

PRICING STRATEGIES OF EYEWEAR BUSINESSES ON CONSUMER PURCHASING BEHAVIOR IN NOVALICHES, QUEZON CITY

ABSTRACT

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The study aimed to explore consumers' perceptions of pricing, assess the effectiveness of different pricing strategies in attracting and retaining customers, and analyze how online presence and competitive pricing influence consumer purchasing decisions. The study applied a descriptive analysis method and purposive sampling to gather data from 30 participants, including eyewear owners, employees, and staff, via a survey questionnaire. It examined consumer purchasing behavior in the eyewear services industry. Pricing strategies significantly influence purchasing decisions in eyewear services, as indicated by a high satisfaction mean score of 3.8. The statement, "The customer's eyewear is designed for durability, with proper care ensuring long-lasting use," received a mean score of 3.6. This indicates that eyewear providers in Novaliches, Quezon City, tend to focus on offering affordable products while maintaining quality and durability. Most respondents highlighted the importance of product effectiveness in improving vision. Additionally, the majority preferred using discounts as a strategy to reduce prices and attract customers. As a result, offering personalized eyewear options was favored by many respondents. An effective pricing strategy for eyewear services combines cost management, competitive pricing, and outstanding customer service. This approach boosts profitability and efficiency by lowering operating costs, encouraging fair competition, and strengthening customer loyalty. Therefore, eyewear businesses should emphasize affordability while maintaining high-quality materials.

RECOMMENDED CITATION

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