
Sustaining Traditional Flower Shops Amid the Rise of Modern Floral Materials: Basis for a Proposed Strategic Development Plan

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Abstract — This study examined the current status, challenges, and opportunities of traditional flower shops in Talavera, Nueva Ecija amid the rise of modern floral materials. Using a descriptive quantitative research design, data were gathered through structured survey questionnaires administered to eight traditional flower shop owners selected through purposive sampling. The collected data were analyzed using frequency, percentage, weighted mean, and ranking.

The findings revealed that most traditional flower shops operate as sole proprietorships and have sustained their businesses despite increasing competition. Preserved flowers and imported floral materials were moderately utilized, while artificial flowers, foam and synthetic décor, and ready-made materials were less commonly used. The respondents strongly experienced challenges related to competition, rising costs of fresh flowers, limited supply, changing customer preferences, and lack of innovation.

However, opportunities such as customized arrangements, event services, online marketing and delivery, collaboration with event planners, and eco-friendly practices were identified as beneficial

for business growth and competitiveness. Based on the findings, a proposed strategic development plan was created to help traditional flower shops improve operations, strengthen competitiveness, increase customer reach, and achieve long-term sustainability.

Keywords: Traditional floral shops; modern floral materials; business profile; challenges and opportunities; strategic plan; Talavera Nueva Ecija; competitiveness; floral industry

I. INTRODUCTION

The floral industry is closely connected to celebrations, commemorations, and other special occasions where flowers symbolize emotions and traditions. Traditional flower shops, which primarily offer fresh and naturally grown flowers, continue to serve as significant providers of floral products in local communities. However, the industry is continuously evolving as consumer preferences and market trends change. According to Kotler et al. (2021), businesses must adapt to technological advancements and changing consumer values to remain competitive in modern markets. In recent years, modern floral materials such as satin flowers, crochet flowers, preserved flowers, money bouquets, paper flowers, and artificial flowers have become increasingly popular because of their durability, affordability, and customizable designs. Solomon (2020) explained that consumers, particularly younger generations, are more attracted to products that offer personalization, convenience, and long-term value. In addition, Chaffey and Ellis-Chadwick (2022) emphasized that digital marketing and online platforms significantly influence consumer purchasing behavior by increasing product visibility and market reach.

In Talavera, Nueva Ecija, traditional flower shops are gradually experiencing the effects of these changing market trends. Fresh flowers are highly perishable and require proper storage and maintenance, resulting in higher operational costs. Porter (2020) stated that the threat of substitutes and industry competition greatly affect business profitability and sustainability. The growing popularity of modern floral materials has intensified competition among floral businesses, making it more difficult for traditional flower shops to maintain customer demand and market competitiveness. Furthermore, Keller (2020) highlighted that strong branding, innovation, and value creation are important for businesses to survive in highly competitive industries.

Despite these challenges, traditional flower shops continue to have opportunities for growth through customized floral arrangements, event services, online marketing and delivery, collaboration with event

planners, and eco-friendly practices. Understanding the operational conditions, challenges, and opportunities encountered by traditional flower shops is important in identifying effective strategies that can improve business performance and sustainability.

This study aimed to examine the current status of traditional flower shops in Talavera, Nueva Ecija amid the rise of modern floral materials. Specifically, it sought to determine the business profile of traditional flower shops, assess the level of use of modern floral materials, identify the challenges and opportunities encountered by shop owners, and develop a proposed strategic development plan to improve competitiveness, operations, and long-term sustainability.

Literature Review

The reviewed literature highlights the operational conditions, challenges, opportunities, and competitive strategies of traditional flower shops amid the growing popularity of modern floral materials. According to Talavera and Balurai (2024), small floral businesses commonly operate as sole proprietorships because of easier management and direct decision-making, although this structure often limits expansion and financial capacity. Galang et al. (2023) emphasized that flexibility in inventory management and strong customer relationships contribute to business sustainability, while Rivera and Librado (2022) explained that businesses with longer operational experience develop stronger supplier networks and customer loyalty, helping them survive market competition.

Studies by Wang et al. (2023) and Alfiyanti and Karamang (2025) revealed that customer purchasing behavior is highly influenced by product quality, pricing strategies, and promotional activities, particularly through social media marketing and customer engagement. Lubis et al. (2025) further noted that strategic business location improves customer accessibility and sales performance. In relation to market competition, Anacleto (2020) explained that the floral industry has low barriers to entry, increasing the number of competitors and forcing traditional flower shops to innovate. Hsu, Su, and Chang (2025) discussed how dependence on imported floral materials causes price instability and supply limitations, while Niu and Zhao (2025) highlighted the increasing demand for modern floral alternatives such as preserved, artificial, satin, crochet, and paper flowers because of their durability, affordability, and customization features.

However, despite the rise of modern floral alternatives, fresh flowers remain preferred for their natural beauty, fragrance, and symbolic value. In terms of business sustainability, Kenanoğlu (2023) emphasized the importance of inventory control and operational planning in managing perishable products, while Tiago and Veríssimo (2022) explained that digital marketing and online platforms help small

businesses expand customer reach and improve competitiveness. Reyes (2025) further supported this by highlighting that improving sustainability within agricultural value chains requires addressing inefficiencies in production systems, input management, and market structures to enhance both profitability and long-term resilience, which is also applicable to traditional flower shops facing similar operational challenges.

Furthermore, Crovini, Ossola, and Britzelmaier (2022) stressed that financial planning, budgeting, and risk management are essential for long-term business survival. Overall, the reviewed literature demonstrates that traditional flower shops face increasing pressure from changing customer preferences, modern floral materials, and market competition; however, innovation, customization, online marketing, operational efficiency, and strategic planning remain important opportunities for improving competitiveness and sustaining traditional floral businesses. Some customers shift their preferences because of the experience a business offer. According to Campos et al. (2021), the effectiveness of a service system is evaluated based on usability and user satisfaction among clients. This suggests that the way customers experience a service plays a significant role in determining its overall success. In the context of traditional flower shops, customer satisfaction can also be influenced by factors such as the ease of ordering, quality of arrangements, and responsiveness of service.

Taruc (2019) emphasized the importance of promotional techniques and strategic marketing in improving business operations and attracting more customers. He further noted that recruitment and retention of members and non-members are essential for sustainability, highlighting the importance of customer engagement in maintaining long-term business viability. In another study, Taruc (2026) stated that businesses must continuously adapt to innovations and modern practices to remain competitive and sustainable in a changing market environment.

Similarly, Campos and Rivera (2024) explained that business sustainability can be achieved through strategic planning and adaptability to industry trends. In the floral industry, traditional flower shops must continuously improve their products, services, and marketing strategies to remain competitive and meet the evolving needs of consumers. Moreover, the integration of innovation while preserving traditional floral practices can help sustain customer interest and strengthen long-term business viability. Traditional flower shops also encounter sustainability challenges due to changing environmental conditions and increasing demand for eco-friendly practices, requiring adaptive and responsible business strategies.

Overall, the literature collectively indicates that the success and sustainability of traditional flower shops depend on their ability to balance product offerings, pricing strategies, promotional efforts,

operational efficiency, and strategic location while adapting to market trends and consumer preferences in the evolving retail environment.

II. METHODOLOGY

This study utilized a descriptive quantitative research design to assess the operational status, challenges, opportunities, and competitiveness of traditional flower shops in Talavera, Nueva Ecija amid the rise of modern floral materials. The respondents consisted of eight (8) flower shop owners and operators selected through purposive sampling because of their direct involvement in managing traditional floral businesses. A structured survey questionnaire was used as the primary research instrument and included questions regarding business profile, use of modern floral materials, challenges encountered, and opportunities for business sustainability. The study also utilized a four-point Likert Scale to measure the respondents' level of agreement, with interpretations ranging from Strongly Disagree to Strongly Agree. The researchers personally distributed and collected the questionnaires to ensure accurate and complete responses. The gathered data were analyzed using frequency, percentage, weighted mean, and ranking to identify trends and interpret the respondents' perceptions objectively. Ethical considerations were strictly observed by informing the respondents about the purpose of the study, ensuring voluntary participation, and maintaining the confidentiality and privacy of all collected information.

III. RESULTS AND DISCUSSION

1. To describe the profile of the business in terms of form of ownership, years in operation, average daily income, source of floral materials, number of employees, and legal compliance.

TABLE 1
BUSINESS PROFILE OF RESPONDENTS

Form of Ownership	Frequency	Percentage
Sole Proprietorship	6	75%
Partnership	2	25%
Corporation	-	-
Total	8	100%

Years in Operation	Frequency	Percentage
Less than 1 year	1	12.5%
1–3 years	2	25%
4–6 years	1	12.5%
7 years and above	4	50%
Total	8	100%
Average Daily Income	Frequency	Percentage
Below ₱1,000	2	25%
₱1,001–₱3,000	1	12.5%
₱3,001–₱5,000	-	-
Above ₱5,000	5	62.5%
Total	8	100%
Number of Employees	Frequency	Percentage
1-2 employees	6	75%
3-5 employees	2	25%
6-10 employees	-	-
More than 10 employees	-	-
Total	8	100%
Legal Compliance (Multiple Responses)	Frequency	Percentage
DTI	3	12%
BIR	3	12%
DENR	1	4%
SEC	-	-
SSS	-	-
PHILHEALTH	-	-
Sanitation Permit	-	-
Health permit	-	-
Barangay Permit	7	28%
Mayor's Permit	7	28%
BFP	-	-
Building Permit	-	-
Permit to Operate	3	12%
Others	1	4%
Total	25	100%

Source of Floral Materials	Frequency	Percentage
Local Suppliers	3	37.5%
Imported	-	-
Both	5	62.5%
Total	8	100%

The results show that most of the respondents operate as sole proprietorships. This indicates that floral businesses in Talavera, Nueva Ecija are commonly managed individually due to simplicity, low start-up requirements, and easier business control.

In terms of years in operation, half of the businesses have been operating for seven years and above. This suggests business continuity and stability among established flower shops, even if they remain small-scale.

Regarding average daily income, most respondents reported earnings above ₱5,000, while others fall within lower income ranges. This indicates differences in profitability among businesses depending on demand and operations.

For employment, most businesses employ only 1–2 workers. This confirms that the respondents are microenterprises with limited workforce due to cost and scale constraints.

In terms of legal compliance, most businesses only secure basic permits such as Barangay and Mayor's permit. Fewer comply with complete requirements like DTI and BIR registration, showing partial compliance among small businesses.

Lastly, in terms of sourcing materials, most businesses use both local and imported suppliers. This shows that owners adopt flexible sourcing strategies to balance cost and product quality.

Overall, the results indicate that most floral businesses are small-scale sole proprietorships with limited workforce, partial legal compliance, and mixed sourcing strategies, but demonstrate long-term operation and varying income levels.

2. To determine the level of use of modern floral materials in terms of artificial flowers, preserved flowers, foam and synthetic décor, imported floral materials, and ready-made materials.

TABLE 2
LEVEL OF USE OF MODERN FLORAL MATERIALS

STATEMENT	MEAN	INTERPRETATION
Artificial Flowers	2.10	Disagree
Preserved Flowers	3.10	Agree
Foam and Synthetic Decor	2.48	Disagree
Imported Materials	2.69	Agree
Ready-Made Materials	2.30	Disagree

The results show that preserved flowers obtained the highest overall weighted mean of 3.10 interpreted as “Agree,” while ready-made materials obtained the lowest weighted mean of 2.30 interpreted as “Disagree.” This indicates that traditional flower shops still prioritize fresh flowers because of their natural beauty, fragrance, and symbolic value, while gradually integrating selected modern materials to respond to changing customer preferences. The findings support Solomon (2020), who explained that younger consumers increasingly prefer durable and customizable products that provide long-term value and convenience. Respondents agreed that preserved flowers are easier to maintain, particularly Statement 3 which obtained a weighted mean of 3.75 interpreted as “Strongly Agree.” However, artificial flowers received an overall weighted mean of 2.10 interpreted as “Disagree,” suggesting that respondents still prefer authentic and customized floral arrangements over artificial alternatives. The study of CJ Love (2021) also emphasized that fresh flowers remain highly preferred because of their emotional and aesthetic appeal, while artificial flowers are mainly valued for durability. Furthermore, imported floral materials obtained an overall weighted mean of 2.69 interpreted as “Agree,” showing moderate customer preference for imported products despite their higher costs. These findings align with Chaffey and Ellis-Chadwick (2022), who stated that social media and digital platforms influence changing customer preferences and increase the visibility of modern floral alternatives. Overall, the findings suggest that traditional flower shops are slowly adapting to modernization while preserving traditional floral practices and maintaining the cultural significance of fresh flowers.

3. **To identify the challenges encountered by traditional flower shops in terms of competition with modern floral products, high cost of fresh flowers, limited supply of fresh flowers, changing customer preferences, and lack of innovation.**

TABLE 3
CHALLENGES ENCOUNTERED

STATEMENT	MEAN	INTERPRETATION
Competition with Modern Products	3.68	Strongly Agree
High Cost of Fresh Flowers	3.60	Strongly Agree
Limited Supply	3.53	Strongly Agree
Changing Preferences	3.58	Strongly Agree
Lack of Innovation	3.43	Strongly Agree

The findings indicate that traditional flower shops strongly experience challenges related to competition with modern floral products, rising costs of fresh flowers, limited supply, changing customer preferences, and lack of innovation. Among these challenges, competition with modern floral products obtained the highest overall weighted mean of 3.68 interpreted as “Strongly Agree,” showing that respondents perceive modern floral trends as a major threat to their sales performance and customer demand. This supports Porter (2020), who emphasized that substitute products significantly affect industry competitiveness and profitability. Specifically, the statement “Competing with modern products is difficult” obtained the highest weighted mean of 3.88 interpreted as “Strongly Agree.” Respondents also strongly agreed that the cost of fresh flowers is increasing, which also obtained a weighted mean of 3.88. According to Hsu, Su, and Chang (2025), dependence on floral suppliers exposes businesses to price fluctuations and supply instability, affecting profitability and operations. Furthermore, changing customer preferences obtained an overall weighted mean of 3.58 interpreted as “Strongly Agree,” indicating that customers increasingly prefer modern and non-traditional arrangements. The study of Pangarkar (2024) explained that consumers now have more purchasing alternatives and greater access to online products, increasing competitive pressure among retailers. Lastly, lack of innovation obtained an overall weighted mean of 3.43 interpreted as “Strongly Agree,” suggesting that limited creativity, resources, and training opportunities hinder business adaptation and competitiveness.

4. **To determine the opportunities available for traditional flower shops in terms of custom floral arrangements, event services, online marketing and delivery, collaboration with event planners, and eco-friendly and sustainable floral practices.**

TABLE 4
OPPORTUNITIES

STATEMENT	MEAN	INTERPRETATION
Custom Floral Arrangements	3.65	Strongly Agree
Event Services	3.60	Strongly Agree
Online Marketing and Delivery	3.67	Strongly Agree
Collaboration with Event Planners	3.70	Strongly Agree
Eco-Friendly and Sustainable Flowers	3.45	Strongly Agree

The findings reveal that respondents strongly agree that customization, event services, online marketing, collaboration, and eco-friendly practices provide significant opportunities for business growth and sustainability. Among these opportunities, collaboration obtained the highest overall weighted mean of 3.70 interpreted as “Strongly Agree,” followed by online marketing with 3.67. This indicates that partnerships and digital platforms are highly effective in expanding customer reach and improving business visibility. This supports Tiago and Veríssimo (2022), who explained that digital marketing and social media platforms help small businesses remain visible and competitive in modern markets. The statement “It improves business reputation” under collaboration obtained the highest weighted mean of 3.88 interpreted as “Strongly Agree,” while “Social media increases reach” under online marketing also obtained a weighted mean of 3.88. Respondents also strongly agreed that customized floral arrangements help differentiate their businesses, with an overall weighted mean of 3.65. According to Keller (2020), strong branding and personalized value creation are essential for maintaining competitiveness in evolving industries. Moreover, eco-friendly practices obtained an overall weighted mean of 3.45 interpreted as “Strongly Agree,” indicating that respondents recognize the importance of sustainable business practices in attracting customers and improving business image. Knuth (2024) found that consumers are more willing to support businesses that adopt environmentally responsible practices. Overall, the findings suggest that traditional flower shops can sustain competitiveness through innovation, collaboration, digital marketing, and sustainable practices.

PROPOSED STRATEGIC DEVELOPMENT PLAN

Strategic Development Plan for Traditional Flower Shops to Improve Competitiveness and Sustainability

General Objective

To develop a strategic development plan that will help traditional flower shop owners improve business operations, increase sales, strengthen customer satisfaction, and remain competitive in the evolving floral industry. Reyes Jr. (2025) recommended implementing strategies that address business challenges and support sustainability.

Specific Objectives

1. To improve product development and floral design innovation through the integration of modern and sustainable floral materials.
2. To strengthen customer retention and satisfaction by implementing personalized services, loyalty programs, and customized floral arrangements.
3. To increase sales and market reach through digital marketing, social media promotion, and online delivery services.
4. To enhance operational efficiency by improving inventory management, supplier coordination, and product availability.
5. To promote environmentally sustainable practices through the use of eco-friendly materials and waste reduction strategies.
6. To create additional business opportunities through partnerships, workshops, and community engagement activities.
7. To improve the competitiveness of traditional flower shops by adapting to changing customer preferences and modern floral industry trends.

TABLE 5
PROPOSED STRATEGIC DEVELOPMENT PLAN

Focus Area	Objectives	Strategy	Time Frame	Budget	Success Indicator
Product Development	To balance cost and quality by integrating artificial flowers without losing natural appeal	Implement a Fresh + Artificial Mix Policy (30–40% artificial flowers) and prioritize local materials as fillers	1–3 months	Low to Moderate	Reduced cost (15–25%), improved quality, positive customer feedback, stable or increased sales
Sales Expansion (Preserved Flowers)	To increase sales and visibility of preserved flowers	Set up pop-up stalls in plazas/highways; rotate locations; showcase preserved flowers	1–2 months	Moderate	Sales increase (20–30%); higher foot traffic; identify best locations
Sustainable Materials	To reduce foam and synthetic use	Bring Your Own Base (hat, bayong, wrappers); give incentives; shift to eco-friendly materials.	1–2 months	Low	Reduced synthetic use (20–30%); customer participation; positive feedback

Design Innovation	To reduce reliance on imported materials	Use frames, baskets, local materials; focus on creative designs instead of wrappers.	1–3 months	Low to Moderate	Reduced imports (20–30%); improved creativity; maintained sales
Inventory Management	Ensure availability of fresh ready-made floral items without overstocking	Implement a Just-in-Time (JIT) inventory system to minimize waste and maintain freshness.	Within 3 months	Low to Medium	Reduced spoiled flowers and faster customer service
Customer Retention and Sales Growth	To compete with modern products and attract more customers	Implement a loyalty card and rewards program for repeat customers.	3–6 months (implementation and monitoring)	₱5,000 – ₱10,000 (printing of loyalty cards, promotional materials, and rewards)	Increased repeat customers, improved customer loyalty, higher sales
Supply Chain Management	To address the increasing cost of fresh flowers	Establish partnerships with multiple suppliers and compare supplier pricing regularly	2–4 months (supplier sourcing and coordination)	₱3,000 – ₱8,000 (supplier coordination, transportation, and communication expenses)	Reduced flower costs, stable supply, fewer shortages
Product Availability and Innovation	To solve limited supply that affects product variety.	Develop a supply chain monitoring system and invest in greenhouse production	4–8 months	₱10,000 – ₱50,000 (app setup, system maintenance, initial	Increased product variety, faster sourcing, reduced supplier dependency

					greenhouse materials)
Marketing and Branding	To respond to the increasing demand for modern floral designs	Create emotional and nostalgic promotional campaigns highlighting family values and flower symbolism	2–3 months	₱5,000– ₱15,000	Increased social media engagement, stronger brand identity, increased inquiries
Product Development and Design Innovation	To attract younger customers through modern floral styles	Introduce minimalist, Korean-inspired, tropical, and boho floral arrangements	2–4 months	₱5,000– ₱12,000	Increased sales among younger customers, higher customer satisfaction
Digital Innovation and Customer Experience	To provide personalized and convenient services	Develop a bouquet customization application for customers	4–8 months	₱20,000– ₱50,000	Increased customized orders, faster ordering process, stronger brand differentiation
Partnerships and Community Engagement	To create more business opportunities through events	Partner with TESDA to conduct floral arrangement workshops and training	3–6 months	₱5,000– ₱15,000	Increased brand awareness, additional income, expanded customer base

Digital Marketing and Social Media Reach	To expand market reach and online visibility	Strengthen social media presence through Facebook, TikTok, and Instagram promotions	1–3 months	₱3,000– ₱10,000	Increased followers, improved engagement, increased online sales
“Brand Reputation and Customer Education”	To improve business reputation and customer awareness	Create brochures explaining flower meanings and symbolism	1–2 months	₱2,000– ₱8,000	Increased customer trust, stronger brand credibility, improved product appreciation
Environmental Sustainability and Customer Incentives	To promote sustainable practices and customer engagement	Use eco-friendly packaging and provide free sachets made from recycled flower waste	1–3 months	₱3,000– ₱10,000	Reduced floral waste, positive customer feedback, increased repeat purchases

The proposed strategic plan addresses the challenges and opportunities of traditional flower shop owners by improving product quality, customer relationships, market reach, sustainability, and innovation. Porter (2020) emphasized that businesses must continuously adapt to changing market conditions to remain competitive. Keller (2020) noted that product differentiation and personalized customer experiences strengthen brand identity and customer loyalty.

Digital marketing strategies such as social media promotion and bouquet customization tools are included to enhance customer engagement and sales performance, supported by Tiago and Veríssimo (2022), who highlighted the strong impact of digital platforms on business growth. In addition, eco-friendly practices and sustainable packaging are emphasized, aligning with Knuth (2024), who found that

sustainability improves consumer perception and support for businesses. Overall, the plan offers practical strategies to improve operations, increase sales, and strengthen competitiveness in the floral industry.

IV. CONCLUSION

This study concludes that traditional flower shops can remain competitive in the evolving floral industry by adopting a strategic combination of product innovation, digital marketing, sustainability practices, and customer-focused approaches. The findings highlight that adapting to modern consumer preferences—such as offering customized floral arrangements, integrating artificial flowers for cost efficiency, and introducing contemporary designs—can significantly improve both customer satisfaction and business profitability.

The research also emphasizes that strengthening customer relationships through personalized services and enhanced engagement is essential for building long-term loyalty. In addition, the use of digital platforms, particularly social media marketing and online customization tools, plays a crucial role in expanding market reach and increasing sales performance in today's digital-driven economy.

Furthermore, the study underscores the importance of sustainability, including eco-friendly packaging and responsible sourcing, as a key factor influencing customer perception and supporting business reputation. Partnerships with institutions such as TESDA and participation in community-based initiatives also contribute to skill development, operational improvement, and stronger brand presence.

Overall, the study is significant as it provides practical and evidence-based strategies that help traditional flower shops adapt to industry changes, improve competitiveness, and ensure long-term sustainability in a modern and highly competitive market.

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