THE STRATEGIES OF TIANGGE SELLERS TO THE PURCHASING INTEREST OF THE MARKET

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Abstract

This study was conducted in order to highlight the growing 'tiangge' industry in the municipality of Taytay, Rizal Philippines where certain dynamics were observed in and between the seller and its clients in the areas of selling and its strategies. Drawn basically from the perspective of the sellers, this research evaluated the kind, style, selling scheme, price and frequently asked questions (FAQ's) about ready-to-wear (RTW) products and other related commodities sold in Taytay tiangge. The researchers used the Bottom of the pyramid theory, Defensive marketing theory and Consumer Theory which are common and most effective theories when it comes to strategies implementation for Flea Markets, Bazaars and Tiangge in the modern day. Through descriptive statistics, it was underscored that the top-selling kind of RTW was blouses for women in the price range of 100-150 Php. (Philippine Peso) by wholesale and retail quantities. Other kinds of RTW/commodities include undergarments, curtains, bed sheets, shoes and bags in which the sellers variably offer together with the RTW products. Through a Chi-Square test, the variables drawn from the sellers' perspective (kinds of RTW products sold, styles of RTW

products sold, the selling scheme, and the price range of the RTW products) were correlated to the variables drawn from the purchasing interest of the market (bestseller RTW products sold according to kind, bestseller RTW products sold according to styles, the customers' scheme of purchasing, price reference of the customers and their frequently asked questions); showing thus the positive significant effects on all variables except on style. Thus, in this study the researchers concluded that the strategies of the sellers are relative to the purchasing interest of the market. However, due to limitations stipulated within the duration of the study, it is further interesting to revisit the other aspect/dynamism of differences between females and males in terms of preferred kinds, styles, quantity and price. Furthermore, a comprehensive study should follow through in the interest of the municipality in the advent of 'tiangge' as a thriving industry that could potentially help sustain the local economy.

Keywords

Tiangge, Flea Markets, Bazaars, Strategies, Purchasing Interest

1. Introduction

Worldwide, from New York markets at 6th and 26th, to El Rastro in Madrid, to Portobello Road in London and to numerous marchés aux puces in Paris, bazaars and flea markets exist (Petrescu & Bhatli, 2013). However, there are only few studies done in this phenomenon (Sherry, 2001). The studies done were "small and circumscribed literature of discontinuous quality" (Petrescu & Bhatli, 2013, p. 55). Flea Markets and bazaars despite being usually considered as a 'second-order marketing' system (Sherry, 1990; Petrescu & Bhatli, 2013), it represents an interesting economic phenomenon to be studied (Belk, Sherry & Wallendorf, 1988; Sherman et al., 1985; Sherry, 1990; Yavas & Riecken, 1981) states Petrescu & Bhatli (2013).

"Tiangge" is a Filipino term for flea market, bazaar, or just a market in general (Bartolome, 2014). According to Maria Lourdes M. Yanuaria, CPA, RFP (2017), bazaars are stores, stalls or outlets which are not permanent in nature. Usually, it only operates for not more than fifteen (15) days. Also, one (1) stall is considered equal to one day. If it exceeds 15 days, it will be classified as a regular taxpayer. Tiangge, flea markets and bazaars usually considered as an "informal and formal marketplace and economy" (Sherry, 1990; Petrescu & Bhatli, 2013, p. 55). "Flea markets usually cater lower class or low-income shoppers, but not exclusively" (Belk et al., 1988; Sherman et al., 1985; Sherry, 1990; Yavas & Riecken, 1981; Petrescu & Bhatli, 2013, p. 55). "It is a rational market on the order of a shopping mall, where consumers can

purchase utilitarian goods at fixed prices. It is also a 'fantastic' economy (Stewart, 1982, p. 56) with its own principles of exchange, substitution and replicability, despite its dependence upon the larger economic system." (Petrescu & Bhatli, 2013, p. 55-56).

The *Taytay Tiangge* is considered as an economic central located at the uptown municipality of Taytay, Rizal Philippines. It became a phenomenon as the place was being visited by large numbers of different buyers, traders, suppliers, sellers and businessmen all over the Philippines. The municipality in fact saw a surge in the number of registered sellers. From only 400 in 2010, it rose to 4,000 this year (Pineda, 2017).

Taytay Tiangge offers Ready-To-Wear (RTW) products of low price, with high-quality and variety of textiles used and designs which drive the customers to purchase Ready-to-wear products instead of buying in the malls which relatively cost higher. In fact, according to Petrescu & Bhatli (2013), Flea Markets or *"Tiangges"* compared to the mall, are more likely preferred by the customers due to price, possibility to negotiate, and finding used merchandise. It does not only provide a place for affordable goods, but also a shopping experience and a cultural immersion for their customers (Belk et al., 1988; Maisel, 1974; Rook, 1985; Sherry, 1990; Petrescu & Bhatli, 2013). Actually, Petrescu & Bhatli (2013) stated that flea markets offer a lot of cheaper merchandises than in stores and malls. The products offered in "Tiangge" are more varied and give customers more satisfaction. According to Hoch, Bradlow & Wansink (1999), variety matters because customers feel that they are more likely to find what they want when going to a store that offers more varied products. As further stated by Petrescu & Bhatli (2013), buyers hang out in malls, just to see the products and its prices, and then they would look for similar products in the flea market. "A significant observation, especially in the current economic conditions, is the fact that some researchers consider the flea markets as an alternative shopping place when the lower and middle class purchasing power is declining (Sherman et al., 1985), which opens them for consumers at the lower end of the economic spectrum" (Petrescu & Bhatli, 2013, p. 56). Other studies on the other hand, summarize that the consumers consider the flea market as an opportunity to find lower prices, variety of products, social benefits, bargains and shopping excitement (Belk et al., 1988; Sherman et al., 1985; Petrescu & Bhatli, 2013).

Unnoticeably, Tiangge sellers use Bottom of the Pyramid Marketing. Bottom of the Pyramid Marketing theory was defined by Petrescu & Bhatli (2013) as "marketing to the bottom of the pyramid, to low income people, and is one of the new trends in marketing literature". It serves as a guide for businesses to increase their market share and generate larger market

segment (Prahalad & Hammond, 2002; Prahalad & Hart, 2002; Pitta, Guesalaga & Marshall, 2008; Subrahmanyan & Gomez-Arias, 2008; Petrescu & Bhatli, 2013). This strategy highly complements the financial capability of the majority of the customers. Furthermore, Levin & Milgrom (2004) explained this situation through the consumer theory. According to them, consumer theory explains how a rational consumer would make consumption decisions and presented the idea that consumers purchase variety of goods that maximizes their utility or capital and without going beyond their financial capability.

As further expounded, marketing strategies play important roles in every business or establishment. Each tactic and strategy used will cause either a positive or a negative effect on the business. Strategies are employed from the production, distribution, pricing and selling. The price, quality, and kinds of products are mostly the basis of strategies for these three are what the customers seek the most. On the present situation, tiangges have variety of customers also. As further mentioned by Petrescu & Bhatli (2013), bazaars does not only serve the lower class and income shoppers, but also the white collar and professional occupations.

One of the most effective strategic approaches for this kind of industry is the defensive marketing strategy. The most significant explanation of this approach was given by Fornell & Wernerfelt (1987), which states that the opposite of offensive strategies which focus on blocking or preventing customer complaints and obtaining new customers, "defensive marketing is concerned with reducing customer exit and brand switching. The objective of defensive marketing strategy is to minimize customer turnover (or, equivalently, to maximize customer retention) by protecting products and markets from competitive in roof the ads". On the other hand, a Normative Model was done by Hauser & Shugan (1983). This model shows how a firm with an established brand should adjust its marketing expenditures to defend its position against the launch of a new competitive brand. The application of the model was discussed by Hauser & Gaskin (1984), Hauser (1984), and Shugan (1987)" (Fornell & Wernerfelt, 1987). This is highly applicable since tiangge sellers mostly have *"suki"* or patrons from different parts of the country. More than being a buyer, "*suki"* serves as a free and effective advertisement which attracts more customers and proves the business' competency and quality of products or services offered. It takes strategies to have them and they in fact serve as one of the primary considerations to make the business successful. Suki provides "Word of Mouth Advertising" which is one of the most effective and cost-friendly ways of advertising. Patrons and even simple customers also seek for varieties of products to purchase. This claim was supported in the study conducted at the

University of Illinois and done by Food and Lab. They found that "customers value variety of assortment almost as much as price when giving reasons why they patronize their favorite stores" (Hoch, Bradlow, & Wansik, 1999). Having a lot of item is not enough, more than the stocks; the customers want to see what you have to offer (Wansink, 1999).

This study, "The Strategies of Tiangge Sellers to the Purchasing Interests of the Market" is academically beneficial to the Municipality in developing the Taytay Tiangge, that may result to better customer access of the area and convenience of purchase and selling of the products. And as such, the same results may serve as a guide for the local entrepreneurs and tiangge sellers to establish their garments-related business and expand their stalls in Taytay Tiangge through proper strategies employed to the customers. This in turn may catch and increase the market's purchasing interest and generate new ideas to nurture and develop the tiangge more for the benefit of the Taytayenos through marketing strategies.

To further expound on the dynamisms of tiangge, this study sought to

 1.) Evaluate the strategies of tiangge sellers in Taytay, Rizal in terms of Price, Quantity and Kinds of RTW products.

2.) Summarize the purchasing interests in terms of Price, Quantity and Kinds of RTW products and

3.) Measure the significant effects between purchasing interest of the market and strategies employed by the sellers.

2. Methods

2.1 Reliability and Validity

The data gathering, collection, interpretation and analysis of data collected were accomplished with credibility, truthfulness, reliability and validity. This study was credible enough since the data used both primary and secondary were products of instrument analysis, items validation, pre-survey, survey, literature reviews, and theories analysis. The validity of the survey instruments used by the researchers was assured as the pre-survey was done before to comply with the valuable items in the questionnaire. Thus, it was also validated by their two honorable raters, one is expert in Social Science Research and one is expert in Teaching Language to assure the ability of the instrument to answer the stated research problem. Other than the survey instrument, the researchers studied other researches, studies, theories and reports.

Also, the statistical treatment of the data was consulted to a mathematics teacher and

approved by a Social Science Studies expert, assuring the correctness of data treatment and research findings.

2.2 Subjects/Respondents of the Study

The participants of the study were limited to seventy (70) respondents and all are from Tent section of Taytay Tiangge located at Manila East Club Taytay Tiangge, Taytay, Rizal to provide convenience to the researchers. The respondents were randomly chosen by the researchers according to their availability.

2.3 Instrument

This research was made possible through a survey. The information was first hand and collected directly by the researchers from the tiangge sellers in the Tent section of Taytay Tiangge. The researchers crafted and used a survey questionnaire to gather data from the respondents. The survey questionnaire consisted of four sections. The first one was the informed consent, which is located on the top of the survey questionnaire, informing the respondents regarding the purpose of the study and the survey, the procedures of the survey, their benefits and the benefits to the researchers. Through the letter, the respondents were assured of the confidentiality of all information they are going to provide. The second section contained the demographic questions where the participants were asked how many stalls they owned, years of operation, and their gender. The name of the respondents is optional for confidentiality purposes, following the ethics of conducting a study. The third section contained questions regarding the strategies employed by the participants specifically on the kinds and styles of Ready-to-wear products, selling scheme and pricing. And lastly, the fourth section contained questions regarding the preference of their customers through bestseller records regarding the kinds and styles of ready-to-wear products, buying scheme and prices. The survey was in a checklist style, and the respondents were asked to check the given choices that most corresponds to them. The survey questions were also translated to Filipino for the participants who cannot understand English language.

2.4 Limitations of the Study

Although the study reached its aims, there were unavoidable limitations. First, this study was limited to the schedule of tiangge since each tiangge section has schedule of its own. Second, the survey was done on the 3rd Thursday of August 2017 from 12-3 pm wherein almost all of the stalls were open. Third, the researchers only surveyed the willing stall sellers/ stewards and lastly, the data gathered was limited to the view of the sellers and how on do they view the

purchasing interest of their customers through their records of product best sellers.

2.5 Design and Procedure

This study is a Quantitative research. The research design of this study is Descriptive, as it studied the effects between purchasing interest of the market and strategies employed by the sellers. The data gathering procedure was done on a Thursday afternoon (3rd week of August 2017) to ensure that all stalls in Tent section of tiangge was open to give each seller a chance to be part of the sample. The researchers first approached the sellers politely to ask for their participation in the survey. The researchers then oriented them about the purpose of the survey and the study. The researchers let them read the informed consent and asked them to fill the demographics and put a check on the choices in every question in the third and fourth section of the instrument. As soon as the survey was done, the researchers thanked them.

In complying with the objectives number one and two, the researchers used descriptive statistics since it only requires the data to be presented in quantitative descriptions (Trochim, 2006). Since the data collected were all nominal, the statistical treatment used in this research was the Chi-square Test for Independence to test the null hypothesis. As stated in Stat Trek webpage (2017), the test is applied when there are two categorical variables from a single population only. It is used to determine whether there is a significant association between the two variables.

3. Results and Discussion

This section analyzes the objectives set in the study to evaluate and summarize the purchasing interest of the market vis-à-vis the strategies employed by the sellers and as such, measure further the significant effects between purchasing interest of the market and strategies employed by the sellers.

3.1 The Strategies Employed By the Sellers

The following table shows the different strategies employed by the sellers which were results of the pre-survey and the survey proper. The sellers' strategies were limited to: kinds of RTW products sold, styles of RTW products sold, the selling scheme, and the price range of the RTW products.

Table 1: *Kinds of RTW Products Sold*

	Observed N	**Expected N**	**Residual**
Shorts	18	17.5	.5
Blouse	27	17.5	9.5
Dress	14	17.5	-3.5
Others	11	17.5	-6.5
Total	70		

Table 1 shows the Kinds of RTW products sold by the Tiangge Sellers which are the Shorts, Blouse, Dress and Others. The table also includes the Observed N, the Expected N and the Residual, where it states that most number of Sellers sells different kinds of Blouse (38.57%) and followed by Shorts (25.71%), then Dress (20.00%) and 15.71% percent of the sellers sells neither Shorts, Blouse nor Dresses.*"Tops"* are more likely being sold since shirts are the first to be noticed than the lower body clothes to create a good impression and at the same time, to be free from being noticed as an outfit repeater due to the 21st century world where repeating clothes is something shaming (Bhattacheryya, 2017). According to Joergens (2006), the customer's purchasing behavior has something to do with their ethical issues.

Table 2: *Styles of RTW Products Sold*

	Observed N	**Expected N**	**Residual**
Off-shoulders	24	17.5	6.5
High-waist	9	17.5	-8.5
Crop-tops	7	17.5	-10.5
Others	30	17.5	12.5
Total	70		

Table 2 shows the Styles of RTW products sold by the Tiangge Sellers which are Off-shoulders, High-waist, Crop-tops and Others. The table also includes the Observed N, the Expected N and the Residual, where it states that most number of Sellers sells different Styles which the most common is Others (these are the styles of different RTW products offered in Tiangge such as, lace curtains, rubber shoes, t-shirts and combinations that are not included in the given choices) (42.86%), Off-shoulders (34.29%), High-waists (12.86) and Crop-tops (10.00%). A choice of styles has something to do with what is in the trend. Millennials does not want to be *"out"* of the trend because being *"in"* is like how to live the life happily. According to Howe, N. & Stauss, W. (209), new generations are focusing more on happiness than prior generations.

Table 3: *The Selling Scheme*

	Observed N	Expected N	Residual
Wholesale & Retail	59	17.5	41.5
By Dozen	8	17.5	-9.5
By Bag	2	17.5	-15.5
Others	1	17.5	-16.5
Total	70		

Table 3 shows the selling scheme of Tiangge Sellers. The table also includes the Observed N, the Expected N and the Residual, where it states that 84. 29% or 59 out of 70 sellers uses Wholesale and Retail selling scheme, followed by dozen (11.43%), 2.86% is by Bag and 1.43% other schemes. Clark (2010) stated that selling differently on retail and on wholesale; the seller may benefit and experience difficulties in developing patrons and enlarging market segment. Merging both schemes results to positive outcome since it schemes fulfill the incapability of the other scheme and vice versa.

Table 4: *Price Ranges of RTW Products*

	Observed N	Expected N	Residual
P 99 – Below	22	17.5	4.5
P 100 – P 150	27	17.5	9.5
P 150 – P 200	13	17.5	-4.5
P 200 and Above	8	17.5	-9.5
Total	70		

Table 4 shows the Price Ranges of RTW products sold by tiangge sellers. In the stated Observed N, Expected N and Residual, the table clearly emphasizes the dominance of Php 100 – Php 150 price range which is 38.57% of the whole sample. Followed by Php 99 – Below which is 31.43% and next is Php 150 – Php 200 which is 18.57% and the last on the rank is the Price Range P 200 and Above (11.43%). The key selling point for bazaars and tiangge is the availability of negotiation regarding the price. It makes the customers happy thinking that they got a good deal (Petrescu and Bhatli, 2013).

3.2 The Purchasing Interests of the Market

The following tables show the purchasing interests of the market according to the sellers as bestseller RTW products sold according to kind, bestseller RTW products sold according to styles, the customers' scheme of purchasing, price reference of the customers and their

frequently asked questions.

Table 5: *Bestseller RTW Products According to Kind*

	Observed N	Expected N	Residual
Shorts	18	17.5	.5
Blouse	29	17.5	11.5
Dress	16	17.5	-1.5
Others	7	17.5	-10.5
Total	70		

Table 5 shows the categorized best seller RTW products sold in tiangge. This table and the tables below imply the purchasing interest of the customers. It shows that Blouse are kinds of RTW products that customers are more likely to purchase which also varies in styles according to season or in Filipino term, *"uso",* followed by Shorts records (25.71%), then next is the Dress which is 22.86% of the styles and least is the others (10%) which pertains to other RTW products sold in Taytay Tiangge like shoes, underwear and beddings. According to Schor (1999), what customers purchase is highly bounded to their personal identity. What they choose is what they are.

Table 6: *Bestseller RTW Products According to Styles*

	Observed N	Expected N	Residual
Off-shoulders	22	17.5	4.5
High-waist	17	17.5	-0.5
Crop-tops	21	17.5	3.5
Others	10	17.5	-7.5
Total	70		

Table 6 shows the categorized bestseller RTW styles products sold by the tiangge sellers. This implies the purchasing interest of the customers. The table suggests that the *"Trendy styles"* are what most of the customers prefer to purchase as Off-shoulder became the best seller or most number of stalls in Taytay Tiangge. And it was followed chronologically by Crop-tops, High-waist and others (unmentioned styles of kinds of products sold). In line with the styles, the purchasing preference goes back to what is on the trend and what shows their identity (Schor, 1999).

Table 7: *The Customers' Scheme of Purchasing*

	Observed N	Expected N	Residual
Wholesale & Retail	58	23.3	34.7

By Dozen	7	23.3	-16.3
By Plastic Bag	5	23.3	-18.3
Total	70		

Table 7 indicates the customers' purchasing scheme in accordance to the Sellers' Selling Scheme. It implies that most number (82.86%) of customers prefers to purchase products by either wholesale or retail that also depends on how they perceive to save or avail discount. The second preferred purchasing scheme of the customers is by dozen, and last is by plastic bags. To clarify, by *"plastic bag"* refers to purchasing products from 100 pieces to 1000 or more which is packed in a huge clear plastic. Most of the clients that purchase by plastic bags are merchandisers.

Table 8: *Price Preference of the Customers*

	Observed N	**Expected N**	**Residual**
P 99 – Below	28	17.5	10.5
P 100 – P 150	26	17.5	8.5
P150 – P 200	20	17.5	-7.5
P 200 and Above	6	17.5	-11.5
Total	70		

Table 8 shows the Price preference of the customers. It indicates that forty percent (40%) of the customers prefers the products that ranges from P 99 and below. While, 37.14% still prefer price that range from P 100 to P 150 and 28.57% like price that range from P 150 to P 200 which'' can be categorized as expensive since the items were made in Taytay and there are no other expenses paid that made the price high (also called additional markup). And it is reasonable that only 8. 57% prefer price that range from P 200 and above.

Table 9: *Frequent Questions Asked by the Customers*

	Observed N	**Expected N**	**Residual**
Discounts	22	23.3	-1.3
Price	43	23.3	19.7
Kinds of Fabrics	5	23.3	-18.3
Total	70		

Table 9 shows the frequent questions asked by the customers. First on the choices is the Price or *"How much is the price?"* Second is discount or "*How much is the discount? Or Can I have a discount?"* Lastly are the kinds of fabrics used in the product. This implies that price and price related things really matters the most to the customers like discount. Discount was given by

the sellers for the possibility to build connection with the customers and thus, over the time, will develop into patronage, trust, and loyalty which maximizes customer share in the future (Duffy, 1998).

3.3 Correlation between the Strategies of the Tiangge Sellers and the Purchasing Interests of the Market

Table 10: *Strategies Test Statistics*

	Kinds	**Styles**	**Scheme**	**Price**
Chi-Square	8.286[a]	21.771[a]	132.875[a]	12.629[a]
Df	3	3	3	3
Asymp. Sig.	.040	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 17.5.

This explains that the assumption has not been violated.

Table 10 states the Pearson Chi-Squared Value, Degree of Freedom (df) and Asymptotic Significance (P-value or Significance value). The Asymptotic Significances listed are all lower than 0.05 or 5%. Therefore, the Null Hypothesis; there is no significant effect between the purchasing interests of the market and the strategies employed by the sellers cannot be accepted as the test presented 0.995 or 100% level of significance.

It therefore means that there is a high correlational effect between the strategies of the sellers to the purchasing interest of the market. Thus, in the tiangge industry, the sellers or the owners are the prime movers of the whole scheme that adjusts to the needs of the market including the kinds of ready-to-wear to be sold, the price range and the selling scheme.

Table 11: *Market's Purchasing Interest Test Statistics*

	Bestseller Kinds of RTW	**Bestseller Styles of RTW**	**Scheme of Purchasing**	**Price Preference**	**Questions asked by the Customers**
Chi- Square	14.000[a]	5.086[a]	77.343[b]	21.200[a]	31.057[b]
Df	3	3	2	3	2
Asymp. Sig.	.003	.166	.000	.000	.000

a. 0 cells (0.0%) have expected frequencies less than5. The minimum expected cell frequency is 17.5

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 23.3

This explains that the assumption has not been violated.

Table 11 states the Pearson Chi-Squared Value, Degree of Freedom (df) and Asymptotic Significance (P-value or Significance value). The Asymptotic Significances listed are all lower than 0.05 or 5% with a degree of freedom 2 and 3. Therefore, the Null Hypothesis cannot be accepted except for the Best seller styles of RTW products that has an Asymptotic Significance of .166 with 3 degree of freedom accepts the Null Hypothesis but only with a low level of insignificance as it present 0.98 or 98% level of significance.

This table shows that only the styles of ready-to-wear sold has no significant correlational effect in the purchasing interest of the market. It is still in the sellers' prerogative to dictate about the style to be produced in the market. However, though the customers only choose the best deal (Spenner & Freeman, 2012) from what is being offered to them, the reproduction of the certain style or kind of product depends on them (Rajagopal, 2009).

4. Conclusion

Flea markets and Bazaars exist all over the world and have been contributing to the success of each place. In the Philippines, Taytay Tiangge plays an important role in the economic development of the Municipality of Taytay. Further knowledge about the strategies employed by the tiangge sellers and its effects on the purchasing interest of the market will bring larger success and benefits to the municipality and the residents. In determining the relationship between the strategies of the tiangge sellers to the purchasing interests of the market, the following were observed and concluded:

1.) Blouses or "tops" are the kinds of RTW that sellers have on top of the list. This means that most local RTW producers sell blouses or tops as they have more female market in the tiangge. The sellers also validated this as the top bestseller RTW according to kind as many shop for varieties of tops either for their office suits or casual get up.

2.) In terms of style, the strategy of the sellers is to not limit their merchandise on a particular trend, but rather, sell other RTW-related commodities too like lace, curtains, rubber shoes, t-shirts and combinations not given in the survey checklist. While on their observation, most of their customers prefer "off-shoulder" style of tops or blouses. This has been earmarked by the results of the chi-square test where based from the variables correlated, the style of the RTW has negative correlation between the strategies of the sellers and the purchasing interest of the market. This only shows how the sellers could be free and independent from the preferred

styles of the customers in the tiangge setting. It is not in the whim of the market to choose what style they want.

3.) In the sellers' point of view and within their observed consumer purchases, the clients usually settle for wholesale and retail schemes. The wholesale buyers are usually given favorable discounts in bulk orders. These wholesale buyers are normally resellers in other commercial stores in many parts of the country. Individual buyers on the other hand settle for retail. These buyers randomly look for items that could be of their immediate use on certain occasions. The tiangge is their 'best buy' or 'best option' in looking for quality item in affordable price.

4.) Price of the commodity is the main determinant of the whole selling scheme, according to the tiangge sellers. Their usual price offer ranges from 100-150 Php while the purchasing interest of their clients ranges from 99 Php-below. It is common that customers haggle for a certain price in a tiangge setting. Prices are negotiated where the seller and the buyer satisfy their own bargains.

5.) The Frequently Asked Questions (FAQ) by the buyers still pertain to the price. It is the main thrust of the whole economic scheme of tiangge buying and selling where producers and consumers meet in a point of agreement and satisfaction.

5. Future Directions of the Study

The results and analysis of this study were not enough in comprehensively understanding the entire dynamism of tiangge buying and selling as it was limited only to the strategies of the tiangge sellers' vis-à-vis the purchasing interest of the market. Along the analysis of the data drawn, the researchers thought that further socio-demographic profiles could be explored to show how gender roles interplay with the whole scheme. Interestingly as well, marketing researches could expound further on consumer behavior, elasticity of demand and supply of the garments industry. And lastly, related studies on the operations of the micro, small and medium enterprises could give further light on how the local economy is sustained uniquely in a setting.

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