



***** **EXPLORING THE ROLE OF MARKETING STRATEGIES IN SHAPING BRAND LOYALTY OF COFFEE SHOP IN NASUGBU BATANGAS** *****

MAICIE A. HERNANDEZ

Dr. Francisco L. Calingasan Memorial Colleges Foundation, Inc.

ABSTRACT

This study aimed to explore the role of marketing strategies in shaping brand loyalty of coffee in Nasugbu, Batangas. It focuses on how different marketing approaches influence consumer loyalty toward coffee brands.

The participants in the study were thirty (30) coffee shop owners and managers in Nasugbu, Batangas using correlational type of Quantitative Research methods. Purposive sampling was used in this study based on the following criteria: 1. Must be operating their businesses for at least one year, 2. Must be directly involved in planning and implementing marketing initiatives.

The researcher conducted survey which was especially accustomed for the use of gathering significant data regarding respondents' profile specifically the age, sex, educational attainment, starting capital and years in business. The significance of the Role of Marketing Strategies in Shaping Brand Loyalty in terms of Attracting customers, Maintaining brand loyalty and factors contribute to the effectiveness of marketing strategies.

The study yielded the following findings: it shows that most respondents were female in 21 to 40 years old, college graduates, and started their coffee shops with moderate capital. The majority of businesses have been operating for 3-5 years. The three significance of peer recommendation in consumer purchasing decision are not significant variables. Despite this,

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a marketing plan can be crafted and developed to address these areas by focusing on consistent strategies that enhance customer retention and strengthen emotional connection, thereby increasing brand loyalty toward coffee brands in Nasugbu, Batangas.

Keywords: *Attracting customers, Maintaining brand loyalty and factors contribute to the effectiveness of marketing strategies*



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