

Vol. 12 (4): 39-56 (2022)

CONTINGENT VALUATION STUDY IN THE PREVENTION OF AIR POLLUTION IN CABANATUAN CITY

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Received April 2022; Accepted June 2022; Published July 2022;

DOI: <https://doi.org/10.31407/ijeess12.406>

ABSTRACT

Air pollution is a worldwide problem that needs to be address. Climate change and human health effects are considered the major concerns on this event. On this note, one of the policy tools that could help to resolve the issue is by adopting the contingent valuation method (CVM). CVM is a stated preference approach and can be done through conducting a survey which directly asks the respondent's willingness to pay (WTP) towards a service (i.e. contingent scenario). This paper identified the socio-demographic profiles of the residents in Cabanatuan City, assessed their knowledge and attitude about air pollution and its prevention, policies and programs currently implemented in each selected barangays, described the willingness to pay of the respondents in relation to contingent scenario, and assess the relationship between the profile and the respondents' WTP. Respondents have very high knowledge in the concepts of air pollution that leads to a very positive attitude regardless of their socio-demographic profiles. However, Logistic regression analysis revealed the insignificant relationship between the respondents' profile to their WTP. Respondents have very high knowledge and very positive attitude, which contributes to the positive WTP. Hence, a positive outcome in WTP. Therefore, residents are willing to pay and prevention of air pollution has a potential market value for the city.

Keywords: contingent valuation methodology, air pollution, willingness to pay, knowledge