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Factors Influencing Consumer Satisfaction in the New Baliwag City Public Market

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Abridged Abstract

This study evaluated customer satisfaction at New Baliwag Public Market across product, service, and environmental dimensions. Using a quantitative descriptive design, 63 purposively sampled respondents were surveyed. Findings revealed general satisfaction, with highest ratings for sales approach (mean 3.22) and product quality (3.12), followed by convenience (3.01), pricing (2.99), vendor behavior (2.97), and cleanliness (2.80). However, respondents noted that improvements in price transparency, service efficiency, accessibility, and sanitation remain necessary to sustain customer loyalty.

Key Sections

Context and Research Objectives 32
Quantitative Survey Design and Sampling 36

Index Terms

Customer Satisfaction | Market Cleanliness | Market Convenience | pricing | Product Quality | Public Market | Vendor Behavior

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Factors Influencing Consumer Satisfaction in the New Baliwag City Public Market

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Abstract

This study aimed to determine the factors influencing customer satisfaction in terms of product-related factors (pricing and product quality), service-related factors (vendor behavior and sales approach), and environmental and convenience factors (cleanliness and market accessibility). In the New Baliwag Public Market. The researchers used a quantitative descriptive research design, and the data were collected from 63 respondents using a purposive sampling. Prior to conducting a main survey, a pre-survey was implemented to evaluate and identify the research qualified respondents, to ensure that only individuals with sufficient experience and familiarity with the new market were selected to participate. The researchers also employed a structured survey questionnaires as the primary instrument, and the data were examined by using frequency, percentage, and mean. The findings showed that consumer are generally satisfied with three major factors. They are satisfied with products. Product quality got a mean of 3.12 and pricing got 2.99. This shows people think products are good and affordable. Customers also like the service. Vendor behavior is 2.97 and sales approach got a mean of 3.22. This means customers appreciate vendors who are respectful and helpful. The study also looked at the environmental and convenience. Cleanliness got 2.80 and market convenience is 3.01. These scores show that customers are generally satisfied. But, some things, like waste management and accessibility need to be better the customer want these issues fixed. Moreover, the respondents gave their recommendations and suggestions in terms of better product quality, more affordable prices, faster service, cleaner facilities, and improved market organization. In general, the study shows that while the New Baliwag Public Market successfully exceeds customer expectations still, constant improvements in the transparency of their price, service efficiency, and market sanitation are important to maintain and enhance customer satisfaction, inspire repeat purchases, and intensify customer loyalty.

Keywords: *Customer Satisfaction, Market Cleanliness, Market Convenience, pricing, Product Quality, Public Market, Vendor Behavior*

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1. INTRODUCTION

The newly built Baliwag City Public Market aims to provide consumers with a shopping experience that is more organized, hygienic, and comfortable. Compared to the old market setup, the new market will enhance the shopping experience for both consumers and vendors by offering improved facilities, a more efficient layout, and enhanced accessibility. The public market serves as a main place for commercial activity, fulfilling customer needs, supporting small enterprises, and enhancing the local economy. As a recently constructed market, customer feedback reveals several difficulties that detract from their satisfaction and experience. Concerns include product quality, prices, convenience, and safety issues, including slippery flooring. Customer feedback highlights the need to understand their perceptions to evaluate the effectiveness of the new public market.

Due to this consumer feedback, Customer satisfaction is an important part of modern business strategy. It shows how factors surpass customer expectations. In today's competitive and tech-driven era, businesses must understand customer experience to improve loyalty and repeat purchases and to support growth. According to Kencana's (2018), in terms of customer satisfaction, product pricing and quality is one the factors that will affect consumer satisfaction. Customers who have a positive feeling in the quality of the product sell in the market will turn to satisfaction, repeat buying, and positive feedback. On the other hand, when vendors provide equal pricing that is affordable for the consumers, it will encourage them to purchase the product that will lead to satisfaction.

In the Philippine context, a survey of numerous samgyeopsal restaurants in Quezon City revealed that service quality has a significant effect on consumer satisfaction. The survey showed that customer satisfaction is directly influenced by factors such as efficiency and prompt response time. As a result, this satisfaction cultivates brand loyalty and confidence (Balawang, 2023). Furthermore, Gabriel's (2025) investigation of the growth of food initiatives in Bulacan underscored that consumer satisfaction is contingent upon factors such as product quality, transparency in practices, and consumer perception, which collectively foster a higher level of trust and loyalty towards particular brand names. The previously mentioned studies demonstrate that trust and loyalty in small and emerging businesses are influenced by a combination of integrity in products and excellence in service, resulting in a long-term relationship that leads to success.

Although there have been numerous studies that have investigated the factors that influence consumer satisfaction in formal business environments, the majority of them have focused on commercial entities, including retail establishments, food establishments, and emerging enterprises. Product-related factors, such as pricing and quality, as well as service-related aspects, such as vendor behavior and sales strategy, are often highlighted in these studies as key indicators of customer satisfaction and repeat

purchases. However, there is a scarcity of research on whether identical factors produce the same results in public spaces situated within communities where the circumstances may differ widely. Additionally, there is a scarcity of research on relatively recent public facilities, such as the "New Baliwag Public Market," which considers the changes in its operational methods, the establishments it employs, and the variations in the needs it encounters.

Addressing this gap is important for consumers, vendors, the market administrator, and the entire community, as it enables the identification of areas requiring further development and enhancement. This study aims to identify the factors that influence customer satisfaction in a public market setting. This is achieved by examining market-related factors such as cleanliness and convenience, service-related factors including vendors' behavior and sales approach, and product-related factors such as quality and pricing. This research aims to provide insights that may help improve customer loyalty, encourage repeat purchases, and support better management practices, particularly in the context of the newly established Baliwag City Public Market.

2. REVIEW OF RELATED LITERATURE

The analysis of relevant literature encompasses a range of scholarly publications that offer valuable insights and information about the subject matter under investigation. The accumulated literature, authored by experts from both local and international academic communities, serves as a means to further advance the subject matter.

2.1. Product-Related Context

A study conducted by Del Espiritu Lano, et al. (2025) in Calapan City Public Market found that Customers' purchasing decisions are heavily shaped by their perceptions of the freshness and quality of the offerings, as well as fair pricing and the diversity of available options. Customers are more satisfied when vendors in the market give a consistent better product quality at affordable prices. Similarly, a study by Kencana (2018) found that when the product sells in the market satisfied the customer expectations about the quality and pricing, buyers a more likely to buy again, recommend the store to relatives, families, and love ones, and build loyalty in the business.

Additionally, in the Philippines retail sector, customer is more satisfied because of the affordable pricing offered in the market and with the combination of high-quality product that truly encourages customer to purchase the product. In addition, Research by Gabriel (2025) found that the quality of products has a substantial impact on the trust and satisfaction of consumers who patronize new food establishments in Pulilan, Bulacan. It demonstrated that consumers who perceived higher product quality were more satisfied and more likely to trust the business. Maintaining consistent standards in aspects such as freshness, flavor, and presentation was shown to strengthen customers' confidence and loyalty, indicating that product quality is a crucial factor in shaping both immediate satisfaction and long-term trust.

Consumers do not rely solely on price when adequate product quality information is lacking, it found that satisfaction is not significantly linked to pricing without clear quality details. It highlights the critical role of transparent product information and perceived quality, alongside reasonable pricing, in shaping consumer satisfaction (Martinčić, et al. 2022). Furthermore, according to Mabeza (2024) It shows that pricing strategies are very important for customer satisfaction in coffee shops in Camarines Norte, Philippines. It found that customers think value-based pricing is the way to make them feel satisfied. On the other hand, most local coffee shops use competitive pricing. Also, when coffee shops set prices that match the quality of service and what customers think is valuable customers are happier. To support this, according to Juniele Deloria, et al (2019), the quality of food and the quality of customer service are very important for making customers happy when they eat at food places. The quality of food and service does make a difference. It is not a huge difference. When the food and service are good people are usually happy. They like that the food is reliable and tastes good.

2.2. Service-Related Context

According to Singh, et al. (2019), customers were more satisfied and more likely to return when vendors were attentive and approachable. It concluded that positive vendor behavior plays a major role in encouraging loyalty and repeat visits. Similarly, customers appreciate marketers who exhibit both functional and relational customer orientations. Most consumers favor sales personnel who exhibit product knowledge, provide beneficial guidance, and communicate in a friendly manner, as these behaviors contribute to a positive shopping experience (Petrescu, M. 2021).

Furthermore, Shokouhyar, et al. (2020) stated that customers' perceptions of the purchasing experience are significantly influenced by their interactions with vendors, including responsiveness to complaints, helpfulness, and overall communication. Similarly, according to Pei, et al. (2020), smooth shopping experiences, market that has the basic need products of the consumers, positive interaction with the staff, and not polluted area is the customers want when visiting or shopping in the market.

In addition, according to Naini Santoso et al (2022), the offerings of high-quality products and better vendor services when interacting to the customer in the markets will lead to customers satisfaction, repeat buying, and sharing positive experiences and recommending the stores to others. Moreover, when customers experience positive service from the vendors, respectful responses, trustworthy vendors, and well-organized environment they more likely to make a repeat purchase that will contribute to positive experiences in the market. Satisfied customers will result to always returning to stores and recommend the shop to others.

According to Gaudier et al. (2025), customer service has significantly impacted customer satisfaction in a local Philippine setting. The satisfaction among consumers is significantly influenced by service-related factors like assurance, sense of empathy, responsiveness, and reliability. Additionally, it was found that customers who receive attentive, pleasant, and customized service are more likely to recommend the company, return back, and leave great reviews. Additionally, according to Agatep and Villalobos (2021), employee behavior has significantly influenced customer satisfaction in a local Philippine setting. The study showed that factors such as employees' attitude, friendliness, and communication skills have a strong positive effect on how the customers perceive the service quality. It also found that when the employees show some professionalism, attentiveness, and pleasant behavior to the customers, they tend to be more satisfied with the service they receive.

2.3. Environmental/Market Convenience Context

Beyond product and service factors, the physical environment of the market significantly influences customer satisfaction. Cleanliness, organization, accessibility, and layout affect how consumers perceive the overall shopping experience.

According to Turley et al (2020), customers were more satisfied when the place was clean, convenient to navigate, and well organized, which also encouraged customers to come back. It highlights that the store environment plays an important role in shaping the overall shopping experience of consumers. In addition, by Ogbunankwor, et al (2022) found that guests prioritize hygiene and upkeep over location, indicating that a well-maintained environment strongly affects their satisfaction and likelihood of returning. Clean and orderly surroundings foster a sense of comfort and safety, enhancing the overall customer experience and promoting repeat visits.

Supporting these findings, according to Nurliza, N. (2025), customers frequently assess a market based on the cleanliness of its surroundings and the level of convenience it provides rather than on products alone. A clean market environment creates a sense of comfort and safety, which positively affects customers' shopping experience. Convenience, including clear walkways, proper organization of vendors, and accessible locations, also helps reduce stress and time spent during shopping. Moreover, The Consumers' willingness to return to a store is influenced by its accessibility and the quality of service provided. Retail locations that are easily accessible, particularly through public transportation, tend to encourage repeat visits from customer (Sirican, et al. 2025).

Additionally, according to Alam and Uddin (2025) found that consumers in Bangladeshi retail chain stores were more satisfied when store accessibility was high, layouts were orderly, and services were prompt and efficient. These characteristics helped to boost satisfaction indicators, such as increased loyalty metrics and positive evaluations of operational performance, which led to higher retention in competitive retail settings. Furthermore, a clean and well-maintained space creates a positive shopping atmosphere that encourages customers to spend more time exploring products and fosters a sense of comfort and ease during the purchasing process, which in turn promotes customer loyalty and repeat patronage Premier (Cleaning (2023).

In the Philippines, according to the solid waste management by Apostol (2004), is among the most crucial practices in public markets. The administration implemented effective waste handling due to their fascination with the way cleanliness appears on market surfaces. The process involves the collection and handling of waste, and the satisfactory ratings of the vendors reflect the researcher's idea of the connection between the market environment and humanity. Additionally, according to Manalastas (2023), customers were generally satisfied with attributes like cleanliness and security; however, the environment contains aspects related to temperature control and seating that still needed improvement. This supports the results in Table 9, where respondents rated market convenience positively overall but indicated areas for enhancement, suggesting that improving convenience factors can encourage easier transactions, greater customer comfort, and repeat visits.

3. STATEMENT OF THE PROBLEM

This study aims to determine the Factors Influence Consumer Satisfaction in the New Baliwag City Public Market.

Specifically, this study sought to answer the following questions:

1. How respondents be described in terms of:
   (a) Age
   (b) Gender
2. What is the level of consumer satisfaction in terms of product-related factors in the New Baliwag City Public Market?
   (a) Pricing
   (b) Product Quality
3. What is the level of consumer satisfaction in terms of service-related factors in the New Baliwag City Public Market?
   (a) Vendor Behavior
   (b) Sales Approach
4. What is the level of consumer satisfaction in terms of environment and convenience factors in the New Baliwag City Public Market?
   (a) Market Cleanliness
   (b) Convenience
5. What suggestions do customers have for improving the New Baliwag City Public Market?

4. THEORETICAL FRAMEWORK

This study draws upon four interconnected theories to elucidate the determinants of consumers satisfaction within the New Baliwag City Public Market: Expectancy - Disconfirmation Theory, SERVQUAL Model, Perceived Value Theory, and Experiential Marketing Theory. Each framework contributes a distinct lens, yet their integration furnishes a holistic comprehension of how consumers assess satisfaction through expectations, service excellence, perceived worth, and immersive encounters.

This figure illustrates that consumer satisfaction is contingent upon the alignment between customers' expectations and their actual experiences, as posited by the Expectancy - Disconfirmation Theory. It is further supported by SERVQUAL Theory, Perceived Value Theory, and Experiential Marketing Theory, which outlines how service quality, perceived value, and customer experience play a role in building satisfaction. In turn, consumer satisfaction fosters loyalty and leads to repeat purchases.

In synthesis, these four theories provide a strong framework for understanding customer satisfaction in the New Baliwag City Public Market. Expectancy - Disconfirmation Theory explains how satisfaction forms based on expectations; SERVQUAL details the role of service quality; Perceived Value Theory highlights the balance of benefits and costs; and Experiential Marketing Theory focuses on the full experience. Together, they offer both theoretical and practical way to examine how product quality, service interactions, market environment, and overall shopping affect satisfaction, loyalty, and repeat visits.

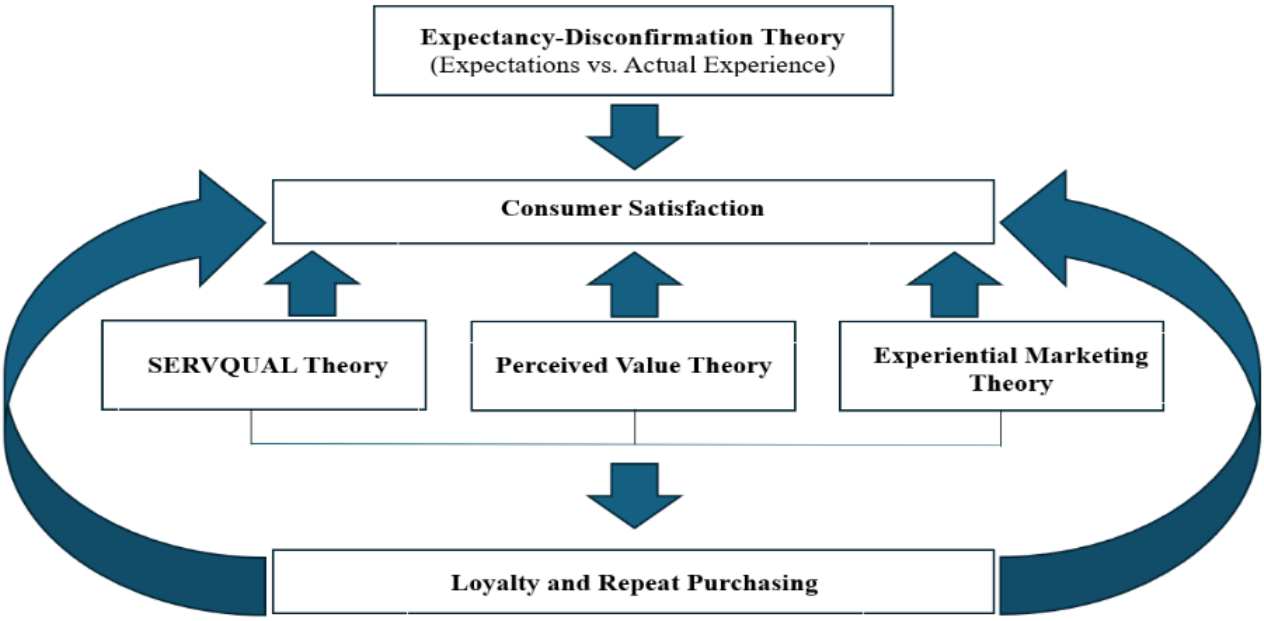

Figure 1. Theoretical Framework

5. CONCEPTUAL FRAMEWORK

The study's conceptual framework is predicated on the independent-dependent variable paradigm. As illustrated in the figure, the independent variables are classified into three categories: product-related factors, service-related factors, and environment and convenience factors in the New Baliwag City Public Market. Product-related aspects encompass pricing and quality; service-related factors involve vendor conduct and sales strategies; whilst environmental and convenience factors pertain to market cleanliness and general accessibility. The aggregated elements are utilized to characterize and evaluate the degree of client satisfaction, which functions as the dependent variable of the study. The framework highlights the descriptive assessment of consumer satisfaction within various major categories.

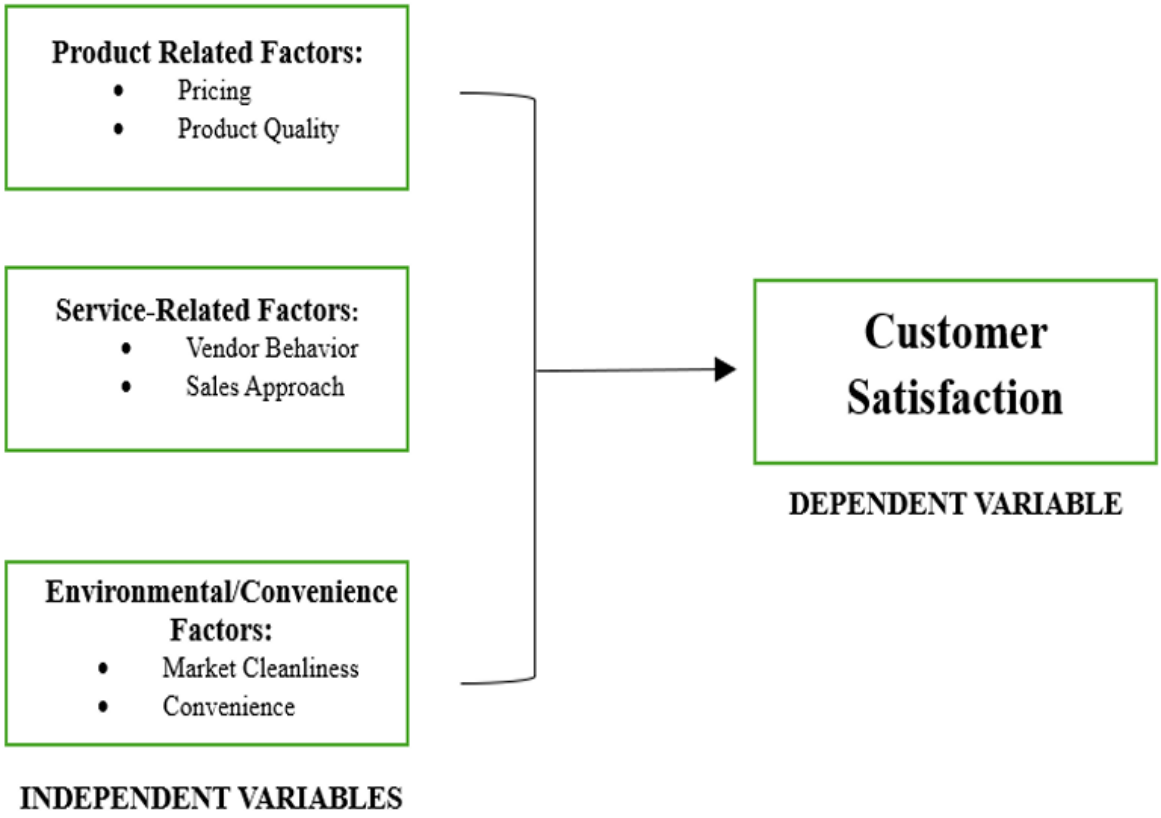

Figure 2. Conceptual framework

6. METHODOLOGY

This section outlines the methodology and the processes engaged in the research project, it also includes the selection of population and sample, involving research instrument and the process for data collection, statistical analysis and processing.

6.1. Research Design

This study employed a quantitative research design and descriptive approach to determine the factors influencing consumer satisfaction in the New Baliwag City Public Market in Baliwag, Bulacan. The research focused on product-related, service-related, and environmental/convenience factors influencing customer satisfaction.

Fluet (2021) asserts that descriptive research is a quantitative methodology that is conclusive and is employed to define characteristics, attributes, or functions, rendering it appropriate for investigations aimed at identifying and analyzing aspects influencing consumer satisfaction.

6.2. Sampling Procedure

This study focused on the consumers of the New Baliwag City Public Market in Baliwag City, Bulacan. The researchers employed purposive sampling in selecting the respondents to ensure that only individuals who have sufficient experience and familiarity with the market were included in the study. This method allowed the researchers to gather more reliable and relevant information from consumers who frequently visit or purchase products from the market.

To identify the appropriate respondents, the researchers first conducted a pre-survey among potential participants. The purpose of the pre-survey was to determine the frequency of their visits and purchases in the New Baliwag City Public Market. Through this initial screening process, only those consumers who reported that they frequently visit or regularly buy products from the market were selected to participate in the main survey.

6.3. Participants of the Study

The participants of this study were 63 consumers of the New Baliwag City Public Market in Baliwag City, Bulacan. These respondents were identified through a pre-survey conducted by the researchers to determine the frequency of their visits and purchases in the market. From the results of the pre-survey, only those consumers who reported that they frequently visit or buy products from the market on a weekly basis were selected to participate in the study. This criterion ensured that the respondents had enough experience and familiarity with the market, allowing them to provide reliable and meaningful responses regarding their preferences, satisfaction, and suggestions related to the New Baliwag City Public Market.

6.4. Ethical Consideration

This study was conducted following ethical principles in academic research, including informed consent of the participants, voluntary participation, confidentiality of responses, anonymity of participants, proper data management and use of data for academic

purposes only, and permission from market authorities prior to data collection. The researchers ensured that all participants were informed about the purpose of the study before agreeing to participate, and their involvement was completely voluntary. The confidentiality and anonymity of the respondents were strictly maintained by not disclosing any personal information. Furthermore, all collected data were securely managed and used only for academic purposes. Permission from the appropriate market authorities was also obtained before conducting the data collection.

6.5. Research Instrument

A survey questionnaire developed by the researchers was used as the data-gathering instrument to collect information from consumers of the New Baliwag City Public Market in Baliwag City, Bulacan. The instruments used in the study were as follows:

1. **Survey Questionnaire (Closed-Ended Questions)** – This was used to gather the responses of the participants regarding their experiences, preferences, and satisfaction when purchasing products at the New Baliwag City Public Market.

2. **Captured Photos** – Real photos were taken during the distribution and collection of survey questionnaires as part of the documentation of the data-gathering process.

3. **Expert Review** – The survey questionnaire was reviewed by experts in the field of research to determine the clarity, relevance, and appropriateness of the questions. Their comments and suggestions were incorporated to improve the questionnaire before the actual data collection was conducted.

6.6. Data Analysis

The data collected from the survey questionnaires were analyzed using descriptive statistical methods. Frequency counts and percentages were used to summarize the respondents' demographic profiles and their suggestions for improvements in the New Baliwag City Public Market. To assess the level of satisfaction of the respondents, a Likert scale was used, focusing on product-related factors, service-related factors, and environmental/convenience-related factors. The responses from the Likert scale were quantified, and the average (mean) for each factor was calculated to determine the overall satisfaction level of the respondents. All results were presented in tables to provide a clear and organized visualization, facilitating meaningful conclusions aligned with the objectives of the study.

Table 1. Likert Scale

Scale	Degree of Frequency	Rating
4	Very Satisfied	3.25 – 4.00
3	Satisfied	2.50 – 3.24
2	Dissatisfied	1.75 – 2.49
1	Very Dissatisfied	1.00 – 1.74

7. RESULTS AND DISCUSSION

This section aims to address the posed inquiries by presenting, analyzing, and interpreting the data acquired through the utilization of a data gathering tool supplied by Google-hosted form. The data has undergone comprehensive discussion and investigation, which will contribute to the validation of its transparency, as well as enhance the clarity and coherence of the presentation. The data has been classified based on the organization of the queries outlined in the Statement of the Problem. The purpose of the study was to provide an answer to the query: What are the factors influencing consumer satisfaction in the New Baliwag City Public Market.

7.1. Demographic Profile of the Respondents

Table 2. Age of the Respondents

Age	Frequency	Percentage
Below 18	0	0.00%
19-23	29	46.00%
24-28	5	7.90%
29-33	6	9.50%
34-38	8	12.70%
39-43	11	17.50%
44 and above	4	6.30%
Total	**63**	**100%**

Table 2 presents the demographic profile of the respondents in terms of age. The results show that the majority of the respondents belong to the 19–23 age group with 46%, followed by those aged 39–43, with 17.50%. On the other hand, the least represented age groups are 24–28, with 7.90%, and 44 years old and above, with 6.30%. There are no respondents below 18 years old. These findings suggest that younger consumers, particularly those in early adulthood, make up the largest portion of the market in the New Baliwag City Public Market. This may indicate that they are more active in purchasing goods and more engaged in market activities, which can significantly influence overall consumer satisfaction.

Table 3. Gender of the Respondents

Gender	Frequency	Percentage
Male	22	34.90%
Female	41	65.10%
Total	**63**	**100%**

In terms of gender of the respondents, the results show that the majority of the respondents are female, comprising 65.10% of the total respondents, while male respondents account for 34.90%. The results shows that female consumers are more interested and actively engaged in market-related activities, particularly in the New Baliwag City Public Market.

7.2. Level of Consumer Satisfaction

Table 4 presents the level of consumer satisfaction in terms of pricing factors in the New Baliwag Public City Market. The results indicate that consumers are generally satisfied with the pricing, as reflected by the overall average mean of 2.99, interpreted as satisfied. In particular, Question 4 obtained the highest mean score of 3.04, followed by Question 1 with a mean of 3.01, both interpreted as satisfied. Meanwhile, Questions 2 and 5 both garnered a mean of 2.96, while Question 3 received the lowest mean of 2.92, though still within the satisfied interpretation. It shows that when a product meets or exceeds consumer expectations, it leads to satisfaction. Moreover, satisfied consumers are more likely to engage in repeat purchases, which is a key factor in developing customer loyalty (Kencana 2018).

Table 4. Pricing as a Factor Influencing Consumer Satisfaction

No.	A. Pricing	4 VS	3 S	2 D	1 VD	Average Mean	Interpretation
1.	How satisfied are you with the overall prices of products sold in the New Baliwag City Public Market?	13	38	12	0	3.01	Satisfied
2.	How satisfied are you with the fairness of product prices in relation to their quality in the New Baliwag City Public Market?	8	46	8	1	2.96	Satisfied
3.	How satisfied are you with the value for money of the products you purchase in the New Baliwag City Public Market?	10	38	15	0	2.92	Satisfied
4.	How satisfied are you with the range of price options available for similar products in the New Baliwag City Public Market?	12	42	9	0	3.04	Satisfied
5.	How satisfied are you with the affordability of product prices based on your personal budget in the New Baliwag City Public Market?	12	37	14	0	2.96	Satisfied
	Total Average Mean					**2.99**	**Satisfied**

Table 5. Product Quality as a Factor Influencing Consumer Satisfaction

No.	B. Product Quality	4 VS	3 S	2 D	1 VD	Average Mean	Interpretation
1.	How satisfied are you with the overall quality of products sold in the New Baliwag City Public Market?	14	42	7	0	3.11	Satisfied
2.	How satisfied are you with the freshness and condition of products sold in the New Baliwag City Public Market?	14	36	13	0	3.22	Satisfied
3.	How satisfied are you with how well the products meet your expectations as a consumer?	15	41	6	1	3.11	Satisfied
4.	How satisfied are you with the safety and reliability of the products sold in the New Baliwag City Public Market?	12	41	10	0	3.03	Satisfied
5.	How satisfied are you with the product quality as a reason for purchasing again in the New Baliwag City Public Market?	14	43	5	1	3.11	Satisfied
	Total Average Mean					**3.12**	**Satisfied**

Table 6. Vendor Behavior as a Factor Influencing Consumer Satisfaction

No.	C. Vendor Behavior	4 VS	3 S	2 D	1 VD	Average Mean	Interpretation
1.	How satisfied are you with the politeness and friendliness behavior shown by vendors in the public market during your interactions?	17	34	12	0	3.07	Satisfied
2.	How satisfied are you with the honesty of vendors in the public market when it comes to weighing goods?	11	38	13	1	2.93	Satisfied
3.	How satisfied are you with the speed or efficiency of vendors in the public market attending to you when the market is busy?	16	33	14	0	2.74	Satisfied
4.	How satisfied are you with how the vendors handle the returns of goods or products and complaints of customers?	13	38	12	0	3.01	Satisfied
5.	How satisfied are you with the transparency of vendors in the public market when it comes to pricing?	13	35	15	0	2.96	Satisfied
6.	How satisfied are you with the respect that the vendors showed while you are interacting?	17	36	10	0	3.11	Satisfied
	Total Average Mean					**2.97**	**Satisfied**

In the Philippine Context, (Mabeza 2024) found that the way companies set prices has an impact on how satisfied the customers are and when the customers feel they get a deal for their money when they pay a price that matches the value of a products and services. That's why pricing strategies can make a difference, in customer satisfaction.

The table 5 shows that consumers are generally satisfied with the quality of products with the total average mean of 3.12 interpreted as satisfied. The average scores consumer gave are between 3.03 and 3.22 which means they are satisfied. Specifically, Question 2 got the score of 3.22. Questions 1, 3 and 5 all got the score of 3.11, which also indicates satisfaction. Question 4 got the score of 3.03 consumers still in satisfied interpretation. This means that when consumers think that the products are good enough, and when the quality of a product meet their expectations, they're willing to purchase more. This is like what Chaerudin et al (2021) says, quality of a product is very crucial for making consumers feel satisfied and influence their buying behavior. If product have a high quality they will buy it, and will consistently go back to buy more in the New Baliwag City Public Market.

In the Philippine Context, product quality was defined in terms of quality, features, and capabilities, which help shape the consumer overall experience. The study highlights product quality as an essential factor in consumer satisfaction — customer is more satisfied when products exceed expectation, a key element in business and marketing strategy. (Deloria, et al 2019)

The table presents the level of customer satisfaction in terms of vendor behavior in the New Public Market in Baliwag, City. The results show that the respondents are generally satisfied, as reflected by the average mean scores ranging from 2.74 to 3.11, all interpreted as satisfied. Question 6 obtained the highest mean score of 3.11, followed by Question 1 with a mean of 3.07 and Question 4 with 3.01. Meanwhile, Question 3 received the lowest mean of 2.74, while Questions 2 and 5 obtained mean scores of 2.93 and 2.96, though all remain within the satisfied interpretation. It shows that vendor behavior, particularly in terms of service and interaction, plays an important role in shaping customer satisfaction. This is aligned with the findings of Nguyen Hoang Tien et al. (2021), which highlight that staff service capacity is one of the main factors influencing customer satisfaction in retail.

In the Philippine context, Agatep and Villalobos (2021) found that customer satisfaction in the Philippine environment is significantly influenced by the employee behavior, including their manners, politeness, and communications towards the customer. Pleasant and professional interactions enhance the chance that customers will be satisfied and return back. Therefore, the vendor behavior has a major influence when it comes to consumer satisfaction.

The table shows the level of customer satisfaction regarding the sales approach of the vendors in the New Public Market in Baliwag, City. The findings reveal that the respondents are generally satisfied, with the mean scores ranging from 3.19 to 3.26. Question 4 obtained the highest mean of 3.26, interpreted as very satisfied, while Questions 1 and 3 followed with mean scores of 3.23. Meanwhile, Questions 2 and 5 received the lowest mean of 3.19, though still interpreted as satisfied. This indicates that the sales approach that is used by the vendors is effective in meeting their customer expectations. This is aligned with Shokouhyar et al. (2020), which states that service quality, including how services are delivered and handled, plays a key role in influencing customer satisfaction, although different aspects may vary in importance.

In the Philippine context, Gaudier et al. (2025) discovered that the customer satisfaction in the Philippine environment is significantly influenced by the customer service, especially in terms of communication and response. The customers are more likely to recommend it to others and return to a business when

Table 7. Sales Approach as a Factor Influencing Consumer Satisfaction

No.	D. Sales Approach	4 VS	3 S	2 D	1 VD	Average Mean	Interpretation
1.	How satisfied are you with how vendors treat customers politely and respectfully during transactions?	21	36	6	0	3.23	Satisfied
2.	How satisfied are you with how vendors handle customer complaints or problems in a professional and proper manner?	17	42	3	1	3.19	Satisfied
3.	How satisfied are you with how vendors serve customers without rushing or showing irritability?	22	34	7	0	3.23	Satisfied
4.	How satisfied are you with how carefully vendors listen to customer feedback and requests?	22	36	5	0	3.26	Very Satisfied
5.	How satisfied are you with how vendors make customers feel valued and important during transactions?	21	33	9	0	3.19	Satisfied
	Total Average Mean					**3.22**	**Satisfied**

Table 8. Cleanliness as a Factor Influencing Consumer Satisfaction

No.	E. Cleanliness	4 VS	3 S	2 D	1 VD	Average Mean	Interpretation
1.	How satisfied are you with the overall cleanliness of the public market?	13	28	19	3	2.81	Satisfied
2.	How satisfied are you with the cleanliness of stalls and selling areas in the public market?	13	30	17	3	2.84	Satisfied
3.	How satisfied are you with the way waste and garbage are collected and managed in the public market?	10	31	19	3	2.76	Satisfied
4.	How satisfied are you with the cleanliness of walkways and other public areas in the public market?	13	29	17	4	2.81	Satisfied
5.	How satisfied are you with the cleanliness of the public market while you are shopping?	13	28	17	5	2.78	Satisfied
	Total Average Mean					**2.8**	**Satisfied**

Table 9. Market Convenience as a Factor Influencing Consumer Satisfaction

No.	F. Market Convenience	4 VS	3 S	2 D	1 VD	Average Mean	Interpretation
1.	How Satisfied are you with the accessibility of the market from your home and workplace?	13	34	15	1	2.95	Satisfied
2.	How satisfied are you with the availability of products and the ease of finding the items you need to buy?	17	35	10	1	3.07	Satisfied
3.	How satisfied are you with the time it takes to finish your shopping time in the market?	12	39	11	1	2.98	Satisfied
4.	How satisfied are you with the comfort and ease of moving around while shopping inside the market?	16	33	13	1	3.01	Satisfied
5.	How satisfied are you with the overall convenience of shopping in the New Baliwag City Public Market?	14	38	10	1	3.03	Satisfied
	Total Average Mean					**3.01**	**Satisfied**

they receive pleasant and attentive service. Therefore, the sales strategy has a significant impact on client satisfaction.

The provided data illustrates that the respondents are generally satisfied with the cleanliness of the market, as shown by the average rating of the indicators. Among the indicators, Question 2 yielded the highest mean score of 2.84, followed closely by Question 1, which had an average rating of 2.81. This showed that these aspects of market cleanliness are the most positively observed by the respondents. Meanwhile, Question 3 had the lowest mean rating of 2.76, which was also interpreted as Satisfied, but this showed that while market cleanliness is at an acceptable level, this aspect needs more attention than the others. The results showed that the market had a fairly good level of sanitation, which contributed to the comfort and safety of market buyers and vendors. As stated by Premier (2023), who underscored the substantial contribution of maintaining cleanliness in public markets to elevating customer satisfaction and encouraging consumers to continue visiting the market.

Additionally, in the Philippine context, Apostol (2004) emphasized that solid waste management is a crucial practice in public markets, including proper collection, segregation, and disposal to maintain a clean environment. Gaps in implementation affect sanitation and market operations, which aligns well with the findings where respondents showed satisfactory ratings in all aspects of cleanliness, especially in stalls and selling areas.

The table provides an analysis of how respondents are satisfied with the market's accessibility and the ease of transactions within the market. Particularly, Q2 recorded the highest mean of 3.07, followed closely by Q5 with a mean of 3.03. This shows that the respondents feel the market's convenience the most in these aspects. On the other hand, Q1 has the lowest mean score of 2.95, which falls in the category of Satisfied. This shows that although the market was found to be relatively convenient, it also has areas that need improvement. In conclusion, it can be seen that the market provides relatively convenient facilities to its customers, which might affect their willingness to come back and purchase products from the market again. This was supported by Nurliza (2025) who emphasized that the factors of market convenience, which include accessibility, organization, and the ease of buying, are significant contributors to satisfying the customers of traditional markets.

Furthermore, Manalastas (2023) evaluated customer satisfaction in a retail convenience store in Navotas City, Philippines, using surveys to assess factors such as cleanliness, security, ambiance, lighting, temperature, signage, and seating capacity. Findings indicated that while customers were generally satisfied with attributes like cleanliness and security, aspects related to comfort and environment needed improvement. These results demonstrate that convenience-related features significantly influence customer satisfaction and shopping experience. This supports the Table 9 findings, where respondents generally rated market convenience positively but also indicated areas for enhancement, suggesting that improving convenience attributes can further increase customer satisfaction and encourage repeat visits.

7.3. Suggestions for Improvements

Table 10 presents the respondents' suggestions for improvements in terms of product-related factors. A total of 210 suggestions were recorded from 63 respondents, reflecting multiple selections allowed, with percentages calculated based on total selections to sum up to 100%. The most frequently cited improvements were more affordable prices with 19.50%, fresher food items with 14.30%, clear labeling of prices and product details with 14.30%, and consistency in product quality across vendors with 14.30%,

Table 10. Suggestions for Improvements in terms of Product-Related Factors

Suggestions	Frequency	Percentage
More affordable prices	41	19.50%
Better product quality	26	12.40%
Greater variety of products	25	11.90%
Fresher food items	30	14.30%
Clear labeling of prices and product details	30	14.30%
Consistency in product quality across vendors	30	14.30%
Availability of seasonal/local products	22	10.50%
No additional suggestions	6	2.90%
Total	**210**	**100%**

indicating that cost, freshness, clarity, and uniformity are the main priorities for consumers. In contrast, the least selected suggestions were availability of seasonal or local products with 10.50% showing lower concern for these areas. This aligns with Del Espiritu Lano et al. (2025), who found that consumer satisfaction in public markets depends on product quality, affordability, and variety. These results validate that addressing these product-related factors is crucial for enhancing the shopping experience and promoting customer retention.

Table 11. Suggestions for Improvements in terms of Service-Related Factors

Suggestions	Frequency	Percentage
Polite and respectful vendors	42	20.30%
Honest and transparent transactions	30	14.50%
Faster service / less waiting time	33	15.90%
Better handling of complaints / returns	24	11.60%
Vendors listen to customer feedback	26	12.60%
Vendors provide helpful suggestions about products	23	11.10%
Vendors treat customers fairly and equally	23	11.10%
No additional suggestions	6	2.90%
Total	**207**	**100%**

Table 11 presents the suggestions for improvement of 63 respondents in terms of service-related factors, with a total of 207 selections. The most frequently cited improvements were polite and respectful vendors with 20.30% and faster service, less waiting time with 15.90%, showing that courtesy and efficiency are top priorities for consumers. In contrast, the least selected suggestions were "vendors provide helpful suggestions about products" with 11.10% and vendors treat customers fairly and equally with 11.10%, indicating lower concern for these areas. This result is supported by Singh et al. (2019), who found that customer satisfaction is strongly influenced by seller behavior, including friendliness and approachability. Positive vendor interactions encourage loyalty and repeat visits, validating that service quality is crucial for market success.

Table 12. Suggestions for Improvements in terms of Environmental/Convenience Related Factors

Suggestions	Frequency	Percentage
Cleaner stalls and public areas	43	19.30%
Better waste management	31	13.90%
More organized walkways	30	13.50%
Improved facilities	32	14.30%
Safer market environment	28	12.60%
Better ventilation / air circulation	25	11.20%
Sufficient space for walking / accessibility	29	13.00%
No additional suggestions	5	2.20%
Total	**223**	**100%**

Table 12 presents the respondents' suggestions for improvement in terms of environmental and convenience-related factors, with a total of 223 selections. The most frequently cited improvements were cleaner stalls and public areas with 19.30% and improved facilities with 14.30%, indicating that consumers prioritize cleanliness and better amenities. In contrast, the least selected suggestions were better ventilation or air circulation with 11.20% and no additional suggestions with 2.20%, showing lower concern for these areas. This aligns with Nurliza (2025), who found that consumer satisfaction in public markets is strongly influenced by sanitation and ease of movement. The current findings confirm that prioritizing cleanliness, organized walkways, and accessible facilities is essential for improving the shopping experience and encouraging repeat visits.

8. CONCLUSION

This study aimed to determine the factors influencing consumer satisfaction in the New Baliwag City Public Market in terms of product-related factors, service-related factors, and environmental and convenience factors. It also described the respondents according to their age and gender and gathered suggestions from consumers to further improve the services and overall shopping experience in the market.

The findings of the study revealed that respondents are generally satisfied with the product-related factors in the New Baliwag City Public Market, particularly in terms of pricing and product quality. The results indicate that consumers perceive the prices of goods as fair and reasonable, suggesting that the market remains accessible to many budget-conscious customers. In addition, the quality of products sold in the market received positive evaluations, indicating that consumers believe the products generally meet their expectations. These findings highlight that both fair pricing and reliable product quality contribute significantly to maintaining consumer satisfaction in the public market.

Customer interactions within the market also received positive assessments from the respondents. Vendors were generally perceived as accommodating and capable of maintaining good relationships with customers during transactions. In addition, customers expressed satisfaction with the way vendors present and offer their products, as well as how they communicate and respond to customer needs and feedback. These practices contribute to a more comfortable and pleasant shopping experience for consumers. However, the results also suggest that certain aspects of vendor behavior may still require improvement to ensure consistently positive interactions with all customers.

The market environment was likewise evaluated positively by the respondents. Most participants considered the market to be relatively clean, organized, and convenient for purchasing goods. The accessibility of products and the ease of moving around the market contribute to a more efficient and comfortable shopping experience. Nevertheless, some indicators of cleanliness received slightly lower ratings compared to others, suggesting that improvements in sanitation practices and the maintenance of public areas may further enhance the overall environment of the market.

Although the overall results indicate that respondents are satisfied with the different aspects of the New Baliwag City Public Market, the suggestions provided by the participants show that there are still areas that can be improved. Many respondents emphasized the importance of maintaining affordable prices, providing clear labeling of product prices and details, and

ensuring consistent product quality among vendors. In addition, customers highlighted the value of polite and respectful treatment from vendors, faster service during transactions, and honest and transparent dealings. Improvements in market cleanliness, proper waste management, and sufficient space for walking and accessibility were also identified as important factors that could further enhance the market environment.

Overall, the findings indicate that the New Baliwag City Public Market is generally meeting consumer expectations in terms of product related, customer service, and shopping environment. However, since the level of satisfaction remains within the "satisfied" range and not "very satisfied," continuous improvements are necessary to further enhance customer experience, strengthen consumer satisfaction, and encourage repeat visits.

9. RECOMMENDATIONS

The following recommendations have been put forth based on the study's conclusions and the data gathered:

9.1. For Vendors

The results indicate that consumers are satisfied with product quality, pricing, vendor conduct, sales strategy, market cleanliness, and convenience. Therefore, the researchers encourage vendors to sustain product affordability and quality, ensure cleanliness of stalls, and uphold positive interactions with customers to maintain satisfaction in these areas. Moreover, despite client satisfaction, there remain recommendations: vendors must consistently display product pricing, verify the freshness of items, maintain cleanliness of stalls, and ensure appropriate trash disposal.

9.2. For Consumers

The findings of this survey indicate that customers are satisfied with the pricing, items, vendor behavior, as well as the cleanliness and convenience of the New Baliwag Public Market. The researchers suggest that consumers will continue to support the public market by making informed choices and selecting high-quality products that match their cost. Despite customer satisfaction reflected in surveys, there remain suggestions for improvement. Customers should focus on the quality and condition of items, product pricing, providing feedback, and ensuring proper waste disposal to maintain cleanliness and organization in the public market.

9.3. For Market Administrators

The study's findings suggest that the New Baliwag Public Market is a great place because to its cleanliness, organization, convenience, diverse product offerings, and effective operation. The researchers recommend for market administrators to enhance waste management, maintain cleanliness in market stalls and public spaces, and improve facilities, including enough ventilation and pedestrian-friendly locations. To enhance market reliability, it is important to ensure that all vendors agree to pricing regulations, maintain high-quality products, and provide excellent customer service.

9.4. For Future Researchers

The results of this research may serve as a solid foundation for future researchers interested in examining customer satisfaction in public markets, particularly regarding pricing, vendor behaviors, product quality, sales approaches, and market cleanliness and convenience. Future research should expand the respondent demographic beyond frequent purchasers to capture diverse perspectives. Researchers may also examine the aspects that received lower ratings, such as cleanliness and service, and incorporate additional characteristics such as customer loyalty and safety. Using other research methods, such as interviews or observations, is preferable for thoroughly analyzing customer experiences and ensuring the accuracy and reliability of this study's findings.

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