

EFFECTIVENESS OF MARKETING STRATEGIES OF TATAK BULAKENYO PROGRAM: AN ANALYSIS

Ivy Mar J. Ramos

*College of Engineering, Industrial Engineering Department, Bulacan State University
City of Malolos, Bulacan, Philippines 3000
ivymar_ramos@yahoo.com*

Abstract

The study sought to identify and evaluate the effectiveness of marketing strategies of Tatak Bulakenyo Program. Specifically, it sought answers to the following questions: (1) What is the status of the Tatak Bulakenyo Program in terms of: (1.1) Program objectives; (2) Customer's retention?; What is the level of implementation of the Tatak Bulakenyo program's marketing strategies in terms of: (2.1) place; (2.2) price; (2.3) promotion; (2.4) packaging; (2.5) and (3) Is there significant difference in the perception of implementers and producers in the effectiveness of marketing strategies? The study utilized the descriptive and evaluative research design. The respondents of the study composed of ten (10) personnel of Provincial Cooperative and Economic Development Office (PCEDO) of Provincial Government of Bulacan, eighteen (18) producers of Tatak Bulakenyo products in the City of Malolos and Hagonoy, Bulacan and two hundred (200) consumers of the said products. The study concluded that the level of objective attainment of the Tatak Bulakenyo program differs on the perspective of the implementing agency – the PCEDO and of the beneficiaries – the producers. The customer's retention to the product is too low. It is a reflection of unstable status of the Tatak Bulakenyo program of the PCEDO office. The level of implementation of the program's marketing strategies in terms of: place, price and packaging is moderately implemented, while in terms of promotion, it is less implemented, due to lack of advertisement.