors influencing their buying decisions. Since sustainable products are often perceived as more expensive, this finding highlights the importance of offering eco-friendly options that are budget-friendly and accessible to ensure they are adopted by the majority of the population.

Table 7 Respondents in terms of Household Size.

Household Size	Frequency	Percentage
1-3	26	31.71%
4-6	46	56.09%
7-9	5	6.09%
More than 10	5	6.09%
TOTAL	82	100%

Table 7 presents the distribution of respondents according to their household size. The data reveals that the majority of the shoppers belong to the 4-6 members category, comprising 46 individuals or 56.09% of the total sample. This is followed by the 1-3 members group, which consists of 26 respondents or 31.71%. In contrast, larger families have lower representation. The 7-9 members and More than 10 members groups each have only 5 respondents, accounting for 6.09% respectively.

These findings indicate that most consumers in Barrio Militar Market come from medium-sized households. According to consumer behavior theories, household size significantly influences purchasing patterns. Families with more members tend to buy in larger quantities and prioritize practicality, durability, and affordability. This implies that sustainable products should be made available in bulk or family-sized packaging and must be priced reasonably to fit the budget of households with multiple members. (Mokhlis, S. ,2021).

Table 8 Likert Scale Interpretation.

Table

Score	Range Values /Interval	Interpretation
1	1.00 - 1.79	Strongly Disagree
2	1.80 – 2.59	Disagree
3	2.60 – 3.39	Neutral
4	3.40 – 4.19	Agree
5	4.20 – 5.00	Strongly Agree

Table 9 2.1 Price.

Statement	Mean	SD	Verbal Interpretation
1. I always check the price of product before I buy.	4.35	0.87	Strongly Agree
2 .I compared the cost of non eco-friendly and the eco friendly product.	4.26	0.87	Strongly Agree
3. Eco-friendly packaged agricultural products are reasonably priced compared to non-eco-friendly ones.	4.16	0.71	Agree
4. I am willing to pay a higher price for agricultural products with eco-friendly packaging because of their environmental benefits.	4.20	0.87	Strongly Agree
5. The price difference between eco-friendly and non-eco-friendly packaged products is a major factor that stops me from choosing the eco-friendly option.	4.24	0.88	Strongly Agree
Pooled Mean	4.24	0.84	Strongly Agree

Table 9.2.1 presents the assessment of the respondents regarding the factor of Price in purchasing sustainable and eco-friendly products. The data reveals an overall Pooled Mean of 4.24, verbally interpreted as "Strongly Agree". This indicates that price plays a very significant role in the decision-making process of consumers in Barrio Militar Market. Among the statements, "I always check the price of product before I buy" obtained the highest mean score of 4.35. This shows that shoppers are highly price-conscious and practical when making purchases. They also strongly agreed that they compare costs between conventional and eco-friendly items (Mean 4.26) and acknowledged that price difference is a major barrier that stops them from choosing the green option (Mean 4.24). While the respondents generally find eco-friendly products reasonably priced (Mean 4.16, interpreted as "Agree"), they also expressed a strong willingness to pay a higher price if it benefits the environment (Mean 4.20). The Standard Deviation values ranging from 0.71 to 0.88 indicate that the responses are homogeneous, meaning there is a general consensus among the consumers that price is a critical consideration.

These findings imply that although consumers are aware of and supportive of environmental benefits, their purchasing power and budget remain top priorities. As supported by literature, price sensitivity is a key determinant, especially among middle-to-low income earners, suggesting that for sustainable products to succeed in this market, they must be competitively priced and offer good value for money. (Kumar, A., & Yadav, G. ,2022).

Table 10 2.2 Quality.

Statement	Mean	SD	Verbal Interpretation
1. I check the effectiveness of the product.	4.41	0.78	Strongly Agree
2. I prepared the safety of the product.	4.46	0.69	Strongly Agree
3. The performance of durability is have effect on me.	4.35	0.62	Strongly Agree
4. I assess whether the quality of eco-friendly products meets my expectations compared to non-eco-friendly ones.	4.33	0.61	Strongly Agree
5. The quality of materials used in eco-friendly products influences my decision to purchase them.	4.27	0.65	Strongly Agree
Pooled Mean	4.37	0.67	Strongly Agree

Table 10 2.2 Quality presents the assessment of respondents regarding the influence of product quality on their purchasing decisions. The data reveals an overall Pooled Mean of 4.37, verbally interpreted as "Strongly Agree". This indicates that quality is a very significant factor that consumers in Barrio Militar Market consider before buying sustainable and eco-friendly products. Among the specific indicators, "I prepare the safety of the product" obtained the highest mean score of 4.46. This shows that shoppers prioritize safety and reliability above all else. They also strongly agreed that they check the effectiveness (4.41) and durability (4.35) of items, confirming that they are very particular about the standard and performance of the goods they purchase.

Furthermore, respondents expressed strong agreement that they assess whether eco-friendly products match the quality of conventional ones (4.33) and that the quality of materials directly influences their buying choice (4.27). The Standard Deviation values ranging from 0.61 to 0.78 indicate that the responses are consistent and homogeneous, meaning there is a clear consensus among the consumers that quality assurance is non-negotiable in their decision-making process.

These findings imply that for sustainable products to be widely accepted, they must not only be environmentally friendly but also demonstrate superior or equal standards in terms of

safety, durability, and overall performance. As emphasized in recent studies, quality perception is a critical driver that often outweighs other factors, ensuring customer satisfaction and repeat purchase (Chen, Y. S., & Chang, C. H. ,2022).

Table 11 2.3 Environmental Awareness.

Statement	Mean	SD	Verbal Interpretation
1.I watching TV news anything connected on climate.	4.30	0.70	Strongly Agree
2.I prepared to buy the product that help for our ecosystem	4.22	0.79	Strongly Agree
3.I am aware of how eco-friendly products contribute to reducing environmental harm.	4.17	0.72	Agree
4.I actively seek information about the environmental benefits of products before purchasing them.	4.24	0.75	Strongly Agree
5.I understand the difference between truly eco-friendly products and those that are just marketed as “green.”	4.30	0.78	Strongly Agree
Pooled Mean	4.25	0.74	Strongly Agree

Table 11 2.3 presents the assessment of respondents regarding their level of Environmental Awareness and its influence on their purchasing decisions. The data reveals an overall Pooled Mean of 4.25, verbally interpreted as “Strongly Agree”. This indicates that consumers in Barrio Militar Market are highly conscious of environmental issues and this awareness significantly affects their buying behavior. Among the specific indicators, “I watching TV news anything connected on climate” obtained the highest mean score of 4.30. This shows that shoppers actively seek information and are well-informed about environmental concerns through various media. They also strongly agreed that they understand the difference between genuine eco-friendly products and those that are just “greenwashed” or falsely marketed (Mean 4.30), demonstrating that they are knowledgeable and critical consumers.

Furthermore, respondents expressed strong agreement that they are willing to buy products that help the ecosystem (Mean 4.22) and actively look for information about environmental benefits before purchasing (Mean 4.24). The only item interpreted as “Agree” is statement 3 (Mean 4.17), suggesting that while they are aware, there might still be a slight gap in fully understanding the specific impact of these products. The Standard Deviation values ranging from 0.70 to 0.79 indicate that the responses are consistent and homogeneous, meaning there is a general consensus among the consumers regarding their environmental consciousness. These findings imply that awareness is already high in the community. Consumers are not only concerned about the environment but are also discerning enough to identify authentic sustainable products. As supported by literature, high environmental knowledge is a primary

driver that positively influences the intention to purchase green products, making it a crucial factor for market success (Yadav, R., & Pathak, G. S.,2021).

Table 12 3.1 Limited Availability.

Statement	Mean	SD	Verbal Interpretation
1. I find it difficult to locate sustainable and eco-friendly products within the Barrio Militar market.	4.30	0.73	Strongly Agree
2. The variety of sustainable and eco-friendly products available in the market is too limited to meet my needs.	4.27	0.70	Strongly Agree
3. I often go to the market intending to buy eco-friendly products but end up buying conventional ones because the sustainable options are out of stocks.	4.24	0.58	Strongly Agree
4. The locations where sustainable product are sold in Barrio Militar are inconvenient or too far for me to reach regularly.	4.37	0.62	Strongly Agree
5. Uncertainly about when sustainable product will be available discourages me from planning to buy.	4.41	0.68	Strongly Agree
Pooled Mean	4.32	0.67	Strongly Agree

Table 12 3.1 Limited Availability presents the assessment of respondents regarding the challenges posed by the limited access and supply of sustainable and eco-friendly products in the market. The data reveals an overall Pooled Mean of 4.32, verbally interpreted as “Strongly Agree”. This indicates that availability is indeed a major barrier that significantly affects the purchasing decisions of consumers in Barrio Militar Market. Among the specific indicators, “The locations where sustainable product are sold... are inconvenient or too far” obtained the highest mean score of 4.37. This shows that accessibility and location are the primary concerns. Respondents also strongly agreed that they find it difficult to locate these products (4.30) and that the uncertainty of when stocks will arrive discourages them from planning to buy (4.41).

Furthermore, the data confirms that consumers often intend to buy eco-friendly items but end up purchasing conventional ones because the sustainable options are out of stock or the variety is too limited to meet their needs (Mean 4.24 and 4.27). The Standard Deviation values ranging from 0.58 to 0.73 indicate that the responses are very consistent and homogeneous, meaning there is a clear consensus among the shoppers that the lack of availability and accessibility is a significant problem. These findings imply that even if consumers have the willingness and awareness, the physical absence and difficulty in finding these products hinder actual adoption. As supported by literature, distribution efficiency and

market coverage are critical success factors; without proper availability, consumer interest cannot be converted into actual sales (Nguyen, H. V., & Nguyen, T. T. ,2021).

Table 13 3.2 Higher Cost.

Statement	Mean	SD	Verbal Interpretation
1. I find that sustainable and eco-friendly products in Barrio Militar market are significant more expensive than conventional product.	4.27	0.69	Strongly Agree
2. The higher price of eco-friendly products discourage me from purchasing them even if I prefer them.	4.28	0.82	Strongly Agree
3. I believe the additional cost of sustainable product is not justified by their benefits or quality.	4.33	0.67	Strongly Agree
4. I often choose the cheaper, conventional option instead of the eco-friendly one due to my limited budgets.	4.22	0.67	Strongly Agree
5. I am willing to pay a premium price for sustainable products if they are easily available I the local market.	4.41	0.68	Strongly Agree
Pooled Mean	4.30	0.71	Strongly Agree

Table 13 3.2 Higher Cost presents the assessment of respondents regarding the influence of price and cost factors on their purchasing decisions. The data reveals an overall Pooled Mean of 4.30, verbally interpreted as “Strongly Agree”. This indicates that the higher price of sustainable and eco-friendly products is a very significant barrier that greatly affects the buying behavior of consumers in Barrio Militar Market. Among the specific indicators, “I believe the additional cost... is not justified by their benefits or quality” obtained the highest mean score of 4.33. This shows that consumers feel that the price premium does not match the value they receive. They also strongly agreed that eco-products are significantly more expensive than conventional ones (Mean 4.27) and that the higher price discourages them from buying even if they prefer them (Mean 4.28).

Furthermore, respondents confirmed that due to limited budgets, they often choose the cheaper, traditional options instead of the green ones (Mean 4.22). Interestingly, they also expressed a strong willingness to pay a premium price if the products are easily available in the local market (Mean 4.41), suggesting that accessibility can somewhat mitigate the issue of cost. The Standard Deviation values ranging from 0.67 to 0.82 indicate that the responses are consistent and homogeneous, meaning there is a clear consensus among the shoppers that cost is a major hindrance. These findings imply that while consumers have the intention and awareness, their purchasing power is a limiting factor. As supported by literature, price sensitivity is particularly high among middle-to-low income consumers, making affordability

a critical factor that must be addressed to encourage mass adoption of sustainable products (Kumar, A., & Yadav, G. ,2022).

Table 15 3.3 Lack of Information.

Statement	Mean	SD	Verbal Interpretation
1. I find it difficult to identify which products in Barrio Militar market are truly sustainable or eco-friendly because they lack clear labels.	4.37	0.75	Strongly Agree
2. There is not enough information displayed in stores to explain the environmental benefits of the eco-friendly products sold here.	4.00	0.79	Agree
3. Sellers or vendors in this market are unable to provide me with sufficient details about the sustainable products they sell.	4.16	0.74	Agree
4. I often do not know how to properly use or maintain eco-friendly products because instructions or guides are missing.	4.15	0.70	Agree
5. I am unsure if the claims made about certain products being “eco-friendly” are accurate or trustworthy.	4.28	0.81	Strongly Agree
Pooled Mean	4.19	0.76	Agree

Table 15 3.3 Lack of Information presents the assessment of respondents regarding the sufficiency and clarity of information available about sustainable and eco-friendly products. The data reveals an overall Pooled Mean of 4.19, verbally interpreted as “Agree”. This indicates that insufficient information is a significant challenge that affects the purchasing decisions of consumers in Barrio Militar Market. Among the specific indicators, “I find it difficult to identify which products... are truly sustainable... because they lack clear labels” obtained the highest mean score of 4.37, interpreted as “Strongly Agree”. This shows that the absence of proper labeling is the primary problem. Respondents also strongly agreed that they are unsure if the claims made by products are accurate or trustworthy (Mean 4.28).

In addition, the data shows that consumers face difficulties because stores do not display enough information about environmental benefits (Mean 4.00), sellers cannot provide sufficient details (Mean 4.16), and instructions on how to use or maintain these products are often missing (Mean 4.15). The Standard Deviation values ranging from 0.70 to 0.81 indicate that the responses are consistent and homogeneous, meaning there is a general consensus among the shoppers that information gap is a real concern. These findings imply that even if products are available, the lack of communication and proper labeling creates confusion and doubt. As supported by literature, clear information, labeling, and education are essential to

build trust and reduce uncertainty, which are necessary steps to convert consumer interest into actual purchase behavior (Gleim, M. R., & Lawson, S. J. ,2021).

10. CONCLUSION

The research concludes that the consumer market within Barrio Militar, Nueva Ecija, is characterized by a predominantly middle-aged to older population, largely composed of female decision-makers belonging to low-to-middle income households. For these consumers, purchasing behavior is primarily defined by necessity-driven decision-making, where every choice is weighed against budget constraints and immediate needs. While the demographic profile demonstrates high environmental consciousness and a genuine willingness to support sustainable causes, this positive attitude is frequently hindered by practical realities. Vendors and sellers should use consumer demographic insights to tailor their products and marketing strategies to local consumers. For instance, companies can offer eco-friendly products at appropriate price ranges and styles if the majority of their clientele are in a particular age or income range. Understanding household sizes also enables vendors to offer reasonable product amounts or packaging, increasing the usefulness and affordability of sustainable solutions for all members of the community.

The evaluation of decision-making factors reveals that while consumers are highly discerning regarding Quality (Mean 4.37) and are deeply concerned about the environment, their choices are significantly constrained by Limited Availability (Mean 4.32) and Higher Cost (Mean 4.30). The study identifies that the primary barriers to adoption are not a lack of interest or awareness, but the inconvenience of locations, insufficient product variety, and the perception that premium prices are not justified by tangible benefits. Furthermore, the Lack of Information and clear labeling creates confusion and doubt, preventing consumers from confidently translating their intentions into actual purchases. Sellers and local business groups should concentrate on providing good value without sacrificing product standards because cost, quality, and awareness have a significant influence on purchase decisions. To demonstrate to consumers the value of eco-friendly products, they might highlight how long-lasting and advantageous they are. Simultaneously, straightforward educational initiatives, such as posters or small-scale market activities, can increase awareness of environmental care and motivate more consumers to select sustainable products. Overcoming these challenges requires cooperation between local authorities and market administrators. They can set up designated areas or stalls exclusively for eco-friendly items to improve access. Sellers can

also lower prices through bulk purchasing or local manufacturing while keeping quality high. Moreover, providing clear and complete details about each product removes uncertainty and gives shoppers the confidence they need to make purchases. To help consumers fully grasp the value and features of sustainable goods, sellers should use straightforward labels and descriptions. Instead of complicated terms, simple words like “reusable,” “natural,” or “safe for nature” can explain what makes a product eco-friendly. Brief guides or information sheets can also improve knowledge, turning confusion into interest and trust among market visitors.

To address these challenges and promote responsible consumption, the proposed Market Development Plan advocates for strategic interventions focused on improving accessibility, ensuring affordability, and enhancing product communication. This approach prioritizes making sustainable products readily available in convenient locations, offering competitive pricing structures that match the purchasing power of the community, and implementing clear labeling systems to build trust. By bridging the gap between environmental values and economic practicality, the plan seeks to transform the market into a hub where sustainable consumption becomes the standard choice rather than a difficult alternative. The marketing strategy should be carried out in an organized way, with clear objectives and roles assigned to everyone involved. Promotions, special offers, and community events can be used to introduce these products and attract more buyers. It is also important to regularly check how well the plan is working by reviewing sales and asking for customer feedback, so improvements can be made as needed. If the research shows that price, quality, and awareness do affect buying behavior, these aspects should be the main focus of all business strategies. Even if there is no strong link found, the results can still help identify other reasons behind consumer choices. This information will help create better approaches that truly meet customer needs, making sustainable products both accessible and popular in the market.

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