



Market Analysis on The Strategies for Bamboo Handicrafts in Roxas Boulevard, San Carlos City, Pangasinan

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Abstract - This research aimed to study the effective strategies of bamboo handicrafts and to develop the problem encountered strategies. Bamboo is an environmentally friendly material, bamboo handicrafts such as: home decor, furniture, customized products, kitchenware, jewelry and etc. The respondents were customers consisted of three hundred seven individuals from registered bamboo handicraft business in Roxas Boulevard, San Carlos City. Collected data by survey questionnaire and interview. The instrument and statistical tools applied in the study to gather the required data, applying the statistical tools such as; Average weighted mean and frequency distribution. The respondents rated the factors that impact the 4P's marketing mix strategies according to its effectiveness. These factors on consumer preferences vii in purchasing bamboo handicraft hold relatively lower frequencies, they emphasize the role of effective marketing strategies and the importance of convenience in shaping preferences. The data was analyzed by interpretation method. The study also interprets the significant relationships. Furthermore, the proposed recommendations to pursue market analysis on the strategies for bamboo handicraft based on the findings help as guided and enhance knowledge to develop the strategies.

Keywords – bamboo handicrafts, market analysis, strategies

INTRODUCTION

Bamboo has been widely utilized for various purposes, including food, construction materials, furniture, and artistic expressions. Bamboo handicrafts, one of the oldest crafts, showcase the artisans' skills in creating baskets, hats, jewelry, home décor, and kitchenware, often using traditional techniques passed down through generations. These handcrafted items are a testament to cultural preservation and artistry, as reflected in the work of bamboo artisans worldwide (Prasad et al., 2016).

In the Philippines, San Carlos City in Pangasinan is renowned for its bamboo handicrafts and its annual Mango-Bamboo Festival, which celebrates both the mango harvest and the city's tradition of bamboo craftsmanship. Bamboo symbolizes strength,

simplicity, and prosperity, bringing happiness, long life, and wealth (Cruz, 2018). Skilled artisans have long created baskets, handicrafts, and bamboo paper, contributing to their community's livelihood. Bamboo is not limited to decorative items; it has also been used in house construction, musical instruments, and furniture (De Guzman & Camacho, 2017).

The local bamboo handicraft industry plays a significant role in the economy of San Carlos City. The quality, unique designs, and aesthetic appeal of bamboo products continue to support the livelihoods of many families and preserve the region's cultural heritage (Flores & Roxas, 2019). These industries not only provide steady income but also maintain the intimate relationship between the community and bamboo, enriching both their economic and cultural identity (Gonzales et al., 2020).

OBJECTIVES OF THE STUDY

This study aimed to determine the market analysis on the strategies for bamboo handicrafts in Roxas Boulevard, San Carlos City. It sought to answer the following: 1) What is the profile of the customers of Bamboo Handicrafts in terms of sex, age, civil status, employment, and monthly income? 2) What are the preferences of the consumers of bamboo handicrafts in terms of kind of bamboo handicrafts, shops, and factors? 3) What are the strategies of bamboo handicrafts to customers in terms of product, price, place, and promotion? 4) What is the significant relationship between customers' profiles to their preferences such as kind of bamboo, handicrafts shop where they usually purchased, and factors they considered in buying?

MATERIALS AND METHOD

The research instrument employed by the researchers was a survey questionnaire, which assisted the researchers in gathering data in response to specific information linked to the study. This instrument was developed and centered on answering the problem statement. Furthermore, the survey questionnaire was evaluated by the BSBA instructor at Pangasinan State University Bayambang Campus, one owner of bamboo handicrafts, and one customer of bamboo handicrafts before the researcher began the project.

After collecting the needed information, the researchers used statistical tool in evaluating the data gathered. They used Frequency Percentage Distribution, Average Weighted Mean and Chi-square.

RESULTS AND DISCUSSION

Table 1. Frequency and Percentage Distribution of Sex
n=307

Sex	Frequency	Percentage
Male	130	42.35%
Female	177	57.65%
Total	307	100.00%

The bulk of the customers comprise 177 or 57.65 % females, indicating a strong appeal of bamboo handicrafts among women. This could be influenced by aesthetics, home decor preferences, or eco-conscious buying habits. A

significant proportion of the customer base comprises 130 or 42.35% males, suggesting a notable interest in bamboo handicrafts among men.

Table 2. Frequency and Percentage Distribution of Age
n=307

Age	Frequency	Percentage
18 years old and below	17	5.54%
19-28 years old	50	16.29%
29-38 years old	47	15.31%
39-48 years old	82	26.71%
49 years old and above	111	36.16%
Total	307	100%

The distribution indicates that most bamboo customers in Roxas Boulevard, San Carlos City, fall within the 49-year-old and above category, comprising 36.16% of the total. The age group 39-48 follows closely, representing 26.71% of the customer base.

Customers aged 29-38 account for 15.31% of the total, indicating a moderate representation. The age group of 19 28 years old has a frequency of 50 customers, representing 16.29% of the total. Notably, the age group 18 and below

has the smallest representation, with only 5.54% of the customers.

Table 3. Frequency and Percentage Distribution of Civil Status

n=307		
Civil Status	Frequency	Percentage
Single	93	30.29%
Married	183	59.61%
Separated	22	7.17%
Widowed	9	2.93%
Total	307	100.00%

At the forefront of this analysis is the 'Married' category, representing the majority with a frequency of 183 individuals, constituting 59.61% of the total. The 'Single' category is closely followed, comprising 93 individuals, or 30.29% of the sample. While lesser in prevalence, the 'Separated' and 'Widowed' categories contribute 7.17% and 2.93%, respectively, offering insights into the diversity of civil statuses within the studied population. The majority of the sample, 59.61%, is married. This suggests a strong commitment to formalized partnerships, implying stability and a focus on family life within the community investigated. With 30.29% of people being

single, this distribution suggests a significant presence of people not currently in marital relationships. This variability may be impacted by different periods of life, cultural factors, or individual choices that prioritize independence. Separation is less common in the sample, as evidenced 46 by the 7.17% in the separated category. This could indicate a group with more stable relationships or a lower rate of relationship breakdowns. The widowed category, at 2.93%, represents a minority of those who have lost a spouse. This group emphasizes the presence of people who have gone through significant life transitions, adding to the overall demographic diversity.

Table 4. Frequency and Percentage Distribution of Employment

n=307		
Employment	Frequency	Percentage
Employed	103	33.55%
Unemployed	24	7.82%
Self employed	149	48.53%
Students	31	10.10%
Total	307	100.00%

Based on employment status, the distribution of Bamboo customers in San Carlos City reveals that the highest frequency is observed in the "Self Employed" category, constituting 48.53% of the total customers. The "Employed" category follows closely, representing 33.55% of customers. The "Students" category, while comprising a smaller portion at 10.10%, presents an opportunity for targeted marketing strategies that resonate with

student lifestyles, such as educational discounts or promotions during academic seasons. Conversely, the "Unemployed" category, while representing the smallest proportion at 7.82%, highlights a segment that may face financial constraints. Recognizing this, Bamboo could consider initiatives that provide budget-friendly options, financial education, or assistance programs to support this customer group.

Table 5. Frequency and Percentage Distribution of Monthly Income

n=307		
Monthly Income	Frequency	Percentage
P10,000 and below	130	42.35%
P10,001-30,000	74	24.10%
P30,001- 50,000	68	22.15%
P30,001- 50,000	35	11.40%
Total	307	100.00%

Based on monthly income, the distribution of Bamboo customers in Roxas 100.00% Boulevard, San Carlos City, reveals distinctive patterns that offer valuable insights for strategic planning. The highest frequency is observed in the "P10,000 and below" income category, constituting 42.35% of the total customers. This signifies a substantial proportion of the customers with lower income levels. The implications for Bamboo include the potential need to design budget-friendly products, services, or promotions that align with

the financial constraints of this significant customer segment. The "P10,001-30,000" income category follows closely, representing 24.10% of customers. The "P30,001-50,000" income categories, with frequencies of 68 and 35 customers, account for 22.15% and 11.40%, respectively. These segments suggest a customer base with higher disposable income. Bamboo may consider premium offerings, exclusive promotions, or loyalty programs to attract and retain customers within these income brackets.

Table 6. Frequency and Percentage Distribution of Preferred Kind of Bamboo Handicrafts

n=307		
Kind of Bamboo Handicrafts	Frequency	Percentage
Home Décor	5	1.63%
Kitchenware	60	19.54%
Jewelry	38	12.38%
Furniture	22	7.17%
Customized Products	99	32.25%
Total	307	100.00%

The distribution of Bamboo customers in Roxas Boulevard, San Carlos 100.00% City based on their preferred product categories provides valuable insights into consumer preferences. The highest frequency is observed in the "Customized Products" category, constituting 32.25% of the total customers. The implications for Bamboo include the opportunity to expand and diversify its range of customizable products, engaging customers through innovative design options and personalized offerings. Following closely is the "Kitchenware" category, representing 19.54% of customers. The "Jewelry" category, with a

frequency of 38 customers and comprising 12.38%, indicates a notable interest in adornments. Bamboo might explore partnerships with local artisans, introduce new jewelry collections, or implement targeted marketing strategies to cater to this specific consumer preference. The "Furniture" and "Home Decor" categories, with frequencies of 22 and 5 customers, respectively, indicate a smaller but still noteworthy demand for these products. Bamboo may consider showcasing a wider variety of furniture and home decor items, potentially collaborating with designers to bring unique and appealing options to its customers.

Table 7. Frequency and Percentage Distribution (Multiple Responses) Preferred Bamboo Handicraft

Shops n=307		
Employment	Frequency	Percentage
Marites-Ding Handicrafts	136	22.33%
Marites-Marvin Handicrafts	134	22.00%
Lernalyn Furniture	60	9.85%
Dens Redens Bamboo Craft	85	13.96%
Lily & Raul Handicrafts	149	24.47%
Normas Furniture	45	7.39%
Total	609	100.00%

The data on Bamboo customers in Roxas Boulevard, San Carlos City, categorized by their preferred shops, provides a nuanced understanding of consumer choices. The highest frequency is observed with "Lily & Raul Handicrafts," capturing 24.47% of the total customers. Following closely is "Marites-Ding Handicrafts" with a frequency of 136 customers, representing 22.33% of the total. The competition between Marites-Ding Handicrafts and Lily & Raul Handicrafts indicates a dynamic market with diverse customer preferences. For Bamboo, understanding the unique appeal of each shop and adapting its business strategies accordingly could help in maintaining competitiveness and capturing a broader customer base.

"Marites-Marvin Handicrafts" also holds a significant share, with 134 customers comprising 22.00%. Similar to Marites-Ding Handicrafts, recognizing the strengths and preferences associated with Marites-Marvin Handicrafts can aid Bamboo in refining its business model and addressing the specific needs of this customer segment. Other shops, such as "Dens Redens Bamboo Craft," "Lernalyn Furniture," and "Normas Furniture," contribute to the diversity of customer choices.

The lower frequencies suggest smaller market shares, but they still represent significant portions of the total customers. Bamboo could explore opportunities for collaboration, differentiation, or targeted promotions with these shops to attract and retain customers who prefer their unique offerings.

Table 8. Frequency and Percentage Distribution (Multiple Responses) Factors that Affects Consumer Preferences in Purchasing Bamboo Handicrafts

n=307		
Factors that Affects Consumer Preferences in Purchasing Bamboo Handicrafts	Frequency	Percentage
Aesthetic Appeal	55	5.93%
Price and Value	193	20.82%
Affordability	192	20.71%
Unique and Handmade	144	15.53%
Marketing and Promotion	59	6.36%
Eco-friendly and Sustainable	83	8.95%
Durability and Functionality	125	13.48%
Accessibility and Convenience	76	8.20%
Total	180	100.00%

The data on Bamboo customers in Roxas Boulevard, San Carlos City, categorized

by factors influencing their preferences, reveals insightful trends in consumer behavior. The



factor with the highest frequency is "Price and Value," with 193 customers, constituting 20.82% of the total. This suggests a substantial portion of customers prioritizing cost-effectiveness and value for their purchases. The implications for Bamboo include the importance of offering competitive pricing and communicating the value proposition of its products to resonate with this significant customer segment. Following closely is "Affordability," with 192 customers representing 20.71%. "Unique and Handmade" products, with 144 customers and 15.53%, indicate a notable interest in distinct and artisanal items.

"Durability and Functionality," "Eco-friendly and Sustainable," and "Accessibility and Convenience" factors, with frequencies of 125, 83, and 76 customers, respectively, reflect diverse considerations among the customer base. Bamboo could leverage these insights by focusing on product durability, eco-friendly practices, and improving accessibility for customers to enhance their overall shopping experience. The lower frequencies in factors such as "Aesthetic Appeal" and "Marketing and Promotion" suggest these aspects have a relatively smaller influence on customer choices.

Table 9. Average Weighted Mean of Product Strategies

PRODUCT STRATEGIES	WM	Interpretation
1. Creating new design of product offering	4.64	Very effective (VE)
2. Offering customize product	4.50	Very effective (VE)
3. Good appearance of the product offering	4.50	Very effective (VE)
4. Applying varnish paint to maintain the product quality	4.13	Effective (E)
5. Packaging and handling of orders	3.88	Effective (E)
Average Weighted Mean	4.33	Very effective (VE)

The "Creating new design of product offering" strategy comes out on top in our analysis, with an amazing average weighted mean of 4.64, indicating that respondents agree that this method is highly effective. The emphasis on innovation and new designs is clear, indicating recognition of the impact that creative and unique product offerings may have on customer satisfaction and market competitiveness.

With an average weighted mean of 4.50, the strategy of "Offering customized product and "Good appearance of the product offering" is close behind." Applying varnish paint to maintain the product quality "ranks third with an average weighted mean of 4.13. The strategy of

"Packaging and handling of orders "earns a respectable average weighted mean of 3.88, placing it in the category of "Effective (E)." While slightly lower than the top-ranking strategies, this result suggests that product quality maintenance through Packaging and handling of orders is still recognized as a valuable practice.

Additionally, the study includes an "Average Weighted Mean of Product Strategies" at 4.33, classified as "Very Effective (VE)." This overarching assessment offers a composite view of the effectiveness of various product strategies, providing a benchmark for businesses and artisans to evaluate and enhance their approaches.

Table 10. Average Weighted Mean of Price Strategies

PRICE STRATEGY	WM	Interpretation
1. Affordable Price	4.58	Very effective (VE)

2. Reasonable Price	4.53	Very effective (VE)
3. Discounted price for bulk orders	4.14	Effective (E)
4. Price Skimming (offering high price for introducing new innovative product)	3.82	Effective (E)
5. Economy Pricing (offering price cheaper than the competitors)	3.79	Effective (E)
Average Weighted Mean	4.17	Effective (E)

Leading our analysis is the strategy of "Affordable Price," which received an impressive average weighted mean of 4.58, classifying it as "Very Effective (VE)." This result indicates a strong consensus among respondents that an affordable pricing model is a powerful driver of success, emphasizing the critical role of reasonable and accessible prices in attracting and retaining customers.

Closely following is the strategy of "Reasonable Price," with an average weighted mean of 4.53, also classified as "Very Effective (VE)." This result underscores the continued importance of offering prices that align with perceived value, striking a balance that appeals to the target market.

"Discounted price for bulk orders" ranks third with an average weighted mean of 4.14, falling under the category of "Effective (E)." This result indicates that offering discounts for bulk orders is a positive strategy, though it may not be as universally effective as affordable or reasonable pricing models.

"Price Skimming (offering high prices for introducing new innovative products)" comes in second with an average weighted mean of 3.82, classified as "Effective (E)." While effective, this strategy is perceived as less impactful than the approaches above, indicating a nuanced relationship between market innovation and price elasticity.

"Economy Pricing (offering lower prices than competitors)" concludes our analysis with an average weighted mean of 3.79, also categorized as "Effective (E)." This result highlights the importance of competitive pricing strategies, though it ranks slightly lower than other models in perceived effectiveness.

Furthermore, the study includes an "Average Weighted Mean of Price Strategies" at 4.17, classified as "Effective (E)." This overarching assessment provides a composite view of the effectiveness of various price strategies, serving as a benchmark for businesses to evaluate and optimize their pricing models.

Table 11. Average Weighted Mean of Place Strategies

PLACE STRATEGIES	WM	Interpretation
1. Good Ambiance	4.52	Very effective (VE)
2. Easy access for customer	4.51	Very effective (VE)
3. The product is well organized	4.10	Effective (E)
4. Free delivery of the product availed	3.53	Effective (E)
5. Additional services (repairing the damaged product and assembling the product)	3.46	Effective (E)
Average Weighted Mean	4.03	Effective (E)

Topping our analysis is the strategy of "Good Ambiance," securing an impressive

weighted mean of 4.52, classified as "Very Effective (VE)." This result indicates a strong



consensus among respondents that creating a pleasant and inviting ambiance at the point of sale significantly enhances the overall customer experience, contributing to higher effectiveness.

Closely following is the strategy of "Easy access for customer," with an average weighted mean of 4.51, also classified as "Very Effective (VE)." This underscores the importance of accessibility in driving customer engagement and satisfaction, emphasizing the impact of convenience in the physical location of products.

"The product is well organized" secures the third position with a weighted mean of 4.10, falling under the category of "Effective (E)." This result suggests that a well-organized product display contributes positively to the overall shopping experience, even though it ranks slightly lower in perceived effectiveness compared to ambiance and accessibility.

"Free delivery of the product availed" follows with an average weighted mean of 3.53,

categorized as "Effective (E)." While this strategy is recognized as effective, it holds a lower average weighted mean, indicating that free delivery may be impactful, but other factors might weigh more heavily in influencing consumer preferences.

The fifth strategy, "Additional services (repairing the damaged product and assembling the product)," concludes our analysis with an average weighted mean of 3.46, also categorized as "Effective (E)." This result highlights the value of supplementary services in enhancing the overall customer experience within the chosen retail environment.

Additionally, the study includes an "Weighted Mean of Place Strategies" at 4.03, classified as "Effective (E)." This overarching assessment provides a composite view of the effectiveness of various place strategies, serving as a benchmark for businesses to evaluate and optimize their distribution and placement models.

Table 12. Average Weighted Mean of Promotion Strategies

PROMOTION STRATEGIES	WM	Interpretation
1. Dissemination of flyers	3.31	Neutral (N)
2. Market reach using social media	3.44	Effective (E)
3. Utilization of tarpaulins	3.33	Neutral (N)
4. Giving freebies to bulk orders	3.81	Effective (E)
5. Posting positive feedbacks to boost sales	3.68	Effective (E)
Average Weighted Mean	3.51	Effective (E)

The highest weighted mean is associated with "Giving freebies to bulk orders," scoring 3.81, categorizing it as an effective strategy. This suggests that customers respond positively to promotions involving freebies for bulk purchases. The implications for Bamboo include the potential to capitalize on this effective strategy by designing promotions or loyalty programs that offer complimentary items or discounts for larger orders, thereby encouraging higher spending and fostering customer loyalty.

Following closely are "Posting positive feedbacks to boost sales" and "Market reach using social media," both with AWMs of 3.68 and 3.44, respectively, indicating their

effectiveness. These findings underscore the importance of online presence and positive customer testimonials in driving sales. Bamboo could further enhance its social media marketing efforts, encourage customer reviews, and leverage positive feedback to strengthen its brand image and attract new customers.

"Utilization of tarpaulins" and "Dissemination of flyers" have AWMs of 3.33 and 3.31, respectively, categorizing them as neutral strategies. While less highly effective than the strategies above, they still hold potential for impact. Bamboo may consider refining its use of flyers and tarpaulins, perhaps by targeting

specific locations or events to maximize reach and impact.

The average weighted mean of 3.51 suggests that, on average, customers perceive the promotion strategies employed by Bamboo in San Carlos City as effective. This emphasizes the importance of taking a varied approach,

mixing traditional and internet means with incentives like freebies for large orders. It is crucial for Bamboo to continually assess and adapt its promotion strategies to align with evolving customer preferences and market dynamics, ensuring a sustained and effective promotional impact.

Table 13. Chi Square Test for Relationship Between Kind of Bamboo Handicraft and Customer Profile

Profile	Value	df	P-Value	Interpretation
Sex	6.261	5	0.282	Not Significant
Age	77.364	20	0.000	Significant
Civil Status	43.973	15	0.000	Significant
Employment	77.377	15	0.000	Significant
Monthly Income	120.357	15	0.000	Significant

The results indicate that, among the customer profile variables studied, sex appears to be a non-significant factor influencing the choice of bamboo handicrafts. Employers and marketers in the bamboo handicraft industry may want to tailor their marketing strategies or product offerings based on the sex of their target

customers. While other factors such as age, civil status, employment, and monthly income show there are associations, they are statistically significant in this particular sample. However, it's essential to interpret these results cautiously and consider the study's specific context and the sample's characteristics.

Table 14. Chi Square Test for Relationship Between Bamboo Handicraft Shop and Customer Profile

Profile	Value	df	P-Value	Interpretation
Sex	1.219	6	0.976	Not Significant
Age	51.877	24	0.001	Significant
Civil Status	45.409	18	0.000	Significant
Employment	24.518	18	0.139	Not Significant
Monthly Income	79.280	18	0.000	Significant

The results suggest that, in this sample, the customer profile variables (sex and monthly income) possess no statistically meaningful correlation with the selection of bamboo handicraft shops. Bamboo handicraft shop

owners and marketers may find it valuable to explore other factors or conduct additional research to better understand their customers' preferences and motivations.

Table 15. Chi Square Test for Relationship Between Factors Considered by Customers When Purchasing Bamboo Handicrafts and Customer Profile

Profile	Value	df	P-Value	Interpretation
Sex	47.947	8	0.000	Significant
Age	85.590	32	0.000	Significant
Civil Status	38.500	24	0.031	Significant
Employment	71.076	24	0.000	Significant

Monthly Income

52.376

24

0.001

Significant

The results revealed statistically significant associations for each of the customer profile variables. Specifically, the chi-square value for sex was $X^2(8, 307) = 47.947, p = .000$, indicating a significant relationship between sex and factors considered during bamboo handicraft purchases. Similarly, age exhibited a chi-square $X^2(32, 307) = 85.590, p = .000$, suggesting a significant association. Civil status demonstrated a chi-square value of $X^2(24, 307) = 38.500, p = .000$, indicating a significant relationship. Furthermore, employment status exhibited a chi-

square value of $X^2(24, 307) = 71.076, p = .000$, highlighting a significant association. Lastly, monthly income displayed a chi-square value of $X^2(24, 307) = 52.376, p = .000$, signifying a significant relationship. These findings suggest that the factors customers consider when purchasing bamboo handicrafts are significantly associated with various customer profile attributes, emphasizing the importance of understanding demographic characteristics in influencing consumer preferences in this particular market.

CONCLUSION AND RECOMMENDATION

Based on the data gathered and analysis, the researchers therefore conclude that the data shows that most of the respondents were female with a percentage of 57.65% or 177, indicating a strong appeal of bamboo handicrafts among women, aged range were 49 years old above with a frequency of 111 individuals. Most of the buyers were married representing the majority

with a frequency of 183 individuals, the highest percentage within the sample is observed in the self-employed category. Leading the analysis is the income bracket of ₱10,000 below. And the study revealed that the kind of bamboo handicrafts typically purchased by the customers were customized products with a frequency of 99.

These findings emphasize that customers take in the economic elements of their purchases, indicating that a sizeable segment of the market values the relationship between the cost of bamboo handicrafts and their perceived

worth. The result shows that there is a significant relationship between customer profile and the factors considered by customers when purchasing bamboo handicrafts.

These are the proposed recommendations to pursue market analysis on the strategies for bamboo handicrafts based on the findings. Consider conducting focused market research or surveys to understand specific design elements, colors, and functionalities that resonate with each gender. In profile of the respondents in terms of age, the bamboo owners must tailored product designs and the characteristics and patterns of bamboo handicrafts to the interests and lifestyles of various age groups.

products that cater to specific occasions or lifestyles associated with each marital status. Moreover, given the significant number of employed and self-employed individuals, consider targeting workplace and office decor. Develop bamboo handicrafts that enhance office spaces, such as desk organizers, wall art, or accessories. Highlight the aesthetic appeal and functionality that can contribute to a positive work environment.

The bamboo owners must customized product offerings to recognize individuals' diverse needs and preferences based on their marital status. Consider offering customized

In analyzing the preferred kinds of bamboo handicrafts, analyse the target market for each category and tailor the marketing efforts to specific consumer segments. Understand customers' demographics, preferences, and behaviors interested in home decor, kitchenware,



jewelry, furniture, and customized products. Invest in design and craftsmanship to enhance the aesthetic appeal of bamboo handicrafts. Work with talented designers or craftspeople to produce distinctive, eye-catching products that stand out in the marketplace. Implement a pricing strategy that reflects the value of bamboo handicrafts.

Highlight the handmade and unique aspects of bamboo handicrafts in the marketing and product descriptions. Utilize digital marketing channels, social media, and influencer collaborations to create awareness and generate interest. Emphasize the durability and functionality of bamboo handicrafts in the marketing materials. Invest in research and development to continually introduce new

designs and innovative features to your bamboo handicrafts. This might draw clients searching for distinctive and fashionable products and help you keep a competitive edge in the industry. Strengthen efforts to ensure the quality of bamboo handicrafts.

Align the pricing strategy with the perceived value of bamboo handicrafts. Highlight the unique features, craftsmanship, and sustainability aspects to justify premium pricing. Evaluate and optimize the distribution channels to ensure efficient and timely delivery of bamboo handicrafts. Explore partnerships with reliable logistics providers and consider expanding your reach online and offline channels. Identify potential new markets or regions with a demand for bamboo handicrafts.

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