Impact of Price Sensitivity on Locally Produced Vegetables on Consumer Buying Decision

Ernestina S. Cabanding[1], David M. Mangalinao[2], Bea Joy O. Panugan[3], Allyssa Mae C. Santiago[4] and Erika Eunice D.R. Soriano[5]

Bachelor of Science in Business Administration Major in Marketing Management –Polytechnic University of the Philippines – Cabiao Campus, Nueva Ecija

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ABSTRACT

In today's economy, rising food costs and the growing need to support local agriculture have made price sensitivity a critical factor in consumer decision-making. This study, titled "Impact of Price Sensitivity on Locally Produced Vegetables on Consumer Buying Decision," was conducted in Cabiao, Nueva Ecija, with the goal of understanding how local consumers respond to the pricing of locally grown vegetables and how this affects their buying behavior.

A quantitative research design was employed, using purposive sampling to target individuals who regularly purchase locally produced vegetables. Data were collected through a structured survey and analyzed using weighted mean to determine levels of agreement, as well as Pearson's correlation coefficient and Kendall's Tau to assess the relationship between price sensitivity and consumer buying decisions.

The findings revealed that most consumers strongly agreed that price is a vital factor in their purchasing decisions. Both price importance and price search behavior significantly influenced consumer preferences, confirming that affordability and perceived value are key considerations.

Based on these findings, the researchers recommend that local farmers and retailers adopt competitive yet sustainable pricing strategies to attract price-sensitive consumers. Government agencies and policymakers are also encouraged to support initiatives that promote affordable access to locally grown produce. Ultimately, this research contributes to strengthening the local economy, promoting environmental sustainability, and serving as a valuable foundation for future studies on consumer behavior and local food systems.

INTRODUCTION

Purchasing local goods has become increasingly popular among customers. Consumers understand that supporting local businesses and farmers contributes to the domestic economy (Agnieszka et al., 2023). In recent years, the demand for locally produced vegetables has increased as individuals become more health-conscious; however, price remains a key factor influencing consumers' buying decisions.

Purchasing local goods has become increasingly popular among customers. Consumers understand that supporting local businesses and farmers contributes to the domestic economy (Agnieszka et al., 2023). In recent years, the demand for locally produced vegetables has increased as individuals become more health-conscious; however, price remains a key factor influencing consumers' buying decisions. The period from 2019 to the present has witnessed a convergence of factors that further emphasized the importance of understanding price sensitivity in the context of locally produced vegetables. The COVID-19 pandemic, for instance, disrupted global supply networks and exposed the risks of relying primarily on large-scale agricultural production. This disruption encouraged renewed interest in local food systems and a stronger commitment to supporting local farmers (Nemes et al., 2021). The absence of seasonal workers, the collapse of contractual relations, and disruptions in transportation systems contributed to an increased risk of supply constraints (Hobbs, 2020; Neef, 2020). While the short- and medium-term effects of the pandemic were primarily experienced outside the farm

gate (Béné, 2020), it highlighted the urgency for food systems to contribute to healthier, more sustainable, just, and resilient societies (Bakalis et al., 2020; FAO, 2020; IPES-Food, 2020).

At the same time, growing concerns about food security and sustainability have prompted consumers to seek more ethically and environmentally responsible sourcing options (Camilleri, 2023). In this context, understanding how price sensitivity influences consumer buying decisions regarding locally produced vegetables is not merely a matter of economic efficiency but also a crucial factor in ensuring the resilience and sustainability of local food systems.

This study focuses on the impact of price sensitivity on consumer buying behavior for locally produced vegetables. It examines factors such as the importance of price, price search, and how price sensitivity influences attitudes, social norms, perceived behavioral control, price-quality perceptions, ethnocentrism, and support for local food systems. The study aims to provide timely and relevant insights into the dynamic interplay between price sensitivity and consumer buying behavior, offering a robust evidence base for developing effective pricing strategies that support both consumers and local producers.

THEORETICAL FRAMEWORK

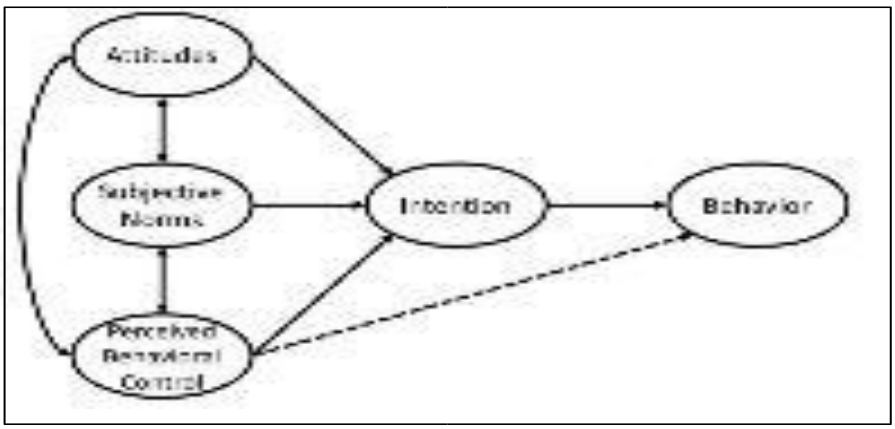
To understand the relationship between price sensitivity and consumer buying behavior for locally produced vegetables in Cabiao, Nueva Ecija, the researchers employed three interconnected theories: Theory of Planned Behavior (TPB), Price-Quality Inference Theory, and Consumer Ethnocentrism Theory.

Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB), developed by Ajzen (1985), posits that individuals' intentions to perform a specific behavior are influenced by three key variables: attitude toward the behavior, subjective norms, and perceived behavioral control. TPB explains that a person's decision to make a purchase is shaped by their evaluation of the product (attitude), the perceived social pressure to act (subjective norms), and their perceived ease or difficulty in performing the behavior (perceived behavioral control).

This theory is highly applicable to consumer psychology, particularly in the areas of food safety (Rezaei et al., 2023), consumer behavior (Mu et al., 2023), and environmental sustainability (Gholamrezai et al., 2021; Kand et al., 2013; Emekci, 2019). In this study, TPB serves as a framework to examine: Consumers' attitudes toward purchasing locally grown vegetables including perceived benefits such as health, freshness, and environmental sustainability; Subjective norms, or the social pressures consumers may feel to buy local produce (Sus, 2023); Perceived behavioral control, or consumers' belief in their ability to access and afford locally produced vegetables (Psychology, 2022).

Ajzen (1991) further explained that intentions are strong predictors of behavior, and the stronger the intention, the more likely the behavior will be performed—provided the individual perceives sufficient control over external constraints. Thus, consumers with positive attitudes, who perceive social encouragement and feel capable of purchasing local vegetables, are more likely to follow through with that behavior.

Figure 1. Theory of Planned Behavior



Price-Quality Inference Theory. The Price-Quality Inference Theory, first proposed by Kotler (1967), suggests that consumers often infer the quality of a product based on its price. Higher prices are generally associated with higher quality, while lower prices may lead to skepticism about the product's value or authenticity.

This theory assists in understanding how price perception affects consumer trust in the quality of locally produced vegetables. For example, customers may associate higher prices with freshness, organic cultivation, or premium quality. According to Avedano (2023), price holds both economic and perceived value, influencing profit margins and consumer decisions. Kotler's pricing strategies advocate for businesses to align product pricing with perceived quality while also considering competitive dynamics and customer expectations.

By applying this framework, the study investigates whether consumers are willing to pay a premium for local vegetables based on their perception of quality, or whether ethical factors—such as support for local farmers—play a more significant role in influencing purchase decisions.

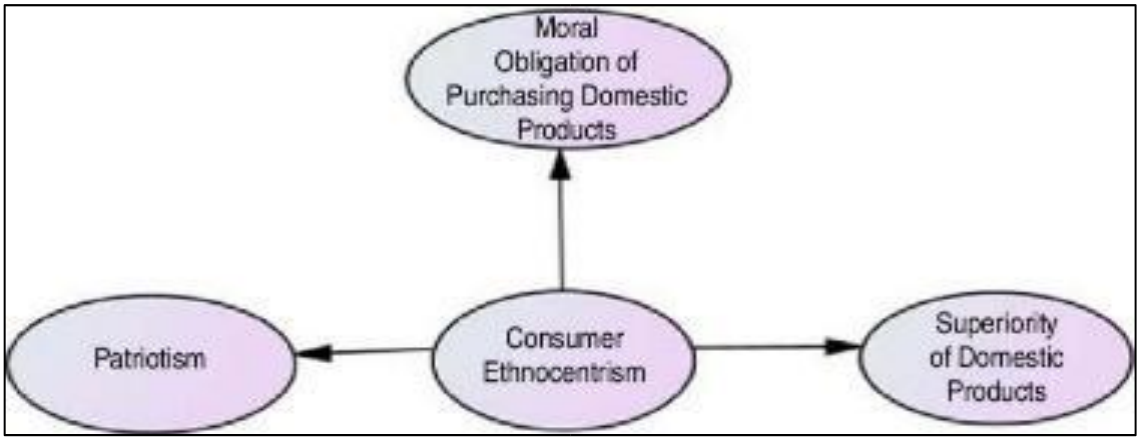
Figure 2. Price-Quality Model

Consumer Ethnocentrism Theory. The Consumer Ethnocentrism Theory, as introduced by Shimp and Sharma (1987), suggests that consumers may favor locally produced goods over imported alternatives due to patriotism, economic loyalty, or community-oriented values. Ethnocentric consumers believe that purchasing local products supports the national or regional economy and reflects social responsibility.

Hui and Triandis (1986) further argued that consumers tend to evaluate in-group (i.e., locally produced) products more positively than out-group (i.e., foreign) alternatives. According to Fernández-Ferrín et al., consumer ethnocentrism serves as a predictor of consumer attitudes, product evaluations, and eventual purchase behavior.

This framework is used to explore whether consumers in Cabiao, Nueva Ecija, are motivated by cultural or emotional connections to local produce and are thus willing to pay higher prices in support of local food systems, even when more affordable imported options are available.

Figure 3. Consumer Ethnocentrism and Local Food Systems

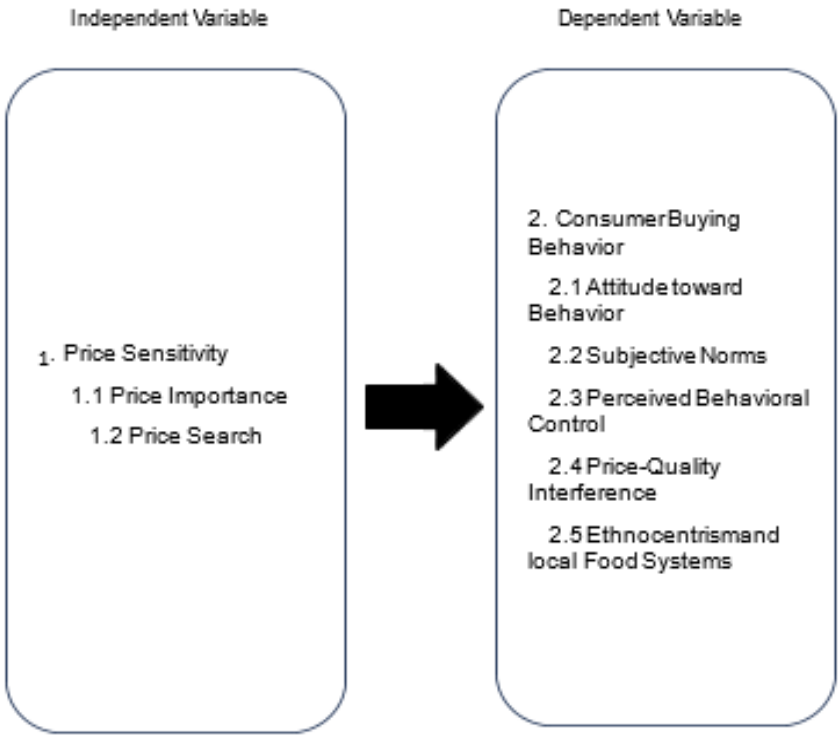


Together, these three theories offer a comprehensive framework for understanding how price sensitivity, product perceptions, and socio-cultural values affect consumer behavior regarding locally produced vegetables: TPB helps clarify the psychological and behavioral drivers behind consumers' intentions, including attitudes, social norms, and perceived control.

Price-Quality Inference Theory explains how consumers interpret price as a signal of quality, influencing their willingness to pay for local produce. Consumer Ethnocentrism Theory emphasizes the role of local identity and economic patriotism in encouraging the purchase of local goods, even at a premium.

These frameworks collectively allow the researchers to assess not only the economic but also the emotional and social dimensions of consumer decision-making. They are essential for shaping effective marketing, pricing, and educational strategies that benefit both consumers and local farmers in Nueva Ecija.

CONCEPTUAL FRAMEWORK



This study utilized a conceptual framework to analyze the influence of price sensitivity on consumer buying behavior, particularly in the context of locally produced vegetables in Cabiao, Nueva Ecija. The framework explored the interplay between key behavioral constructs—such as attitude, subjective norms, and perceived behavioral control—as outlined in the Theory of Planned Behavior (TPB), alongside perceptions of price and quality and consumer ethnocentrism.

Statement of the Problem

This study aimed to examine the impact of price sensitivity on consumer buying decisions regarding locally produced vegetables in Cabiao, Nueva Ecija. Specifically, it sought to explore how various dimensions of price sensitivity influence consumer attitudes, perceptions, and behaviors.

To guide the research, the following questions were posed:

1. What is the level of agreement of respondents regarding price sensitivity in terms of:

   1.1. price importance; and
   1.2. price search?

2. What is the level of agreement of respondents on the impact of price sensitivity on consumer buying behavior in terms of:

2.1. attitude toward the behavior;

2.2. subjective norms;

2.3. perceived behavioral control;

2.4. price–quality inference; and

2.5. ethnocentrism and local food systems?

3. Is there a significant relationship between variables related to price sensitivity and consumer buying behavior toward locally produced vegetables?

Hypothesis

There is no significant relationship between variables related to price sensitivity and consumer buying behavior toward locally produced vegetables.

Scope and Limitation

This study, titled "Impact of Price Sensitivity on Locally Produced Vegetables on Consumer Buying Decision", focuses on analyzing consumers' level of agreement regarding the importance of price and their price search behavior in relation to their buying decisions.

Specifically, the study aims to determine the influence of price sensitivity on consumer decision-making when purchasing locally produced vegetables. It will take into account various factors such as perceived quality, taste, health benefits, environmental impact, and convenience.

Furthermore, the study examines the relationship between price sensitivity—particularly in terms of price importance and price search—and consumer buying behavior, including its influence on attitudes, subjective norms, perceived behavioral control, price–quality inference, ethnocentrism, and support for local food systems.

A descriptive quantitative research design will be employed, with data gathered through a structured questionnaire using a Likert scale. The study will be conducted in Cabiao, Nueva Ecija, and the participants must meet the following criteria: Be residents of Cabiao, Nueva Ecija; Have purchased locally produced vegetables amounting to at least ₱50;

Represent diverse age groups and income levels to capture a broad spectrum of consumer experiences. The study entitled "Impact of Price Sensitivity on Locally Produced Vegetables on Consumer Buying Decision" is limited to consumer behavior specifically related to locally produced vegetables, and does not cover non-vegetable local products or imported alternatives. Results are also geographically limited to Cabiao, Nueva Ecija, and may not be generalizable to other regions.

Significance of the Study

The findings of this study will benefit several stakeholders:

Local Farmers – Insights from the study will help farmers understand consumer price sensitivity, allowing them to optimize pricing strategies. This can lead to increased profitability, sustainability, and continued support for local agriculture.

Consumers – By understanding the key factors that influence their own purchase decisions, consumers will be better equipped to make informed choices aligned with their values, especially regarding health, sustainability, and community support.

Retailers/Vendors – A deeper understanding of consumer price sensitivity will enable vendors to make evidence-based decisions about pricing, product selection, and inventory planning. This can enhance sales and competitiveness in the local market.

Department of Environment and Natural Resources (DENR) – Promoting the consumption of locally grown produce can contribute to sustainability goals by reducing food miles and environmental impacts associated with long-distance transportation.

Government Agencies – The results of this study can serve as valuable input for policy formulation aimed at strengthening local food systems and promoting sustainable agriculture. Data from this study can guide efforts to improve consumer access to locally produced goods.

Local Economy – Supporting locally produced vegetables contributes to community resilience, job creation, and overall economic sustainability by strengthening local supply chains.

Polytechnic University of the Philippines (PUP) – As an academic institution, PUP can utilize this study to enhance its curriculum in areas such as marketing, agribusiness, and sustainable development. The research may also serve as a reference for future scholarly works.

Future Researchers – This study contributes to the existing literature on price sensitivity and consumer behavior, and can serve as a foundation for further research on related topics, such as price elasticity, regional consumption trends, or comparative studies with imported products.

Definition of Terms

To aid in the understanding of the study, the following terms are defined as used in the context of this research:

Ethnocentrism – The belief that one's own group, ethnicity, or nationality is superior to others; often influences preference for local over foreign products.

Patriotism – Devotion and loyalty to one's country, often manifesting in support for local businesses and products.

Local – Pertains to products or practices originating from, or belonging to, the immediate geographic area, specifically Cabiao, Nueva Ecija in this study.

Norms – Standard patterns or behaviors generally expected or accepted within a group or society.

Domestic – Refers to goods or activities originating within the home country, as opposed to imported.

Convergence – The process of coming together or unifying, especially with reference to consumer values and behaviors supporting local economies.

Interrupted – A disruption or cessation in a continuous process, such as the supply chain interruptions caused by global events like the COVID-19 pandemic.

Sustainability – The ability to maintain certain processes or states over time without causing harm to the environment, economy, or society.

Resilience – The capacity to recover quickly from difficulties or disruptions, especially in the context of food systems and local economies.

REVIEW OF RELATED LITERATURE AND STUDIES

This chapter presents and discusses relevant literature and previous studies thematically aligned with the present research. It aims to support the investigation on the Impact of Price Sensitivity on Consumer Buying Behavior for locally produced vegetables.

Price Importance

Price importance has been consistently identified as a critical determinant of consumer purchasing decisions across various contexts, including e-commerce, organic produce, and locally sourced products. In the context of social commerce, Oliveira and Basso (2020) found that competitive pricing, alongside trust, significantly predicts purchase intention, emphasizing that consumers prioritize prices they perceive as favorable when making online buying decisions. In the realm of food and organic products, Almeida et al. (2025) reported that price perception exerts a strong influence on purchase intentions in food service contexts, noting that consumers are more likely to buy when they perceive prices as fair relative to quality. Similarly, Putra and Utami (2019) highlighted that favorable price–value perception significantly enhances customer satisfaction and loyalty, indicating that consumers are willing to continue purchasing when price aligns with perceived product worth.

Further evidence from consumer behavior research suggests that price sensitivity can either weaken or strengthen buying behavior depending on accompanying factors. Silva and Rodrigues (2023), in a review covering 2023–2024, found that while price sensitivity may deter purchases of more expensive organic foods, other variables—such as trust, perceived quality, and personal norms—can counterbalance these effects, thereby supporting purchase retention. Additionally, sustainability-focused studies indicate that perceived value and quality expectations can modulate the effect of price sensitivity. Martinez and Lee (2024) reported that consumers with high value expectations tend to exhibit reduced sensitivity to price fluctuations, especially when product information is perceived as reliable and transparent. These findings imply that while price remains a central decision factor, its impact is mediated by trust, perceived quality, and the overall value proposition of the product.

Price Sensitivity

Product and service classes are differently price sensitive. This depends on a number of factors, ranging from the perceived value of the product to the consumer to the diversity of market offerings (Glossary, 2024). Price sensitivity refers to the extent to which the price of a good impacts the purchasing habits of people. In most cases, it is the way in which demand varies with the variation in the cost of goods (Kagan,2023). Price sensitivity differs in comparison to other buying criteria; quality could be higher than price, rendering consumers less sensitive to price increases (Kagan,2023). Conversely, more price-sensitive individuals can accommodate a sacrifice in quality. These individuals are unlikely to pay a premium for a brand name, even if it offers higher quality than a generic store brand product. It describes how differences in price in a product affect people's willingness and preparedness to purchase it. Expressed, price sensitivity indicates the extent to which demand is price dependent. High price sensitivity means that even modest price changes can have a substantial influence on sales volume, whereas low price sensitivity means that price fluctuations have little impact on demand.

A study in Vietnam highlights the importance of perceived value, which goes beyond price, in shaping consumer choices perceived to have higher health or environmental benefits (Nguyen et al., 2022). Consumers are price-conscious; they are also willing to pay a high price for locally produced vegetables, particularly if they perceive higher quality or economic impact (Jones et al. 2021). Consumer researchers have long sought to reveal individual differences in how consumers react to price. Consumers are generally sensitive; their trust in local producers and perceived quality of locally grown vegetables can outweigh price concerns (Wang et al., 2020).

Price sensitivity can be described as consumers' "general response to prices," reflecting their feelings about the cost of a product or service (Goldsmith & Newell, 1997). In particular, regardless of income and other considerations, some consumers shy away from spending their hard-earned money when they sense the possibility of an unfair exchange. They could be regarded as "cost-sensitive" buyers (Morganosky, 1986). Consumer researchers have consistently aimed to uncover variations in consumer responses to pricing.

Price Search

Prices for grocery items vary by store and time because of promotional periods. As a result, consumers are motivated to seek out the best deals. However, if a product is purchased seldom, the effort of checking the price with each shopping trip may exceed the benefit of paying less. Promotional periods provide an incentive for

consumers to strategically time their purchases to take advantage of the cheaper promotional pricing. In the meantime, checking the pricing of a specific product to find out when it is on promotion takes some work from the consumer. If searching for pricing information is costly, the consumer must weigh the benefits of obtaining a lower price against the cost of searching (Stephan).

Empirical research shows inconsistent outcomes when estimating the price difference between locally made foods and those imported. Research utilizing real market prices indicates a smaller price premium for locally sourced food compared to studies leveraging a willingness-to-pay metric. Moreover, our findings indicate that consumer interest in local food has been rising over time (Leung, 2021).

Attitudes Towards Behavior

Attitudes, encompassing positive or negative views on stimuli such as individuals, events, and products, play a vital role in shaping purchase intentions. They represent a person's evaluation of the action and can significantly influence the intention to participate in or refrain from a behavior. Attitudes are fluid and change according to perceptions of beneficial or detrimental elements. The connection between attitude and behavior is notably apparent in local products, with research indicating a favorable association between attitude and intention to consume.

The COVID-19 pandemic has additionally impacted perceptions of local products (Castillo et al., 2024). The TPB model indicates that an individual's intention to behave is affected by three factors: attitude, subjective norms, and perceived behavioral control. It is commonly used in consumer psychology, food security, consumer actions, and environmental conduct. The TPB theory is commonly applied to assess food safety (Rezaei et al., 2023), consumer actions (Mu et al., 2023), individual behavior (Goukens & Klesse, 2022), and environmental actions (Gholamrezai et al., 2021; Kand et al., 2013; Emekci, 2019).

Subjective Norm

Studies on social distancing behaviors during the COVID-19 pandemic have shown that perceived social norms (beliefs about what others are doing) are a significant predictor of intentions to follow such guidelines (Psychol, 2020). Research has found that subjective norms play a crucial role in physicians' intentions to engage in shared decision making with patients and colleagues, including perceived expectations (Manning M., 2019). According to a study, subjective norms, particularly descriptive norms or what others are doing, are shown to influence consumers' intentions to buy green products.

According to Barbera (2020), three studies that deal with different behaviors show the importance of attitudes, yet weaken subjective norms. Moreover, subjective norms heavily impact the attitude towards the intention to purchase organic food (Swisi, 2014). Certain researchers, including Biel & Thøgersen (2007), discovered minimal correlations between descriptive norms and social norms, whereas others identified a notable positive link between subjective norms and a consumer's intent to purchase sustainable and organic food.

Rivis & Sheeran (2003) contend that subjective norms are influenced by convictions regarding the degree to which important others wish for them to engage in a behavior, multiplied by an individual’s willingness to align with those perspectives. To gain a direct assessment of subjective norms, various questions should be developed, including those aimed at reflecting descriptive norms (often referred to as group or behavioral norms). Rivis and Sheeran differentiate between injunctive norms and descriptive norms as distinct sources of motivation.

The subjective norm is seen as a perceived social influence on a person to act in a specific manner (Ajzen, 1991). It is frequently viewed as a type of influence driven by an individual's wish to belong to a particular social circle, like "family, relatives, close friends, and coworkers." Additionally, when an individual appreciates the thoughts and opinions of others, they are more likely to respond to them (Ajzen, 1991). Subjective norms pertain to a person's interpretation of social pressure from others to act in a specific way and their desire to conform to those opinions. Certain past research has indicated moderate to substantial links between descriptive norms and intentions, whereas other studies have discovered weak or negligible correlations. In their research, Rivis and Sheeran utilized meta-analytic techniques to assess if descriptive norms increase the variance

accounted for in intentions once primary predictors have been considered. The results indicated that descriptive norms considerably raised the variance in intentions, suggesting a potential predictive capability of these factors. Employing this dual method to assess subjective norms can yield significant theoretical understanding and evidence of the varying interpretations of social and descriptive norms.

Perceived Behavioral Control

Perceived behavioral control is an individual's belief about how easy or difficult it is to do a specific task. A multi-country study revealed that perceived behavioral control, alongside environmental concern, played a significant role in shaping intentions among students (Kotyza, 2024). According to a bibliometric study, PBC is a crucial factor in understanding how individuals perceive and utilize new technologies (Purnama, 2024. To anticipate an individual's actions, we must examine their belief in controlling their behavior and their ability to make changes through effort (Drew, 2023).

A study found that PBC was a direct predictor of adolescents' engagement in suicide prevention actions, even more than their intentions (Tortura, 2019). An individual's impression of behavioral control can be characterized as their assumption of the ease or difficulty of acting/behaving in a specific way (Ajzen, 1991). Behaviors that are not fully under a person's volitional control are influenced by their real PBC. A person is more inclined to act in a certain way if they feel they have significant influence over it. Conversely, people may refrain from acting in a certain way if they believe they have little influence over that particular behavioral choice (Kidwell & Jewell, 2010). According to earlier studies, a variety of factors might either support or limit the decision to buy organic food products.

Price-Quality Interference

The relationship between price and perceived quality plays a significant role in shaping consumer purchasing decisions, especially for products like locally produced vegetables. Consumers frequently use price as a proxy for product quality, particularly when objective quality attributes are difficult to assess (Rahasa et al., 2023). According to the price–quality inference theory, individuals often assume that higher-priced products are of superior quality, while lower-priced items may be perceived as lower in value, regardless of their actual characteristics.

Rahasa et al. (2023) assert that both product quality and competitive pricing have a strong and positive influence on consumers' purchase intentions. This dual influence highlights the need for businesses—particularly those in the agricultural and food retail sectors—to strike a balance between affordability and value perception. Sudaryono (2016) defines product quality as a customer's comprehensive assessment of a product's performance. It encompasses attributes such as durability, ease of use, repairability, reliability, and the ability to meet customer needs.

Similarly, Kotler and Armstrong (2008) emphasized that product quality is not just a functional component but a strategic tool that businesses use to differentiate themselves from competitors. While quality signals are vital, Hasan (2008) explains that price includes all monetary costs that consumers are willing to incur to buy, own, and utilize a product or service. Price remains a flexible marketing variable that directly affects profitability, and its fluctuations can either attract or dissuade potential buyers.

Several studies support the notion that price significantly influences quality perception. Curry and Riesz (2020) note, however, that while price and quality are both essential variables, there is limited empirical research examining how the relationship between them evolves over time. This gap is particularly relevant for marketing managers attempting to establish long-term pricing strategies that reinforce product value.

Supporting this view, JSTOR published findings that price is the most dominant factor influencing consumer judgments of product quality. Although the store image had a notable effect, it was insufficient on its own. This suggests that while branding and reputation matter, price still serves as the primary cue when evaluating quality, especially in less familiar purchasing situations.

For locally grown vegetables, this theory has important implications. According to Anderson (2024), farmers' markets allow producers to set prices based on actual production costs—including labor, sustainable practices, and seasonal challenges—unlike supermarkets, where corporate pricing structures often overlook these variables. While this can result in higher prices, consumers are increasingly willing to pay a premium when they associate these higher costs with superior quality, ethical sourcing, and community support.

Moreover, Anderson argues that farmers' markets play a broader role in promoting community health by offering fresher and often more nutritious produce than conventional outlets. As a result, consumers may associate the higher price with enhanced value, not only in terms of product quality but also in ethical and health-related outcomes.

Previous empirical studies (Iswayanti, 2010; Labora, 2010; Kumar, 2012; Widayati et al., 2020; Ali & Narulita, 2017; Brata et al., 2017; Novansa & Ali, 2017) consistently affirm the role of price as a determinant in consumer choice, particularly when aligned with quality expectations. When consumers perceive that the price reflects the true value—such as freshness, sustainability, and locality—they are more inclined to make a purchase.

In conclusion, the interplay between price and perceived quality is complex but essential in consumer decision-making. For locally produced vegetables, this relationship becomes even more significant due to the ethical, environmental, and health considerations involved. Understanding how consumers interpret pricing as a signal of quality can help local producers optimize pricing strategies while maintaining consumer trust and satisfaction.

Willingness to Pay, Quality Perception, and Local Foods

This article looks at how much consumers are willing to pay (WTP) and their views on the quality of locally grown versus non-local broccoli. Broccoli is mainly grown in California, while most of the demand comes from the East Coast. However, potential water shortages, rising transportation costs, and an increasing desire for local food have led industry stakeholders to boost production on the East Coast, including in New York State (NYS). The challenge of growing broccoli in the East is that suitable varieties for the region are lacking. Researchers are working on new broccoli varieties that fit better with eastern growing conditions, promoting them as "locally grown."

An economic experiment was conducted to evaluate how information about locally grown products affects consumers' WTP and their views on the appearance and taste of three broccoli varieties. The results indicate that consumers rate the appearance and taste of the two local varieties lower than the California variety when they assess food quality without much thought (Fan et al., 2019). The study "Consumer Perception of Locally Produced Goods: A Review" (Gomez-Carrasco et al., 2018) discusses consumer views on locally produced foods. It highlights important reasons for preference, such as quality, freshness, environmental concerns, and support for local economies.

Although quality perception is crucial in shaping consumer preferences and WTP for local food, little research has focused on how locally grown information impacts consumer views on local food quality and the relationship between these views and WTP. Lobb and Mazzocchi (2007), Pouta et al. (2007), and Umberger et al. (2005) have all helped improve our understanding of consumer preferences for local food.

Interest in local food is rising, leading to more studies on topics related to local products. However, there is no widely accepted definition of "local food." Definitions often depend on geographic closeness, political boundaries, sales methods, and the length of the supply chain. Most studies on local food focus on consumer preferences and WTP, showing that consumers are often willing to pay more for local products. In this article, the authors use BDM auctions of broccoli to investigate how locally grown information affects consumer WTP and perceptions of product quality. This article connects to research that explores how the country of origin (COO) affects consumer WTP and perceptions of quality. According to Elliott and Cameron (1994), consumer attitudes toward local and non-local products resemble the effects of COO, a topic that has long been explored in the literature. Newman et al. (Newman, Turri, Howlett, and Stokes, 2014) provide a summary of research on COO labeling and its implications for food marketing systems.

Consumer Ethnocentrism

Ethnocentrism encourages cultural diversity and cooperation, and is often influenced by nationalism, anti-patriotic considerations, or stereotypes. This preference can extend to purchasing local products and may increase in adverse situations like pandemics or wars (Castillo et al., 2024).

Farmers' markets contribute to local economies by keeping money within the community. Studies have shown that money spent at local businesses, including farmers' markets, is more likely to be re-spent within the same community, thus supporting local economic growth (Anderson, 2024).

Ethnocentrism is a sociological concept where one's culture is valued and considered superior (Menon, 2019). It has evolved into consumer ethnocentrism, which reflects consumers' preference for products from their own culture over imported ones. This preference is influenced by the belief that these products are of higher quality, authentic, and ethical. Ethnocentrism plays a significant role in shaping nationalistic sentiment and the desire for local economies, influencing consumer choices, even when prices are higher (Singh & Chauchan, 2019).

Synthesis of the Reviewed Literature and Studies

The reviewed literature demonstrates that price sensitivity plays a pivotal role in shaping consumer behavior, particularly in the context of locally produced vegetables. However, purchasing decisions are not solely driven by price; they are also significantly influenced by the perceived value of local produce—encompassing factors such as quality, freshness, health benefits, ethical considerations, and support for local economies.

The degree to which consumers engage in price comparison (price search) varies and is influenced by multiple factors, including the importance of the product, household income, availability of price information, and the perceived effort required to make informed purchasing decisions. These factors determine the intensity of a consumer’s sensitivity to price fluctuations.

Additionally, attitudes, subjective norms, and perceived behavioral control, as outlined in the Theory of Planned Behavior, mediate the impact of price sensitivity. Positive attitudes toward supporting local farmers, social pressure to buy locally, and consumers’ belief in their ability to access and afford local vegetables all shape purchase intentions.

While consumers frequently infer quality based on price, this inference is not absolute. Other factors—such as brand reputation, store image, and consumer trust—often have a moderating effect. Notably, farmers’ markets provide a distinctive retail context where higher prices may be more acceptable due to their association with higher product quality, sustainable farming practices, and direct support for the local economy. These venues also contribute to community health and environmental sustainability, further enhancing consumer willingness to pay.

In conclusion, crafting effective pricing strategies for locally produced vegetables requires a comprehensive understanding of price sensitivity, but also an appreciation of the interconnected variables that influence consumer behavior. These include perceived product value, consumer attitudes, social influences, and the structural characteristics of the purchasing environment.

METHODOLOGY

This chapter presents the methodology of research, population and sample size, sampling technique, description of respondents, research instrument, data gathering procedure, and statistical treatment of data.

Method of Research

This study explored the impact of price sensitivity on consumer buying behavior with respect to locally produced vegetables. To investigate this relationship, the researchers employed a quantitative research method, which involves the systematic collection and analysis of numerical data to answer research questions, test hypotheses, identify trends, and generate generalizable conclusions. (Rana et al., 2021)

Specifically, the study utilized a descriptive-survey research design. According to Taherdoost (2022), descriptive research aims to present a comprehensive and organized understanding of a population, event, or phenomenon as it naturally occurs. Siedlecki (2020) defines descriptive-survey research as a structured approach used to observe, describe, and analyze variables in their existing environment without manipulation, relying on measurable data.

Creswell (2023) further explains that descriptive research is designed to identify and define the essential characteristics of the subject under study. Rather than exploring causal relationships, this approach focuses on gaining an in-depth understanding of specific population traits or behavioral patterns. The descriptive design is commonly applied in fields such as sociology, psychology, business, and education due to its effectiveness in establishing baseline information and insights that may serve as the foundation for future research.

In this study, the survey method was employed as the primary tool for data collection. This technique enabled the researchers to systematically gather information from a sample of respondents regarding their price sensitivity and purchasing behavior. The data obtained helped to illustrate how various factors—such as price importance, price search behavior, and perceptions of local produce—interact to shape consumer decisions.

Overall, the descriptive-survey method provided the appropriate framework for examining the patterns, attitudes, and behaviors of consumers in Cabiao, Nueva Ecija, as they relate to price sensitivity and the consumption of locally produced vegetables.

Population, Sample Size, and Sampling Technique

The researchers conducted the study in Cabiao, Nueva Ecija. It consists of 23 barangays, and according to a recent census, the total population was 85,862 (Philatlas). Out of this, the respondents were selected based on specific criteria, such as being a consumer who resided in Cabiao, Nueva Ecija, having experience in purchasing vegetables (ideally locally produced ones), and having spent at least 50 pesos or more. They were selected through a purposive sampling scheme.

Purposive sampling is the process of selecting a sample that represents the population being studied. It is also known as judgment sampling, choice sampling, or subjective sampling. To get the right number of participants, the researchers surveyed one hundred (100) respondents. Purposive sampling involves various non-probability sampling methods where units are selected based on specific characteristics needed for the sample. In simpler terms, units were chosen "on purpose" in purposive sampling (Nikolopoulou, 2023). Thus, purposive sampling involved a deliberate and strategic choice that used samples to investigate their specific features.

Description of Participants

The participants of this study were residents of Cabiao, Nueva Ecija, who regularly purchased locally produced vegetables. To ensure a representative sample reflecting the diversity of the community, the specific number of participants and the sampling method used were determined through a power analysis to ensure statistical power and minimize sampling bias. The final sample aimed to balance these factors to provide a robust and meaningful representation of the target population. These participants were described using selected demographic variables such as age, gender, income, and location. The researcher had one hundred (100) participants selected through purposive sampling.

Research Instrument

A researcher-made questionnaire was designed to gather data. This questionnaire was pre-tested among Cabiao, Nueva Ecija participants who did not participate in the survey. Instructions were clarified to the participants on how and what to do with the questionnaire. It solicited responses through the checklist.

The questionnaire was divided into two parts for the study's data collection. Part 1 focused on gathering demographic information to provide background details. Classification information asked questions from the participants about their demographic profile, such as age, gender, and income level. Part II employed a five-point Likert scale designed to measure the frequency of participants' level of agreement in each statement

provided. The initial step in validation involved in submitting the instrument to the researchers' adviser, who assessed its relevance with the research goals.

On the other hand, it underwent review by a research coordinator and a statistician. Each expert evaluated the research tool based on its accuracy, ethical soundness, and statistical rigor. After examination, all validators approved the instrument without requiring any revisions. A pilot test was done on 30 respondents who were to determine the reliability of the survey. Jamovi analysis software was used in the analysis of responses. Finally, the complete and validated instruments was submitted to the University Research Ethics Committee (UREC).

The researchers obtained informed consent to fully inform the participants about the study's purpose, procedures, risks, and benefits. The participants must voluntarily agree to participate and have the right to withdraw at any time without penalty. Information sought made up the body of the questionnaire. Data obtained from this part of the questionnaire enabled the researchers to answer the defined problems of the study. The checklist contained the pertinent questions asked. We express our gratitude to the participants for their time and assistance.

Data-Gathering Procedure

The first step in gathering data was securing approval for the questionnaire. First, the research team finalized the design and content of the questionnaire. Afterwards, 100 questionnaires were photocopied for distribution to the participants.

The questionnaires were then distributed with written instructions, followed by some verbal instructions for clarity.

To gather data, the research team employed a purposive sampling scheme to ensure that the sample accurately represented the target participants. Specific participants were selected based on criteria relevant to the research objectives.

Participants were approached directly and provided with the questionnaires. They were given ample time to complete the questionnaires and return them to the researchers. Follow-up reminders were made to ensure timely completion and collection. The collected data were then systematically organized and prepared for analysis.

Statistical Treatment of Data

The data collected from the respondents were systematically organized, analyzed, and interpreted using statistical tools that align with the research design. To facilitate accurate presentation and evaluation of the findings, the following statistical methods were applied:

Weighted Mean

The weighted mean is the average of values that have been multiplied by specific weights, reflecting their relative importance. It is calculated by multiplying each value in the group by its corresponding weight, summing all the resulting products, and then dividing this sum by the total of the weights. In this study, the weighted mean was used to assess how respondents answered the items on the questionnaire. This method allows for a more accurate representation of the data by considering the significance of each response.

$$Weighted\ Average = \frac{\sum wx}{\sum w}$$

Where;

W = weighted average n = number of terms to be averaged Wi = weights applied to x values

Xi = data values to be averaged

Likert Scale

Scale	Weighted Mean	Interpretation
5	4.21 – 5.00	Strongly Agree
4	3.41 - 4.20	Agree
3	2.61 – 3.40	Slightly Agree
2	1.81 – 2.60	Disagree
1	1.00 - 1.80	Strongly Disagree

It is used to interpret the various elements of the questionnaire. The responses were based on the impact of price sensitivity on locally produced vegetables in Cabiao, Nueva Ecija. The five-point scale's range and meaning are shown above.

Spearman's Rho

Spearman's rank correlation coefficient, noted as Spearman's ρ (rho), is a non-parametric statistical measure. It evaluates the strength and direction of the monotonic relationship between two ranked variables. The value ranges from -1 to 1. A coefficient of +1 shows a perfect positive correlation, -1 indicates a perfect negative correlation, and 0 means there is no correlation between the ranked variables.

$$\rho = 1 - \frac{6 \sum d_i^2}{n(n^2 - 1)}$$

Where;

	=	Spearman's rank correlation coefficient
	=	The difference between the two ranks of each observation
	=	number of observations

Decision Rule

When the p-value is <0.05, it is recommended to discard the hypothesis. If it is 0.50, researchers may accept the hypothesis since there is no significant relationship. The null hypothesis is rejected if the estimated value exceeds the critical value. If the critical value is significant, the researchers infer that the null hypothesis was not rejected.

RESULTS AND DISCUSSION

The collected data are presented, analyzed, and interpreted in this chapter. The tabulations resulting from the researchers' analysis and interpretation of the data in the study titled "Impact of Price Sensitivity on Locally Produced Vegetables on Consumer Buying Decisions" are used to present the findings.

1. Respondents' Level of Agreement on Price Sensitivity

Table 1 Respondents' Level of Agreement on Price Sensitivity in terms of Price Importance

Price Importance	Weighted Mean	Verbal Interpretation
1. Quality is important to me when choosing and buying vegetables.	4.68	Strongly Agree
2. The taste is important to me when choosing and buying vegetables.	4.58	Strongly Agree
3. I consider the environmental impact (locally sourced) when choosing and buying vegetables.	4.43	Strongly Agree

4. Being convenient (location/ease of purchase) is important to me when choosing and buying vegetables.	4.55	Strongly Agree
5. I consider the value when choosing and buying vegetables.	4.55	Strongly Agree
6. I consider the affordability when choosing and buying vegetables.	4.60	Strongly Agree
Overall	**4.57**	**Strongly Agree**

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 1 presents the weighted mean reflecting the respondents' level of agreement with Price Sensitivity in terms of Price Importance. The overall weighted mean of 4.57 indicates that respondents strongly agree that price is an important factor when purchasing locally produced vegetables in Cabiao, Nueva Ecija.

Specifically, respondents strongly agreed that quality is the most important consideration when buying and choosing vegetables, as shown by the highest weighted mean of 4.68. They also strongly agreed that they consider affordability when purchasing locally produced vegetables, with a weighted mean of 4.60. Taste was likewise considered important, with a weighted mean of 4.58. In addition, respondents indicated strong agreement that value and convenience are factors they consider when buying vegetables, both receiving a weighted mean of 4.55. The environmental impact of locally produced vegetables was also regarded as a priority, with a weighted mean of 4.43.

These findings align with Duenos (2019), who noted that freshness, nutritional value, and health benefits are key factors influencing consumer buying behavior, even in price-sensitive markets. Similarly, a study by Sanjuan and Kallas (2025) found that quality and local origin significantly influence consumers' price perception and their willingness to pay more, highlighting the connection between quality and price sensitivity. Research by Kim, Kim, and Lee (2022) further supports this, showing that product quality plays a more dominant role than price in fresh produce purchases.

Table 2 Respondents' level of Agreement on Price Sensitivity in terms of Price Search

Price Search	Weighted Mean	Verbal Interpretation
1. I compare prices before buying.	4.25	Strongly Agree
2. I actively look for discounts or sales on healthy products.	4.24	Strongly Agree
3. I am willing to search and spend time to find a better price on locally produced vegetables.	4.14	Agree
4. I am comfortable switching retailers to get a lower price.	4.22	Strongly Agree
5. When the prices are high, I am more likely to compare prices thoroughly.	4.24	Strongly Agree
6. When the prices are low, I am less likely to compare prices.	4.21	Strongly Agree
Overall	**4.22**	**Strongly Agree**

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 2 presents the weighted mean reflecting the respondents' level of agreement on Price Sensitivity in terms of Price Search. The overall weighted mean of 4.22 indicates that respondents strongly agree that price search is an integral part of their buying behavior when it comes to locally produced vegetables.

The most prominent behavior identified was the practice of comparing prices of locally produced vegetables before purchasing, which received the highest weighted mean of 4.25. This suggests that respondents consistently engage in price comparison prior to making a purchase. Similarly, respondents strongly agreed that they actively look for discounts or sales on healthy products, and that when prices are high, they are more likely to compare prices thoroughly—both with weighted means of 4.24.

Respondents also strongly agreed that they are comfortable switching retailers to get a lower price, with a weighted mean of 4.22. Additionally, they reported that when prices are low, they are less likely to compare prices, yielding a weighted mean of 4.21. On the other hand, respondents agreed—though slightly less strongly—that they are willing to search and spend time to find a better price on locally produced vegetables, as reflected in a weighted mean of 4.14.

These findings are supported by research indicating that consumers frequently compare prices between public markets and grocery stores when purchasing vegetables. Price comparisons are a common behavior among price-sensitive consumers (Pascual & Dizon, 2019). Similarly, a study by Tsai et al. (2019) on purchasing behavior in farmers' markets found that consumers often compare prices among vendors to find the best deals, highlighting price sensitivity as a key influence in buying decisions.

During the COVID-19 pandemic, price sensitivity among consumers increased significantly, leading to more diligent price comparison before purchasing fresh produce. This demonstrates the crucial role of price search in consumer decision-making, especially during times of economic uncertainty (Eti et al., 2023). Moreover, research by Gracia et al. (2025) noted that while consumers may be willing to pay a premium for locally grown produce, they still engage in price comparisons to ensure they are receiving good value. This emphasizes that even when quality is prioritized, price search behavior remains an essential component of the consumer purchasing process.

2. Respondents' Level of Agreement on the Impact of Price Sensitivity on Consumer Buying Behavior

Table 3 Respondents' Level of Agreement on the Impact of Price Sensitivity on Consumer Buying Behavior in terms of Attitude towards the Behavior

Attitude towards Behavior	Weighted Mean	Verbal Interpretation
1. I believe buying locally produced vegetables is a good thing.	4.28	Strongly Agree
2. I find the taste of locally produced vegetables better.	4.10	Agree
3. I believe that buying local vegetables is environmentally beneficial.	4.03	Agree
4. I am concerned about the environmental impact of transporting food long distances.	4.09	Agree
5. I believe supporting the local farmers is important for the community.	4.43	Strongly Agree
6. The freshness of locally produced vegetables is important to me.	4.45	Strongly Agree
Overall	**4.23**	**Strongly Agree**

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 3 presents the weighted mean ratings, reflecting the respondents' level of agreement on the impact of price sensitivity on consumer buying behavior, specifically in terms of Attitude Toward the Behavior. The overall weighted mean of 4.23 falls under the interpretation "Strongly Agree," suggesting a positive consumer attitude toward purchasing locally produced vegetables.

The highest-rated statement was "The freshness of locally produced vegetables is important to me," with a weighted mean of 4.45, highlighting freshness as the top priority among respondents. Following closely, the statement "I believe supporting local farmers is important for the community" received a weighted mean of 4.43, reflecting a strong community-oriented mindset.

The belief that "Buying locally produced vegetables is a good thing" was also rated highly, with a weighted mean of 4.28, indicating that respondents have a positive perception of local produce. Additionally, the statement "I find the taste of locally produced vegetables better" had a weighted mean of 4.10, while "I am concerned about the environmental impact of transporting food long distances" scored 4.09. These results suggest that taste and environmental concerns are also influential in shaping purchasing behavior.

The lowest, yet still positive, response was for "I believe that buying local vegetables is environmentally beneficial," with a weighted mean of 4.03, which falls under the "Agree" category.

This shows that while respondents recognize the environmental benefits of local produce, it may not be as immediate a driver as freshness or community impact.

These findings suggest that consumers are motivated not only by sensory factors such as freshness and taste but also by broader concerns like environmental responsibility and support for the local economy.

According to Feldmann and Hamm (2015), consumers perceive fresher produce to retain more nutrients and contain fewer preservatives, reinforcing the belief that locally sourced vegetables are healthier options. This perception often leads buyers to favor farmers' markets and local produce stands, even when such options may be more expensive or less convenient.

Furthermore, Tran et al. (2024) highlight that freshness is the decisive quality characteristic of vegetables as it is a big factor in consumer preferences and preferences. Freshness not only affects the flavor and texture of vegetables, but also has a nutritional value to the vegetables. With the trend of healthy eating becoming increasingly popular among consumers, there is an increasing need to understand the sensory elements of freshness. This knowledge can not only be useful in increasing consumer satisfaction but also help in promoting increased intake of vegetables, something that will, in the end, translate to better production of the health outcome of the people. On a related note, Thompson and Kelvin (2021) point out a trend in which more consumers are focusing on vegetables that have been grown locally. According to their study, most people are of the opinion that locally grown food is healthier and tastier than vegetables that are transported long distances.

Moreover, other issues like food safety and environmental considerations in the sourcing of food locally are also emerging as significant factors that affect the buying intentions. The locally grown vegetables are usually related by consumers with a less number of pesticides, less exposure to chemicals, and easier traceability, which ultimately leads to their perceptions of food safety.

Table 4 Respondents' Level of Agreement on the Impact of Price Sensitivity on Consumer Buying Behavior in terms of Subjective Norms

Subjective Norms	Weighted Mean	Verbal Interpretation
1. Most of the people in my community buy locally produced vegetables.	4.17	Agree
2. I feel pressure to buy locally produced vegetables from my social circle.	3.54	Agree
3. I get influenced by others when buying locally produced vegetables.	3.77	Agree
4. I see positive messages about buying locally produced vegetables on social media.	3.96	Agree
5. I have seen influencers and artists promoting locally produced vegetables.	3.83	Agree
6. I consider what others think when deciding whether to buy locally produced vegetables.	3.72	Agree
Overall	**3.83**	**Agree**

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 4 presents the weighted mean reflecting the respondents' level of agreement with price sensitivity in terms of Subjective Norms. The overall weighted mean of 3.83 falls within the interpretation of "Agree," indicating that respondents acknowledge the influence of social factors on their decision to purchase locally produced vegetables in Cabiao, Nueva Ecija.

Specifically, respondents agreed most strongly with the statement "Most people in my community buy locally produced vegetables," which received the highest weighted mean of 4.17, suggesting a strong perception of local buying behavior within their community. Similarly, they "Agree" with the statement "I see positive messages about buying locally produced vegetables on social media," which had a weighted mean of 3.96, reflecting the role of online platforms in reinforcing social norms. In addition, respondents agreed that they have "seen influencers and artists promoting locally produced vegetables," with a weighted mean of 3.83, showing that celebrity endorsements have some impact on their buying behavior.

The statement "I get influenced by others when buying locally produced vegetables" also received a weighted mean of 3.77, suggesting that peer influence plays a moderate role. Furthermore, respondents agreed with the idea that they "consider what others think when deciding whether to buy locally produced vegetables," which received a weighted mean of 3.72. The lowest-rated item, "I feel pressure to buy locally produced vegetables from my social circle," still received a positive rating of 3.54, indicating mild social pressure. These findings suggest that subjective norms, such as community behavior, social media influence, and peer opinions, have a moderate to strong effect on consumers' buying decisions regarding locally produced vegetables. While not overwhelmingly dominant, these social factors still play a meaningful role in shaping attitudes and actions.

Food Forward (Food Forward, 2019) has categorized people or households to be food secure when they have access on a reliable basis to adequate amounts of culturally-appropriate, nutrient-dense food. This definition gives much emphasis on the fact that it is not only necessary to have sufficient food, but also that the food accessible should correspond to the nutritional requirements of people as well as their cultural preferences. Food security is a diverse concept that involves such aspects as economic soundness, access to grocery retailers, and the capacity to purchase nutritious food without sacrificing other key needs. Being food secure, families do not have to be concerned about the affordability of the foodstuff. This will relieve them of stress and enable them to live healthy and balanced diets. In addition, food-secure families will have an opportunity to plan meals without being in perpetual fear of the source of the next meal or how they will spend on food as compared to other needs, including housing and healthcare.

On the contrary, food insecurity may have negative impact on physical and mental health, education levels and the living standards. It tends to lead to consumption of food alternatives that are less nutritious and which are cheaper but do not contain all the necessary vitamins and minerals. Moreover, the privileged people in the community may experience food insecurity in disproportionate proportions, as these communities have fewer avenues to access affordable, nutritious food items. Therefore, the concept of food security does not only concern the physical access of food but also concerns matters of social inequalities and the aspect of ensuring that all families are enabled to grow and feed themselves with dignity and confidence.

Table 5 Respondents' Level of Agreement on the Impact of Price Sensitivity on Consumer Buying Behavior in terms of Perceived Behavioral Control

Perceived Behavioral Control	Weighted Mean	Verbal Interpretation
1. It is easy for me to find locally produced vegetables.	4.14	Agree
2. Locally produced vegetables are readily available in my area.	4.32	Strongly Agree
3. The price of locally produced goods is affordable to me.	4.09	Agree
4. I have time to shop for locally produced vegetables.	4.15	Agree
5. I have many options for purchasing locally produced vegetables.	4.20	Agree
6. I do not find shopping for locally produced vegetables to be time-consuming.	4.14	Agree
Overall	**4.17**	**Agree**

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 5 presents the weighted mean reflecting respondents' level of agreement regarding Price Sensitivity in terms of Perceived Behavioral Control. The overall weighted mean score of 4.17 is interpreted as "Agree,"

indicating that respondents recognize perceived behavioral control as a relevant factor in their purchasing behavior toward locally produced vegetables.

The highest-rated statement was "Locally produced vegetables are readily available in my area," which received a weighted mean of 4.32 and is interpreted as "Strongly Agree." This suggests that the availability of products plays a crucial role in empowering consumers to make purchasing decisions. Respondents also agreed that they have "many options for purchasing locally produced vegetables" with a weighted mean of 4.20, and that "I have time to shop for locally produced vegetables" with a mean of 4.15.

Moreover, the statements "It is easy to find locally produced vegetables" and "Buying locally produced vegetables is not time-consuming" both received a weighted mean of 4.14, reinforcing the idea that convenience contributes positively to perceived behavioral control.

The lowest-rated item was "The price of locally produced vegetables is affordable to me," with a weighted mean of 4.09, though it still falls under the "Agree" category. This implies that while respondents acknowledge affordability, it is not as strongly perceived as product availability and ease of access.

These findings highlight that accessibility and convenience—rather than price alone—have a more substantial influence on perceived behavioral control. When consumers feel that locally produced vegetables are easily accessible and convenient to purchase, they are more likely to follow through with their purchase intentions.

Supporting this, a study by Eng et al. (2022) revealed that 75% of respondents cited availability as the primary reason for their food purchase decisions. This underscores the importance of making local produce visible and accessible to consumers. Similarly, Conoly et al. (2021) emphasized that perceived product availability—defined as ease of identification and access—has a strong impact on purchasing intentions.

Additionally, Baker et al. (2022), in a study of Florida consumers, found that availability was a key barrier to purchasing local food. Many respondents expressed interest in buying locally but were often hindered by inconsistent access. This reinforces the notion that improving availability is crucial in empowering consumers to make purchases that align with their values and preferences.

Table 6 Respondents' Level of Agreement on the Impact of Price Sensitivity on Consumer Buying Behavior in terms of Price Quality Interference

Price-Quality Interference	Weighted Mean	Verbal Interpretation
1. High-priced locally grown vegetables indicate high quality.	3.93	Agree
2. I am willing to pay more for locally grown vegetables if I believe they have good quality.	4.17	Agree
3. The price of locally grown vegetables is a good indicator of their freshness.	4.05	Agree
4. Price is the most important factor I consider when choosing locally grown vegetables.	4.06	Agree
5. I believe that locally grown vegetables, even if more expensive, are worth the extra cost because they're tastier/flavorful.	3.99	Agree
6. I base my purchase on quality over price when purchasing locally produced vegetables.	4.19	Agree
Overall	**4.07**	**Agree**

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 6 presents the weighted mean reflecting the level of agreement among respondents regarding Price-Quality Interference. The overall weighted mean of 4.07 suggests that most respondents agree that price significantly influences their decisions when buying locally grown vegetables.

The highest-rated statement, "I base my choice on quality over price when purchasing locally produced vegetables," received a weighted mean of 4.19, indicating that consumers prioritize quality over price, even when it involves paying a higher cost. Similarly, the statement "I am willing to pay more for locally grown vegetables if I believe they have a good quality" scored 4.17, supporting the idea that perceived quality justifies a higher price for most respondents.

The statements "Price is the most important factor I consider when choosing locally grown vegetables" and "The price of locally grown vegetables is a good indicator of their freshness" received mean scores of 4.06 and 4.05, respectively. These findings reinforce the notion that while price is a critical consideration, it also serves as a proxy for freshness in consumers' minds.

Furthermore, the statement "I believe that locally grown vegetables, even if more expensive, are worth the extra cost because they are tastier/flavorful" garnered a mean of 3.99, and "High-priced locally grown vegetables indicate high quality" scored 3.93. Although these values are slightly lower, they still fall within the "Agree" range, affirming that many consumers associate higher prices with better flavor and overall quality.

This consumer behavior aligns with the price–quality heuristic, a psychological principle suggesting that when objective quality cues are limited—especially for perishable items like vegetables—price is used as a quality signal. According to Lichtenstein et al. (2021), price becomes an even stronger indicator of quality when other information (e.g., freshness or nutritional content) is absent. Similarly, Monroe and Krishnan (2020) argue that price often dominates consumer evaluations of product quality.

Additionally, Lusk and Briggeman (2020) found that consumers are willing to pay a premium for food they perceive as fresh, healthy, or local, further supporting the relevance of price in signaling value. The overall mean of 4.07 in this study confirms that consumers strongly link price with quality when purchasing locally produced vegetables.

Given these insights, marketers and producers should highlight attributes such as flavor, freshness, and health benefits when promoting locally grown produce, particularly when priced at a premium. While consumers appreciate local goods, many equate higher prices with superior quality, reinforcing the critical role that price perception plays in shaping buying decisions.

Table 7 Respondents' Level of Agreement on the Impact of Price Sensitivity on Consumer Buying Behavior in terms of Ethnocentrism and the Local Food System

Ethnocentrism and Local Food System	Weighted Mean	Verbal Interpretation
1. It is important to buy products made in my country, even if they are more expensive.	4.14	Agree
2. I believe that buying products from my country helps the economy.	4.21	Strongly Agree
3. It is important to support the local food system.	4.33	Strongly Agree
4. I am willing to pay more for locally healthy produce vegetables.	4.05	Agree
5. Buying locally grown vegetables is a way for me to show patriotism.	4.26	Strongly Agree
6. My preference for locally produced vegetables is partly due to my belief in supporting domestic farmers.	4.31	Strongly Agree
Overall	**4.22**	**Strongly Agree**

Legend: 4.21 – 5.00 – Strongly Agree; 3.41 - 4.20– Agree; 2.61 – 3.40– Slightly Agree; 1.81 – 2.60- Slightly Disagree; 1.00 - 1.80– Disagree

Table 7 presents the weighted mean reflecting the respondents' level of agreement on the impact of price sensitivity on consumer buying behavior in terms of ethnocentrism and the local food system. The overall weighted mean of 4.22, interpreted as "Strongly Agree," indicates a high level of agreement among respondents regarding the influence of ethnocentrism and support for local food systems on their purchasing decisions.

The highest-rated item, "It is important to support local food systems," received a weighted mean of 4.33, demonstrating strong consumer commitment to supporting local agriculture. This was closely followed by the statement "My preference for locally produced vegetables is partly due to my belief in supporting domestic farmers," which garnered a weighted mean of 4.31. The statement "Buying locally grown vegetables is a way for me to show patriotism" scored 4.26, highlighting how national pride and local identity influence consumer behavior.

Other statements also reflected high levels of agreement. "I believe that buying products from my country helps the economy" received a weighted mean of 4.21, affirming the belief that local purchases contribute to national economic growth. While slightly lower, respondents still agreed with the statement "It is important to buy products made in my country even if they are more expensive," which had a mean of 4.14, and "I am willing to pay more for locally healthy produced vegetables," which scored 4.05.

These findings align with multiple studies emphasizing the role of consumer ethnocentrism in purchasing behavior. According to Garmatjuk and Parts (2021), a preference for locally sourced produce is strongly associated with ethnocentric attitudes and a desire to support the domestic economy. Similarly, Sulis Riptiono (2020) found that ethnocentric consumers tend to prefer domestic products due to a sense of national loyalty, even when product quality is equivalent to that of imported alternatives.

Further supporting this, Bryła (2019) and Ricci et al. (2019) demonstrated that regional and national ethnocentric tendencies significantly influence consumer decisions, encouraging a consistent preference for locally produced vegetables. These consistent results underscore the importance of national identity, cultural values, and community support in shaping sustainable food consumption behaviors.

In conclusion, the data suggest that consumer ethnocentrism, patriotism, and support for the local food economy are strong motivators in the purchasing behavior of residents in Cabiao, Nueva Ecija. These factors complement price sensitivity by encouraging consumers to choose local produce, even when prices are relatively higher.

Significant Relationship between Price Sensitivity and Consumer Buying Behavior

Table 8 Spearman's Rho on the Significant Relationship between Price Importance and Consumer Buying Behavior

Price Importance				
	Spearman's rho	**p-value**	Decision	Conclusion
Subjective Norms	0.036	0.723	Retain Ho	Not Significant
Perceived Behavior	0.277	0.005	Reject Ho	Significant
Price Quality	0.029	0.777	Retain Ho	Not Significant
Ethnocentrism	0.382	<.001	Reject Ho	Significant

Legend: Accept Ho if p-value > 0.05 = Not Significant; Reject Ho if p-value < 0.05 = Significant

The analysis examined the relationship between price importance and various psychological and behavioral factors. Results revealed that perceived behavior ($\rho = 0.277$, $p = 0.005$) and ethnocentrism ($\rho = 0.382$, $p < .001$) both had statistically significant positive correlations with price importance, suggesting that individuals who perceive greater control over their purchasing behavior or who have stronger ethnocentric tendencies are more likely to consider price as an important factor in their decision-making. On the other hand, subjective norms ($\rho = 0.036$, $p = 0.723$) and price quality perception ($\rho = 0.029$, $p = 0.777$) were not significantly correlated with

price importance, indicating that social influence and perceived price-quality relationships do not play a significant role in how individuals value price.

Table 9 Spearman's Rho on the Significant Relationship between Price Search and Consumer Buying Behavior

Price Search				
	Spearman's rho	**p-value**	Decision	Conclusion
Subjective Norms	0.345	<.001	Reject Ho	Significant
Perceived Behavior	0.474	<.001	Reject Ho	Significant
Price Quality	0.335	<.001	Reject Ho	Significant
Ethnocentrism	0.36	<.001	Reject Ho	Significant

Legend: Accept Ho if p-value > 0.05 = Not Significant; Reject Ho if p-value < 0.05 = Significant

The analysis examined the relationship between price search and various psychological and behavioral factors. The results revealed that all factors, such as subjective norms ($\rho = 0.345$, $p < .001$), perceived behavioral control ($\rho = 0.474$, $p < .001$), price-quality perception ($\rho = 0.335$, $p < .001$), and ethnocentrism ($\rho = 0.360$, $p < .001$), showed statistically significant positive correlations with price search.

This indicates that individuals who are influenced by social norms, feel a strong sense of control over their purchasing behavior, associate price with quality, or possess strong ethnocentric tendencies are more likely to engage in price search behavior. These findings suggest that both personal beliefs and social influences play a significant role in consumers' active search for price information when purchasing locally produced vegetables.

Table 10 Spearman's Rho on the Significant Relationship between Attitudes Towards Behavior and Consumer Buying Behavior

Attitude Towards Behavior				
	Spearman's rho	**p-value**	Decision	Conclusion
Subjective Norms	0.263	0.008	Retain Ho	Not Significant
Perceived Behavior	0.36	<.001	Reject Ho	Significant
Price Quality	0.408	<.001	Reject Ho	Significant
Ethnocentrism	0.367	<.001	Reject Ho	Significant

Legend: Accept Ho if p-value > 0.05 = Not Significant; Reject Ho if p-value < 0.05 = Significant

The analysis examined the relationship between attitude towards behavior and various psychological and behavioral factors. The results showed that price-quality perception ($\rho = 0.408$, $p < .001$), ethnocentrism ($\rho = 0.367$, $p < .001$), and perceived behavioral control ($\rho = 0.360$, $p < .001$) had statistically significant positive correlations with consumers' attitudes toward buying locally produced vegetables. This implies that consumers who feel confident in their ability to make purchasing decisions, who associate price with quality, and who value local products due to national pride are more likely to have a favorable attitude toward purchasing local vegetables.

On the other hand, subjective norms ($\rho = 0.263$, $p = 0.008$) were found to be not significantly correlated with attitude towards behavior. This suggests that social influences, such as peer pressure or societal expectations, do not significantly shape individual attitudes toward buying locally grown produce.

SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter presents the summary of findings, conclusions, and recommendations derived from the research study, based on the data analyzed and interpreted in the previous chapter. The study aimed to assess the impact of price sensitivity on locally produced vegetables in Cabiao, Nueva Ecija.

Summary of Findings

Based on the previous chapter's analysis and interpretation, the following are the summarized findings:

1. Respondents' Level of Agreement on Price Sensitivity in Terms of Price Importance and Price Search
   The study revealed that respondents strongly agreed on the importance of price sensitivity, both in terms of price importance (weighted mean: 4.57) and price search (weighted mean: 4.22). Consumers placed high value on quality, affordability, taste, convenience, perceived value, and environmental impact when purchasing locally produced vegetables. They actively compared prices, searched for discounts, and were willing to switch retailers or invest time in finding better deals.

2. Respondents' Level of Agreement on the Impact of Price Sensitivity on Consumer Buying Behavior
   Findings showed that price sensitivity significantly affects various aspects of consumer buying behavior. In terms of attitude towards the behavior, respondents strongly agreed on the importance of freshness, community support, and environmental benefits. For subjective norms, they agreed that social influence plays a role, though to a lesser extent compared to other factors. Regarding perceived behavioral control, they agreed that the availability, accessibility, and affordability of local vegetables influence their decisions. In price–quality inference, respondents agreed that price can indicate quality, though not exclusively. In the context of ethnocentrism and the local food system, there is a strong agreement on the importance of supporting local products, even when prices are higher.

3. Significant Relationship between Price Sensitivity and Consumer Buying Behavior
   Statistical analysis confirmed a significant relationship between price sensitivity (price importance and price search) and consumer buying behavior in terms of attitude, perceived behavioral control, price–quality inference, and ethnocentrism. This means that consumers who value local products, associate price with quality, and feel in control of their purchasing decisions are more likely to consider price and actively search for better deals. However, subjective norms showed limited influence, indicating that social pressure plays a minor role in shaping consumer attitudes and buying choices for locally produced vegetables.

Conclusions

The following were the conclusions extracted from the findings above:

1. Respondents' Level of Agreement on Price Sensitivity in Terms of Price Importance and Price Search
   Based on the findings, it can be concluded that price sensitivity in terms of price importance and price search is a strong determinant of consumer buying decisions for locally produced vegetables. Consumers highly value quality, affordability, taste, convenience, and overall value when deciding whether a product is worth its price. They also place great importance on comparing prices and seeking discounts before making a purchase, indicating that competitive and transparent pricing can strongly influence buying behavior.
2. Respondents' Level of Agreement on the Impact of Price Sensitivity on Consumer Buying Behavior
   The study concludes that price sensitivity significantly impacts consumer buying behavior across various dimensions. Positive attitudes toward purchasing locally produced vegetables are driven by both personal satisfaction and the desire to support the local community. Social influences from family, peers, and media shape purchasing decisions, while perceptions of quality are often linked to price, where higher prices are assumed to indicate better quality. Moreover, strong ethnocentric values encourage support for local products, even when price considerations are involved.

3. Significant Relationship between Price Sensitivity and Consumer Buying Behavior
   There is a significant relationship between attitude, subjective norms, perceived behavioral control, price quality interference, and ethnocentrism and local food systems in terms of price importance and price search.

Recommendations

Based on the results, the researchers come up with the following recommendations:

1. Since price sensitivity in terms of price importance and price search is a major driver of buying decisions, local farmers and retailers should focus on freshness, taste, and quality while keeping prices competitive. To improve access and availability, businesses should offer specials, discounts, or bundles to attract price-conscious customers. To promote local agriculture, people should actively research prices, look for deals, and share their positive experiences with local goods on social media. The Polytechnic University of the Philippines (PUP) can use these findings in marketing and agriculture classes to help students better grasp how consumers set prices.

2. Retailers and suppliers should clearly convey value through open pricing, clear quality indicators, and freshness guarantees because price sensitivity affects consumer purchasing decisions. It is necessary to launch community campaigns emphasizing the financial, environmental, and health advantages of purchasing locally. While educational initiatives can reaffirm the link between local purchases and community well-being, environmental organizations should work with farmers to promote sustainable practices. In order to help students implement these tactics in practical situations, PUP may also run extension programs that link them with nearby farming communities.

3. Since there is a significant relationship between price sensitivity and consumer buying behavior, government agencies and policymakers should develop coordinated pricing and marketing strategies that sustain both consumer affordability and farmer profitability. Support mechanisms such as subsidies, infrastructure improvements, and farm-to-market enhancements can lower costs and maintain competitive prices. National branding programs like "Buy Local, Support Local" should be promoted, and institutional procurement from local farmers should be encouraged. Future research should explore why subjective norms have less influence, conduct comparative studies across regions, and examine long-term changes after policy or promotional interventions. The Polytechnic University of the Philippines (PUP) can facilitate research forums and encourage future studies to explore why certain behavioral factors, such as subjective norms, have less influence and to examine the long-term impacts of promotional and policy interventions.

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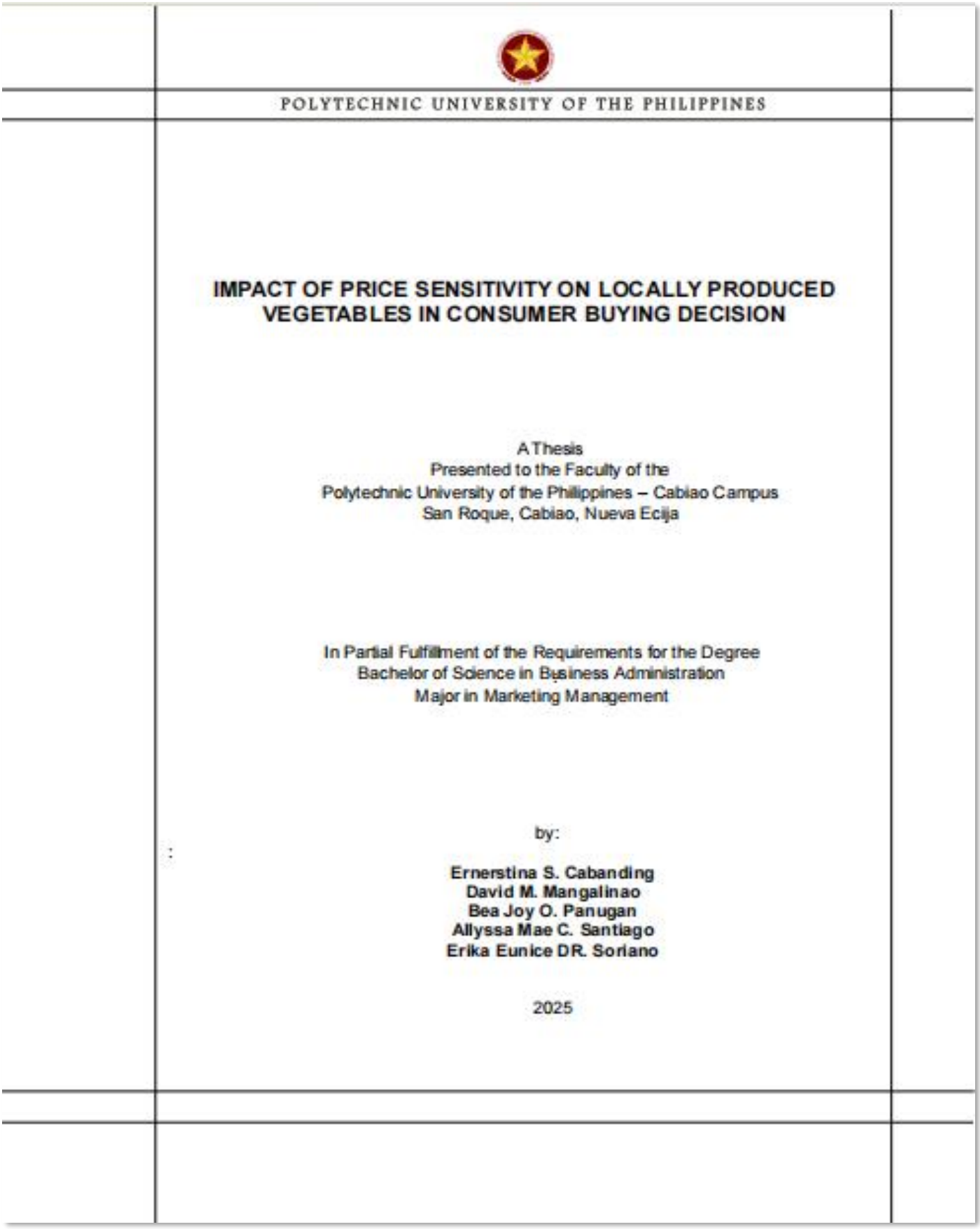
APPENDICES

Appendix 1

Survey Questionnaire



POLYTECHNIC UNIVERSITY OF THE PHILIPPINES

IMPACT OF PRICE SENSITIVITY ON LOCALLY PRODUCED VEGETABLES IN CONSUMER BUYING DECISION

A Thesis
Presented to the Faculty of the
Polytechnic University of the Philippines – Cabiao Campus
San Roque, Cabiao, Nueva Ecija

In Partial Fulfillment of the Requirements for the Degree
Bachelor of Science in Business Administration
Major in Marketing Management

by:

Ernerstina S. Cabanding
David M. Mangalinao
Bea Joy O. Panugan
Allyssa Mae C. Santiago
Erika Eunice DR. Soriano

2025

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Continuation of Appendix 1

SURVEY QUESTIONNAIRE

Dear Participants,

Warm greetings in our pursuit of academic excellence!

We are group of third-year college students enrolled in the Bachelor of Science in Business Admnistration- Marketing Management at Polytechnic University of the Philippines in San Roque, Cabiao, Nueva Ecija.

We seek your participation in our research study titled **"Impact of Price Sensitivity on Locally Produced Vegetable on Consumer Buying Decisions Basis for Pricing Strategy"** in Cabiao, Nueva Ecija, Academic Year 2024-2025." This study aims to understand on how price sensitivity influences consumer behavior towards locally produced vegetables , ultimately, contributing to the development of informed pricing strategies that can foster the growth of local food systems and benefit both consumers and producers.

Your valuable insights, concerns, and responses are crucial in aiding us to achieve our academic objectives. We assure that all information collected will be treated with the utmost confidentiality and used solely for academic purposes.

Thank you.

Respectfully yours,
The Researchers

Noted by:

Mr. Erwin M. Matunan
Adviser

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Part I.
Direction: For each statement in the survey, please indicate the level of agreement in each statement by putting a check (/) in the box on the right side of each statement. There are no right or wrong answers.

(Panuto: Para sa bawat pahayag sa survey, maaaring ipahiwatig kung gaano sumasaang- ayon sa bawat pahayag sa pamamagitan ng paglalagay ng tsek (/) sa kahon sa kanang bahagi ng bawat pahayag. Walang tama o maling sagot)

Scale:

5	**Strongly Agree**	The respondents have regular experienced the statement's circumstances.
4	**Agree**	The statement's situation is something that the respondents encounter sometimes.
3	**Slighty Agree**	The respondent is somewhere between agreeing and disagreeing.
2	**Disagree**	Occasionally, the respondents do encounter the scenario indicated in the statement.
1	**Strongly Disagree**	The respondents never encountered the situation described in the statement.

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I. Price Sensitivity					
A. Price Importance (How important is the price of locally produced vegetables relative to the factors when making purchase decision?	**5**	**4**	**3**	**2**	**1**
1. Quality is important to me when choosing and buying vegetables. *(Mahalaga sa akin ang kalidad kapag namimili at bumubili ng gulay.)*					
2. The taste is important to me when choosing and buying vegetables. *(Mahalaga sa akin ang lasa kapag namimili at bumubili ng gulay)*					
3.I consider the environment impact(locally sourced) when choosing and buying vegetables. *(Mahalaga sa akin ang lasa kapag namimili at bumubili ng gulay)*					
4. Being convenience (location/ease of purchase) is important to me when choosing and buying vegetables. *(Mahalaga sa akin na mas mabilis puntahan ang bilihan kapag namimili at bumubili ng gulay)*					
5. I consider the value when choosing and buying vegetables. *(Mahalaga sa akin ang kahalagahan ng gulay kapag namimili at bumubili nito.)*					
6. I consider the affordability when choosing and buying vegetables. *(Mahalaga sa akin na abot kaya sa bulsa ang presyo kapag namimili at bumubili ng gulay)*					
B.Price Search					
1. I compare prices before buying. *(Pinagkukumpara ko ang presyo bago bumili.)*					
2. I actively look for discounts or sales on healthy produced. *(Naghahanap ako ng may discount o tawad na mga gulay mula sa lokal na pamayanan)*					

Continuation of Appendix 1

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3. I am willing to search and spend time to find a better price on locally produced vegetables. *(Handa ako na maghanap at umubos ng oras para makahanap ng maayos na presyo sa mga gulay n amula sa lokal na pamayanan.)*					
4. I am comfortable switching retailers to get a lower price. *(Komportable ako na magpalit nang pagbibilhan para makakuha ng mas mababang presyo.)*					
5. When the prices are high, I am more likely to compare prices thoroughly. *(Kapag mataas ang presy ay mas madalas ako magkumpara ng presyo sa iba.)*					
6. When the prices are low, I am less likely to compare prices. *(Kapag mababa ang presyo , hindi na ako nag kukumpara ng presyo sa iba.)*					
II. Impact of Price Sensitivity on Buying behavior					
A. Attitude toward the Behavior					
1. I believe buying locally produced vegetables is a good thing. *(Naniniwala ako na ang pagbili ng produktong lokal na gawa ay magandang bagay.)*					
2. I find the taste of locally produced vegetable better. *(Para sa akin mas masarap/maganda ang lasa ng gulay mula sa lokal.)*					
3. I believe that buying local vegetables is environmentally beneficial. *(Naniniwala ako na ang pagbili ng lokal na gulay ay kapaki-pakinabang sa kapaligiran)*					
4. I am concerned about the environmental impact of transporting food long distances. *(Nag-aalala ako sa epekto ng pagdadala ng pagkain mula sa malalayong lugar)*					

Continuation of Appendix 1

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5. I believe supporting the local farmers is important for the community. *(Naniniwala ako na ang pagsuporta sa lokal na magsasaka ay mahalaga para sa bayan).*					
6. The freshness of locally produced vegetables is important to me. *(Ang pagiging bago ng produktong lokal ay mahalaga para sa akin.)*					
B. Subjective Norms					
1. Most of the people in my community buy locally produced vegetables. *(Nakararami sa aking komunidad ay bumibili ng mga lokal na produktong gulay.)*					
2. I feel pressure to buy locally produced vegetables from my social circle. *(Nakakaramdam ako ng pressure mula sa aking social circle (barkada) na bumili ng mga lokal na produktong gulay.)*					
3. I get influenced by others when buying locally produced vegetables *(Naapektuhan ako ng iba kapag bumibili ng mga lokal na produktong gulay).*					
4. I see positive messages about buying locally produced vegetables on social media. *(Nakikita ko ang mga magandang mensahe tungkol sa pagbili ng mga lokal na produktong gulay sa social media.)*					
5.I have seen influencers and artists promoting locally produced vegetables. *Nakakita ako ng mga influencer at artista na nagpo-promote ng mga lokal na produktong gulay.)*					
6. I consider what others think when deciding whether to buy locally produced vegetables (*Isinasaalang-alang ko ang opinyon ng iba kapag nagpapasya kung bibili ba ako ng mga lokal na produktong gulay)*					

Continuation of Appendix 1

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C.Perceived Behavioral Control (Ability to Purchase local Vegetables)					
1. It is easy for me to find locally produces vegetables. . *(Madali para sa aking humanap ng lokal na prodyus na gulay.)*					
2.Locally produced vegetables are readily available in my area. *(Mayroong nabibili sa amin na mga gulay mula sa lokal na pamayanan.).*					
3. The price of locally produced is affordable to me. *(Ang presyo ng lokal na prodyus na gulay ay abot- kaya para sa akin.)*					
4. I have time to shop for locally produced vegetables. *(Mayroon akong oras para mamili na lokal na prodyus na gulay.)*					
5. I have many options for purchasing locally produced vegetables. *(Mayroon akong pagpipilian para bumili ng lokal na prodyus na mga gulay)*					
6. I don't find shopping for locally produced vegetables to be timeconsuming. *(Hindi ko iniisip na matrabaho ang pamimili na lokal na prodyus na gulay)*					
D. Price Quality Interference Model					
1. High priced locally grown vegetables indicate high quality. *(Naniniwala ako na kapag mas mahal ang presyo ng gulay na mula sa lokal ay nagpapakita ito ng magandang kalidad.)*					
2. I am willing to pay more for locally grown vegetables if I believe they have a good quality. *(Handa ako na magbayad ng mas marami para sa lokal na gulay dahil naniniwala ako na Maganda ang kalidad nito.)*					
3. The price of locally grown vegetables is a good indicator of their freshness. *(Naniniwala ako na nakadepende sa presyo ang pagiging bago ng mga ito.)*					

Continuation of Appendix 1

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4. Price is the most important factor I consider when choosing locally grown vegetables. *(Presyo ang pinakaimportanteng salik na kinokonsider ko kapag namimili ng mga gulay.)*					
5. I believe that locally grown vegetables , even if more expensive, are worth extra cost because its tastier/flavorful. *(Naniniwala ako na ang mga lokal na prodyus na gulay, kahit na mas mahal ang presyo, ay sulit dahil mas malinamnam/masarap ito.)*					
6.I based on quality over price whe purchasing locally produced vegetebles. *(Mas ua kon tinitingnan ang kalidad kaysa presyo kapag namimili nang mga gulay mula sa lokal*					
E. Ethnocentrism and Local Food Systems					
1. It is important to buy products made in my country even if they are more expensive. *(Mahalagang bumili ng mga produktong gawa sa aking bansa kahit na mas mahal.)*					
2. I believe that buying products from my country helps the economy. *(Naniniwala ako na ang pagbili ng mga produkto mula sa aking bansa ay nakakatulong sa ekonomiya)*					
3. It is important to support local foods system. *(Mahalagang suportahan ang lokal na sistema ng pagkain)*					
4. I am willing to pay more for locally healthy produced vegetables. *(Handa akong magbayad ng higit pa para sa mga gulay na gawang lokal)*					
5. Buying locally grown vegetables is a way for me showing patriotism. *(Ang pagbili ng mga lokal na gulay ay isang paraan para ipakita ko ang pagiging makabayan.)*					

Continuation of Appendix 1

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6. My preference for locally produced vegetables is partly due to my belief in supporting domestic farmers. *(Ang aking kagustuhan sa mga lokal na gulay ay dahil sa aking paniniwala sa pagsuporta sa mga domestic farmer.)*					

Appendix 2

Certificate of Instrument Validation

Certificate of Instrument Validation

This is to certify that the research instrument of the study entitled **IMPACT OF PRICE SENSITIVITY ON LOCALLY PRODUCED VEGETABLES ON CONSUMER BUYING DECISION: BASIS FOR PRICING STRATEGY,** authored by Ernerstina Cabanding, David Mangalinao, Bea Joy Panugan, Allyssa Mae Santiago, and Erika Eunice DR. Soriano, had undergone the process of validation.

Dina Grace T. Magnaye, Head of Academic Programs – PUP Bansud Campus, conducted this validation process. The Instrument demonstrated a high level of reliability and validity in the assessment of the researcher's variables.

This certification is issued on the 28th day of May 2025. This is also upon the request of the researchers for any research-related purposes it may serve.

Dina Grace T. Magnaye
Instrument Validator

Continuation of Appendix 2

Certificate of Instrument Validation

This is to certify that the research instrument of the study entitled **IMPACT OF PRICE SENSITIVITY ON LOCALLY PRODUCED VEGETABLES ON CONSUMER BUYING DECISION: BASIS FOR PRICING STRATEGY,** authored by Ernerstina Cabanding, David Mangalinao, Bea Joy Panugan, Allyssa Mae Santiago, and Erika Eunice DR. Soriano, had undergone the process of validation.

Mr. Ville Andrei M. Vilano, a Master in Applied Statistics, conducted this validation process. The Instrument demonstrated a high level of reliability and validity in the assessment of the researcher's variables.

This certification is issued on the 28th day of May 2025. This is also upon the request of the researchers for any research-related purposes it may serve.

Mr. Ville Andrei M. Vilano
Instrument Validator

Appendix 3

Grammarian's Certificate

GRAMMARIAN'S CERTIFICATE

This is to certify that the undersigned has thoroughly examined and reviewed the contents of the research manuscript entitled: **"IMPACT OF PRICE SENSITIVITY ON LOCALLY PRODUCED VEGETABLES ON CONSUMER BUYING DECISION"** submitted by **Ernerstina S. Cabanding, David M. Mangalinao, Bea Joy O. Panugan, Allyssa Mae C. Santiago,** and **Erika Eunice DR. Soriano**. The manuscript has been checked for grammatical correctness, clarity of expression, sentence structure, punctuation, word usage, and overall language coherence.

The undersigned hereby affirms that the manuscript is grammatically sound, adheres to academic writing standards, and is deemed suitable for submission in partial fulfillment of the requirements for the degree program under which it is submitted.

Signed this 26th day of September, 2025.

LORIEJANE S. JOSE, PhD, LPT
Grammarian

Appendix 4

RMO's Certification

REPUBLIC OF THE PHILIPPINES
POLYTECHNIC UNIVERSITY OF THE PHILIPPINES
OFFICE OF THE VICE PRESIDENT FOR RESEARCH, EXTENSION AND DEVELOPMENT
RESEARCH MANAGEMENT AND INTELLECTUAL PROPERTY OFFICE

BAGONG PILIPINAS

CERTIFICATION

This is to certify that the research output conducted from **3/4/2024** to **7/5/2025**, titled **IMPACT OF PRICE SENSITIVITY ON LOCALLY PRODUCED VEGETABLES ON CONSUMER BUYING DECISION** conducted by **Bea Jot O. Panugan** of the **PUP Cabiao, Nueva Ecija Campus** has been recorded in the RMO Database with complete information and required documentary evidence/s.

This certification is issued upon request of the faculty as part of the requirements for paper presentation/publication/citation incentive/s per **Executive Order No. 25, series of 2020**.

JACKIE D. URRUTIA
Director

4th Flr., South Wing Rm. 423-424, PUP A. Mabini Campus, Anonas Street, Sta. Mesa, Manila
Direct Line: 335-1752 | Trunk Line: 335-1787 or 335-1777 local 235
Website: www.pup.edu.ph | Email: rmo@pup.edu.ph
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Appendix 5

Turnitin's Certificate

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Appendix 6

Reliability Test

Price Importance Reliability Analysis

Scale Reliability Statistics

	Cronbach's α
scale	0.787

Item Reliability Statistics

	If item dropped Cronbach's α
A	0.739
B	0.737
C	0.742
D	0.783
E	0.785
F	0.731

Price Search Reliability Analysis

Scale Reliability Statistics

	Cronbach's α
scale	0.738

Item Reliability Statistics

	If item dropped Cronbach's α
G	0.747
H	0.684
I	0.661
J	0.706
K	0.718
L	0.682

Subjective Norms Reliability Analysis

Scale Reliability Statistics

	Cronbach's α
scale	0.730

Item Reliability Statistics

	If item dropped Cronbach's α
S	0.738
T	0.688
U	0.722
V	0.659
W	0.612
X	0.701

Attitude Toward behavior Reliability Analysis

Scale Reliability Statistics

	Cronbach's α
scale	0.718

Item Reliability Statistics

	If item dropped Cronbach's α
M	0.659
N	0.706
O	0.682
P	0.715
Q	0.637
R	0.669

Perceived Behavioral Control Reliability Analysis

Scale Reliability Statistics

	Cronbach's α
scale	0.789

Item Reliability Statistics

	If item dropped Cronbach's α
Y	0.777
Z	0.746
AA	0.744
AB	0.741
AC	0.795
AD	0.736

Price- Quality Interference Reliability Analysis

Scale Reliability Statistics

	Cronbach's α
scale	0.798

Item Reliability Statistics

	If item dropped Cronbach's α
AE	0.774
AF	0.738
AG	0.774
AH	0.799
AI	0.721
AJ	0.783

Continuation of Appendix 6

Ethnocentrism and Local food systems

Reliability Analysis

Scale Reliability Statistics

	Cronbach's α
scale	0.834

Item Reliability Statistics

	If item dropped Cronbach's α
AK	0.839
AL	0.811
AM	0.781
AN	0.805
AO	0.806
AP	0.795