

**MARKETING STRATEGIES OF WATER REFILLING STATIONS
IN SELECTED AREAS OF CAVITE**

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ABSTRACT

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The study was conducted in selected areas of Cavite namely: Tagaytay, Trece Martirez City, Tanza, Rosario and Noveleta. Specifically, it aimed to describe the socio-economic characteristics of the respondents, describe the profile of the water refilling stations, describe the marketing strategies utilized by the respondents, describe the relationship between selected marketing strategies and the level of income of water refilling stations and identify the problems encountered by the water refilling stations in the implementation of marketing strategies.

Frequency count, mean, range, percentage, and ranking were used in the analysis of data. Chi-square test was also used to determine the relationship between selected marketing strategies and income of water refilling stations.

Based on the results, the average age of the respondents was 38 years. Most of them were female, married and college graduate.

Seventy-five percent were registered as sole proprietors. Twenty-three percent were reported as franchisee while only two percent were operated with partners. Most of them invested P800,000 to P1,500,000. Water refilling stations had been in the operation for 1 to 8 years with a monthly net income ranging from P6,500 to P151,000.

One hundred percent of the respondents mentioned that water passed through the process of purification. The average service hour was 13 hours.

The size offered mostly by the water refilling stations was five gallon with an average price of P40. Majority of the respondents (75%) priced their product based on the price of the competitors.

The most common promotional tools were advertising through billboards, banners and leaflets. Most of the respondents mentioned that their basis in choosing the site of the store was nearness to potential customers.

Chi-square test showed that amount of capital investment and promotional tools had a significant effect on income.

The frequently mentioned problems encountered by respondents were tough competition, high cost of facilities and high distribution expense.

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