



ANALYZING CONSUMER VALUE BASED PRICING STRATEGY OF BSBA STUDENTS IN DFLCMCFI

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ABSTRACT

This study aimed to analyze consumer value based pricing strategy to the BSBA students of DFLCMCFI the study utilized the descriptive method. The respondents of the study were 72 BSBA Students in DFLCMCFI Nasugbu, Batangas. Frequency counts/ Percentage, Weighted Mean and Standard Deviation, F-Test and T-Test and Person were used in data analysis. The findings revealed that the perception of the respondents on analyzing consumer value based pricing strategy includes (1) Good Value Pricing and Value- Added Pricing; (2) A Marketing Plan must be drawn based on findings of the study; (3) Must be a student in DFLCMCFI, Nasugbu, Batangas. The researcher utilized the study to gathering significant data of the profile of the respondent, particularly the age and sex.

The study yielded the following findings: it shows that most of the respondents are between the ages of 21 to 24 and the majority of them are male respondents than female respondents. This indicates that most of the number of respondents are male.

Keywords: *consumer value based pricing strategy, good value pricing and value-added pricing*

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