



EVALUATING THE EFFECTIVENESS OF BRAND POSITIONING STRATEGIES FROM A CONSUMERS PERSPECTIVE IN SABANG, TUY, BATANGAS

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ABSTRACT

This study aimed to analyze and Evaluating the Effectiveness of Brand Positioning Strategies from a Consumers Perspective in Tuy Batangas. The study utilized the descriptive method. The respondents of the study were 50 Consumers from Tuy Batangas. Frequency counts/ Percentage, Weighted Mean and Standard Deviation, F-Test and T-Test and Pearson r were used in the data analysis. The findings revealed that the Effectiveness of Brand Positioning Strategies from Consumers Perspective in terms of Customer Service Positioning Strategy, Quality-Based Positioning Strategy, Social Media Positioning Strategy. A Action Plan must be drawn based on the findings of the study.

Keywords: *Effectiveness of Brand Positioning, Advertising, Sales Portfolio, Personal Selling. Customer Service Positioning Strategy, Quality-Based Positioning Strategy, Social Media Positioning Strategy*

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