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# Brand Performance of Empanada Businesses Operating in Batangas City

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Abstract:

      The purpose of this study is to determine the brand performance of the Empanada business operating in Batangas City. The researcher used a non-probability sampling method with a total of 100 Empanada customers, respondent were randomly selected. The study was guided by the following objectives: characteristics of the respondents in terms of age, sex, marital status and educational attainment; the indicators that will determine the brand performance of the Empanada business operation in terms of voices, media impact value, share of voice, share of value and placements. Most of the respondents were 20-29 years old, female, single and high school graduates. The respondents agree that voices, media impact value, share of value, share of voice and placements are the indicators to measure the brand performance. When in comes to measuring the customer satisfaction on the branding capability of the brand performance it has been assess that the customers are satisfied when the product are always fresh. While on the other hand when the customer is group according to age it has been analyzed that the media impact value has a highest composite mean of 3.81, while when group according to sex it has been assess that the voice has a highest composite mean of 3.81, when group according to their marital status it has been analyzed that media impact value has a highest composite mean of 3.77, finally when group according to education attainment the result shows that the media impact value has a highest composite mean of 3.90. Different branding strategies has been suggested for the business owner reference for assessing their business brand performance.

*Keywords —Branding, Brand Performance, Voices, Media Impact Value, Share Of Voice, Share Of Value, Placements.*

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## I. INTRODUCTION

Branding is an exercise in world making. It's about shaping a worldview anchored in values, beliefs and promises and bringing it to life through symbols, stories, and experience. It is an act of narration and conversation and implies a very active contribution from all parties

involved [1]. When it comes to the most challenging times on the business, reveal that those who have a strong foundation keep pushing while other business chooses to close. But how can we say that a business is a strong entity? Does SMEs have those strong foundation to keep them strong?

The brand identity needs to focus on points of differentiation that offer sustainable competitive advantage to the firm. Brand identity is based on a thorough understanding of the firm's customers, competitors, and business environment. Strong brands enjoy customer loyalty, and considerable brand power to support new product and service launches. Companies need to have a thorough understanding of customer beliefs, behaviors, product or service attributes, and competitors. Thereforebranding reveals that marketing policies especially branding strategies are significantly helping SMEs become competitive and gain the highest market share. [2]

The main focus of this paper is to assess the SMEs to brand performance business. Understanding the brand strategies and the core and complementary instruments used to improve effective brand marketing in SMEs can be through grounded theory and in-depth literature review, and data being gathered.

## II. BACKGROUND OF THE PROBLEM

The purpose of this research is to measure the brand performance of Empanada Business that is operating in Batangas City to create a competitive advantage in the growing business industry. Ultimately, businesses pursue environmental initiatives for various reasons: to satisfy regulatory requirements, reduce costs, improve operational effectiveness, take advantage of market opportunities, improve relationships with customers, and to improve their overall competitiveness.This research also aims to improve the business operations especially in this time of pandemic and to propose different marketing tools to gain more profit for the growth of the business.

## III. STATEMENT OF THE PROBLEM

The purpose of the study is to measure the brand performance of Empanada Business that operates in Batangas City. The researchers aim to obtain answers for the following queries:

1. What is the profile of the respondents in terms of:
   1.1. Age;
   1.2. Sex;
   1.3. Civil status;
   1.4. Highest educational attainment;

2. How do the respondents assess the branding capability of Empanada Businesses with regard to:
   2.1. Voices;
   2.2. Media Impact Value;
   2.3. Share of Value;
   2.4. Share of Voice;
   2.5 Placements?

3. How the respondents may describe the customer satisfaction with the branding capability of Empanada Businesses?

4. How may the responses on the assessment of branding capability of the respondents be compared when they are grouped according to profile?

5. What branding strategies may be proposed based on the findings?

## IV. THEORETICAL FRAMEWORK

The theoretical framework is the structure that can hold or support a theory of a research study. The theoretical framework introduces and describes the theory that explains why the research problem under study exists.
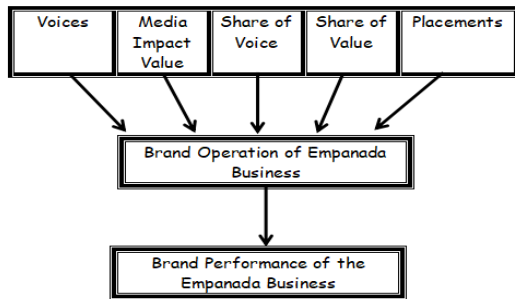
**Figure 1**

Branding define as "*endowing products and services with the power of a brand*". Branding is the process of giving a meaning to a specific organization, company, products or services by creating and shaping a brand in consumers' minds. It is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not. [3]

*The definition of American Marketing Association is that "A brand is a name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers".*

You can consider a brand as the idea or image people have in mind when thinking about specific products, services, and activities of a company, both practical and emotional. It is therefore not just the physical features that create a brand but also the feelings that consumers develop towards the company or its product. This combination of physical and emotional cues is triggered when exposed to the name, the logo, the visual identity, or even the message communicated. A product can be easily copied by other players in a market, but a brand will always be unique.

Voices is defined as the way a business talks to its customers and defined by the brand style of their communication. Business brand voice is directed to the target audience and it can have any style, as long as it feels true to your brand values and persona even if it is authoritative, playful, intellectual, ominous, and kind or fun.[4]

Media Impact Value is defined as how a business can assign a true monetary value to marketing strategies across print, online and social media in order to calculate their return if investment.[4]

Share of Value is defined as the total share of a company out of the total segment of sales. A higher market share usually means greater sales, lesser effort to sell more and a strong barrier to entry for other competitors. A market share also means that the market expands more than the others.[4]

Share of Voice is defined as the most important marketing metrics. The share of voice helps to determine the visibility of the brand and the percentage of online discussion around the product or service. The higher the share of voice the more authority you have within the business niche.[4]

Placements is defined as the process of making a product or service accessible for use or consumption by a consumer or business user, using direct means with the intermediaries.[4]

## V.  SCOPE AND LIMITATION OF THE STUDY

This study focused mainly on the brand performance of the Empanada business that is operating in Batangas City with the selected demographics profile of the respondents including the age, sex, marital status and level of education.

The researchers conducted an online survey to the customers of the business within Batangas City and collected all of the necessary information about the different factors to consider in the brand performance and their profile variables. For better understanding of the topic, the researcher used different sources such as books of management and electronic sources. This study was limited to all the consumers of the business within the Batangas City area. Moreover, it is only limited to the

extent of the researcher's knowledge and data gathered from the survey being done.

## VI. SIGNIFICANCE OF THE STUDY

The aim of the study is to provide an understanding about the brand performance of the Empanada business operating in Batangas City. It is indeed expected that any academic endeavor is advantageous to the common interest of varied individuals and groups. Like other researchers, this study list the number of benefits of wide range.

To the business owners, this can serve as your guide for creating your business brands. A factor you can consider in your business operation. And to the future researchers, this may be used as a reference data in conducting new research or in testing the validity of the other related findings. May this study give you the essential information to develop new related studies in the near future.

## VII.RESEARCH LITERATURE

Branding is a popular subject having a significant amount of work done by academics as well as researchers on new product launch and brand awareness. Brands are also more powerful in terms of forging relationships with customers which is sustainable and profitable compared to regular unbranded products. Through the literature ascertained, it has been derived that brand awareness can be created through the presentation of brands to the customers which in turn develop a stimulus like response from them where they are able to relate, recognize, recall and be on the whole aware of brands. [6]

Existing brands tend to use brand reinforcement techniques to build on their brand awareness programs. The new products on the other hand make use of advertising and promotion to increase the awareness of the product among the existing and potential consumers of the product. Strategies that can be employed by businesses to increase awareness of brands include making use of attitude advertising and management of the brand image. Work conducted by (Farris et al.,2010), depicts that the purchase decisions made by consumers on a cognitive level are influenced significantly by the brand image and its awareness amongst the target market. Research also provides that brands that have a higher level of associated brand image and awareness amongst the consumer are likely to be purchased again and again by consumers.

Therefore, specifically for inducing repeat purchase behavior in the consumers, brand awareness can be considered as a significant contributor. Traditional media-based advertising and promotions techniques have the widest reach in the market but can be expensive to manage for new products. As a result, popular new media strategies that are being employed by businesses include using internet and mobile based network marketing strategies. The goal of the research literature is to compare the existing studies to the researchers study about the brand performance of the empanada business operation in Batangas City to create its competitive advantage in the market.

## VIII. RESEARCH DESIGN

The study utilized the descriptive method of research in order to describe the brand performance of the Empanada business that is operating in Batangas City. Descriptive research method is characterized as survey or normative approach that describes and interprets what it is concerned with, the condition of relationship that exists, practices that prevail, belief that is going on, the effects being felt or the trends that are being developed. The fact finding with adequate interpretation goes beyond gathering and tabulation of data involving elements.

The researcher proposed to use the descriptive research method since the aim of the study is to provide strategies for the brand performance of Empanada business operating in Batangas Cityusing survey questionnaires. The present

study also wants to identify how to be more competitive in the market industry nowadays.

## IX.  RESULT AND DISCUSSION

### 1. Profile of the Respondent

**Table 1.1**
**DISTRIBUTION OF THE RESPONDENT IN TERMS OF AGE**

| Age | Frequencies | Percentage |
|---|---|---|
| 20-29 | 80 | 80.0 |
| 30-39 | 6 | 6.0 |
| 40-49 | 5 | 5.0 |
| 50-59 | 9 | 9.0 |
| **Total** | **100** | **100.0** |

Table shows the distribution of the respondents in terms of age. Data shows that ages ranging from 20-29 years old got the highest frequency of 80 and a percentage of 80.0 percent. It was followed by the age range of 50-59 years old with a frequency of 9 and a percentage of 9.0 percent. Next was the age range of 30-39 years old with a frequency of 6 and a percentage of 6.0 percent. The age range of the respondents with the lowest frequency is 40-49 years old with a frequency of 5 and a percentage of 5.0 percent.

**Table 1.2**
**DISTRIBUTION OF THE RESPONDENT IN TERMS OF SEX**

| Sex | Frequencies | Percentage |
|---|---|---|
| Male | 28 | 28.0 |
| Female | 72 | 72.0 |
| **Total** | **100** | **100.0** |

Table shows that the majority of the respondents of the study was the female respondent with a frequency of 72 and  percentage 72.0 percent, while the male respondent had a frequency of 28 and a percentage of 28.0 percent.

**Table 1. 3**
**DISTRIBUTION OF THE RESPONDENT IN TERMS OF CIVIL STATUS**

| Civil Status | Frequencies | Percentage |
|---|---|---|
| Single | 5 | 85.0 |
| Married | 5 | 15.0 |
| Divorced/Separated | | |
| Widow | | |
| **Total** | **100** | **100.0** |

Data reveals that most of the respondents in study are single with a frequency of 85 and a percentage of 85.0 percent. On the other hand the remaining participants with a frequency of 15 are married with a percentage of 15.0.

**Table 1.4**
**DISTRIBUTION OF THE RESPONDENT IN TERMS OF EDUCATIONAL ATTAINMENT**

| | Frequencies | Percentage |
|---|---|---|
| High School | 48 | 48.0 |
| Technical/Vocational | 3 | 3.0 |
| Associates Degree | 0 | 0.0 |
| Bachelor's Degree | 46 | 46.0 |
| Masteral's Degree | 2 | 2.0 |
| Doctorate Degree | 1 | 1.0 |
| **Total** | **100** | **100.0** |

In terms of educational attainment, the majority of the participants are high school graduates with a frequency of 48 and a percentage of 48.0 percent, followed by those who have a bachelor's degree with a frequency of 46 and a percentage of 46.0 percent. Next is those participants who have finished their technical and vocational course with a frequency of 3 and a percentage of 3.0 percent. Next is those who have a masteral degree with a frequency of 2 and a percentage of 2.0 percent. And finally those who have their doctorate degree with a frequency of 1 and a percentage of 1.0 percent.

## 2. Branding Capability of Empanada Business

**Table 2.1**
**BRAND PERFORMANCE OF EMPANADA BUSINESS OPERATING IN BATANGAS CITY IN TERMS OF VOICES**

| Statement | Mean | V I |
|---|---|---|
| A good marketing communication can have a better impact on the business operation. | 3.94 | Strongly Agree |
| Always receive more information about new products or special offers from the owner. | 3.71 | Strongly Agree |
| Consider customer's feedback to improve the business operation. | 3.93 | Strongly Agree |
| Accept suggestions and criticism to improve the product. | 3.80 | Strongly Agree |
| Consider innovative products to gain more customers. | 3.81 | Strongly Agree |
| The price list must be visible on online or traditional platforms. | 3.76 | Strongly Agree |
| It is very important to easily reach out to them for inquiries. | 3.80 | Strongly Agree |
| Consider customers preferences in consuming product/service. | 3.78 | Strongly Agree |
| Must build a strong relationship with the customer. | 3.90 | Strongly Agree |
| Use proper labeling and packaging to communicate properly and easily to the customer. | 3.85 | Strongly Agree |
| **Composite Mean** | **3.83** | **Strongly Agree** |

Data reveals that the respondent agrees that voice is one of the factors to consider in measuring the brand performance of the business with a composite mean of 3.83 and a verbal interpretation of "stronglyagree". The statement with the highest weighted mean was "A good marketing communication can have a better impact on the business operation" with a weighted mean of 3.94 and a verbal interpretation of stronglyagree. On the other hand, the statement "Always receive more information about new products or special offers from the owner" has a

lowest weighted mean of 3.71 and a verbal interpretation stronglyagree.

**Table 2.2**
**BRAND PERFORMANCE OF EMPANADA BUSINESS OPERATING IN BATANGAS CITY IN TERMS OF MEDIA IMPACT VALUES**

| Statement | Mean | V I |
|---|---|---|
| Traditional marketing still has an impact on the business brand. | 3.58 | Strongly Agree |
| Having network or connection can help to promote the business | 3.87 | Strongly Agree |
| Social media has the fastest way to promote the brand. | 3.91 | Strongly Agree |
| It is important that the description/image of the product on the social media site matches what the customer has received. | 3.90 | Strongly Agree |
| Consumer buying behavior is one of the great impacts of social media marketing. | 3.77 | Strongly Agree |
| Social media marketing can increase customer loyalty. | 3.68 | Strongly Agree |
| A small business has a chance to grow rapidly through social media marketing. | 3.76 | Strongly Agree |
| Social media has an impact on the buying choices of consumers. | 3.81 | Strongly Agree |
| Media coverage increases the objectivity of the media and information being provided . | 3.80 | Strongly Agree |
| Social media effectiveness can evaluate the social media action of the business. | 3.78 | Strongly Agree |
| **Composite Mean** | **3.79** | **Strongly Agree** |

Data reveals that the respondent agrees that media impact value is one of the factors to consider in measuring the brand performance of the business with a composite mean of 3.79 and a verbal interpretation of "stronglyagree". The statement with the highest weighted mean was "Social media has the fastest way to promote the brand" with a weighted mean of 3.91 and a verbal interpretation of stronglyagree. On the other hand, the statement " Traditional marketing still has an impact on the business brand" has a lowest

weighted mean of 3.58 and a verbal interpretation stronglyagree.

**Table 2.3**
**BRAND PERFORMANCE OF EMPANADA BUSINESS OPERATING IN BATANGAS CITY IN TERMS OF SHARE OF VALUES**

| Statement | Mean | VI |
|---|---|---|
| Well-known influencers can attract customers. | 3.71 | Strongly Agree |
| Giving discounts can gain more customers. | 3.74 | Strongly Agree |
| Once a month marketing events can catch customer's attention. | 3.61 | Strongly Agree |
| Offering quality products efficiently will always lead to growing revenues. | 3.83 | Strongly Agree |
| Lowering prices help boost market share. | 3.51 | Strongly Agree |
| Offering a limited time special offer for customers can easily attract customers to buy your product. | 3.58 | Strongly Agree |
| Consistently offering innovative products is appealing to target markets and future customers. | 3.73 | Strongly Agree |
| There is a necessary need to add flavor products being offered. | 3.69 | Strongly Agree |
| Joining in the local food festival can help expand the business. | 3.74 | Strongly Agree |
| Businesses must be open to the idea of having a reseller. | 3.74 | Strongly Agree |
| **Composite Mean** | **3.67** | **Strongly Agree** |

Data reveals that the respondent agrees that share of value is one of the factors to consider in measuring the brand performance of the business with a composite mean of 3.67 and a verbal interpretation of "stronglyagree". The statement with the highest weighted mean was "Offering quality products efficiently will always lead to growing revenues" with a weighted mean of 3.83 and a verbal interpretation of stronglyagree. On the other hand, the statement " Lowering prices help boost market share" has a lowest weighted mean of 3.51 and a verbal interpretation stronglyagree.

**Table 2.4**
**BRAND PERFORMANCE OF EMPANADA BUSINESS OPERATING IN BATANGAS CITY IN TERMS OF SHARE OF VOICE**

| Statement | Mean | VI |
|---|---|---|
| Products can be bought online. | 3.74 | Strongly Agree |
| Social media monitoring tools are not very precise and do not cover all information needed. | 3.22 | Strongly Agree |
| You can see it or track how a business pattern grows. | 3.54 | Strongly Agree |
| Increasing the share of voice on social media increases your competitive advantage. | 3.72 | Strongly Agree |
| Effective social media campaigns can hit the target audience needed. | 3.77 | Strongly Agree |
| Engagement of the customer to the business can help to create a better plan and content. | 3.80 | Strongly Agree |
| It is important to analyze social share of voice by sentiment and topic. | 3.78 | Strongly Agree |
| Businesses must have an active social media presence. | 3.88 | Strongly Agree |
| Spark in online conversation is a good way to increase their level of share count. | 3.69 | Strongly Agree |
| Businesses must create shareable content that people want to share. | 3.81 | Strongly Agree |
| **Composite Mean** | **3.70** | **Strongly Agree** |

Data reveals that the respondent agrees that share of voice is one of the factors to consider in measuring the brand performance of the business with a composite mean of 3.70 and a verbal interpretation of "stronglyagree". The statement with the highest weighted mean was "Businesses must have an active social media presence." with a weighted mean of 3.88 and a verbal interpretation of agree. On the other hand, the statement " Social media monitoring tools are not very precise and do not cover all information needed" has a lowest weighted mean of 3.22 and a verbal interpretation of stronglyagree.

**Table 2.5**
**BRAND PERFORMANCE OF EMPANADA BUSINESS OPERATING IN BATANGAS CITY IN TERMS OF PLACEMENTS**

| Statements | Mean | VI |
|---|---|---|
| I have no problem with product placements that are visible. | 3.42 | Strongly Agree |
| I do not mind when brands are being heard or mentioned often. | 3.21 | Strongly Agree |
| I do not mind when brands are being seen often. | 3.34 | Strongly Agree |
| Product placements damage my view against the brands or product. | 3.18 | Strongly Agree |
| I have no problem with products that are both seen and mentioned at the same time. | 3.45 | Strongly Agree |
| The presence of brand named products makes it more realistic. | 3.65 | Strongly Agree |
| Improve the place of the business considering the convenience of customers. | 3.73 | Strongly Agree |
| It is more convenient to purchase product online | 3.48 | Strongly Agree |
| Providing shipping/delivering options for the customers. | 3.74 | Strongly Agree |
| Promoting the product through both traditional or online marketing. | 3.83 | Strongly Agree |
| **Composite Mean** | **3.50** | **Strongly Agree** |

Data reveals that the respondent agrees that share of voice is one of the factors to consider in measuring the brand performance of the business with a composite mean of 3.50 and a verbal interpretation of "stronglyagree". The statement with the highest weighted mean was "Promoting the product through both traditional or online marketing" with a weighted mean of 3.83 and a verbal interpretation of stronglyagree. On the other hand, the statement " Product placements damage my view against the brands or product"has a lowest weighted mean of 3.18 and a verbal interpretation stronglyagree.

## 3. Customer Satisfaction to the Branding Capability of Empanada Business

In a market oriented business enterprises, customer satisfaction is a critical element in the survival of every business . customer satisfaction acts as a lifetime survival to allow them to be more competitive in their chosen businesses. Based on the result being obtained it shows that "The taste of the foods is always Fresh" is a factor that satisfied a customer, with this a business must continue to serve fresh product to retain it old customer and at the same the attract new set of customer. The survey result also shows that what makes them unsatisfied is that "Provide responses on phone call or email" this factor has a measure mean of 2.96, which simply means that the business must improve their mean of communication to its customer, so they can communicate with them anytime possible.

**Table 3**
**LEVEL OF CUSTOMER SATISFACTION ON THE BRANDING CAPABILITY OF EMPANADA BUSINESS IN BATANGAS CITY**

| Statement | Mean | VI |
|---|---|---|
| The staff or personnel is pleasant and accommodating. | 3.57 | Strongly Agree |
| The price of each Empanada is affordable. | 3.30 | Strongly Agree |
| The quality of the taste satisfied my expectation about the product. | 3.61 | Strongly Agree |
| The products being offered are well presented and keep in a good storage. | 3.63 | Strongly Agree |
| Provide service quickly and accurately. | 3.29 | Strongly Agree |
| The taste of the foods is always fresh. | 3.70 | Strongly Agree |
| Provide responses on phone call or email. | 2.96 | Agree |
| Staff treated customer with genuine respect. | 3.57 | Strongly Agree |
| The business provides good quality product. | 3.69 | Strongly Agree |
| The cleanliness oft the business premises is outstanding. | 3.59 | Strongly Agree |
| **Composite Mean** | **3.49** | **Strongly Agree** |

**4.   Assessment of Branding Capability when Grouped According to Profile**

Table 4.1 shows that when the respondent are grouped according to age, Media Impact Value obtained the highest composite mean with 3.81 and a verbally interpreted data as strongly agree. Voices was the next with the composite mean of 3.72 which was similarly  interpreted as strongly agree. Other indicators like Share of Voice has a composite mean of 3.70, followed by Share of Values with a composite mean of 3.66. Lastly, placement has a lowest composite mean of 3.52 which is verbally interpreted as strongly agree.

**Table 4.1**
**COMPARISON BETWEEN GROUP WHEN PROFILE IS GROUP ACCORDING TO AGE**

| Age | Voices | VI | Media Impact Value | VI | Share of Values | VI | Share of Voice | VI | Placements | VI |
|---|---|---|---|---|---|---|---|---|---|---|
| 20-29 | 3.86 | SA | 3.78 | SA | 3.70 | SA | 3.69 | SA | 3.50 | SA |
| 30-39 | 3.80 | SA | 3.90 | SA | 3.68 | SA | 3.77 | SA | 3.48 | SA |
| 40-49 | 3.42 | SA | 3.86 | SA | 3.64 | SA | 3.66 | SA | 3.66 | SA |
| 50-59 | 3.78 | SA | 3.69 | SA | 3.61 | SA | 3.66 | SA | 3.44 | SA |
| **Composite Mean** | **3.72** | **SA** | **3.81** | **SA** | **3.66** | **SA** | **3.70** | **SA** | **3.52** | **SA** |

Table  4.2 shows that when the respondent are group according to sex, Voices obtained  highest composite mean of 3.81 and verbally interpreted data as strongly agree. Media Impact Value was the next with a composite mean of 3.79 and verbally interpreted as strongly agree. Other indicator like Share of Voice has composite mean on 3.69, followed by Share of Value with a composite mean of 3.68. Lastly, Placements has a lowest composite mean of 3.55 which has a verbal interpretation of strongly agree.

**Table 4.2**
**COMPARISON BETWEEN GROUP WHEN PROFILE IS GROUP ACCORDING TO SEX**

| Sex | Voices | VI | Media Impact Value | VI | Share of Values | VI | Share of Voice | VI | Placements | VI |
|---|---|---|---|---|---|---|---|---|---|---|
| Female | 3.85 | SA | 3.78 | SA | 3.69 | SA | 3.71 | SA | 3.45 | SA |
| Male | 3.76 | SA | 3.80 | SA | 3.67 | SA | 3.67 | SA | 3.65 | SA |
| **CompositeMean** | **3.81** | **SA** | **3.79** | **SA** | **3.68** | **SA** | **3.69** | **SA** | **3.55** | **SA** |

Table 4.3 shows that when the respondent are group according to civil status, Media Impact Value obtained  highest composite mean of 3.77 and verbally interpreted data as strongly agree. Voices was the next with a composite mean of 3.74 and verbally interpreted as strongly agree. Other indicator like Share of Voice has composite mean on 3.67, followed by Share of Value with a composite mean of 3.65. Lastly, Placements has a lowest composite mean of 3.55 which has a verbal interpretation of strongly agree.

**Table 4.3**
**COMPARISON BETWEEN GROUP WHEN PROFILE IS GROUP ACCORDING TO CIVIL STATUS**

| Civil Status | Voices | VI | Media Impact Value | VI | Share of Values | VI | Share of Voice | VI | Placements | VI |
|---|---|---|---|---|---|---|---|---|---|---|
| Single | 3.86 | SA | 3.79 | SA | 3.70 | SA | 3.71 | SA | 3.49 | SA |
| Married | 3.61 | SA | 3.75 | SA | 3.60 | SA | 3.62 | SA | 3.60 | SA |
| **Composite Mean** | **3.74** | **SA** | **3.77** | **SA** | **3.65** | **SA** | **3.67** | **SA** | **3.55** | **SA** |

Table 4.4 shows that when the respondent are group according to educational attainment, Media Impact Value obtained highest composite mean of 3.90 and verbally interpreted data as strongly agree. Voices was the next with a composite mean of 3.87 and verbally interpreted as strongly agree. Other indicator like Share of Voice and Share of Value both with a composite mean of 3.82. Lastly, Placements has a lowest composite mean of 3.66 which has a verbal interpretation of strongly agree

**Table 4.4**
**COMPARISON BETWEEN GROUP WHEN PROFILE IS GROUP ACCORDING TO EDUCATIONAL ATTAINMENT**

| Educational Attainment | Voices | VI | Media Impact Value | VI | Share of Values | VI | Share of Voice | VI | Placements | VI |
|---|---|---|---|---|---|---|---|---|---|---|
| High School | 3.78 | SA | 3.73 | SA | 3.66 | SA | 3.60 | SA | 3.45 | SA |
| Technical Vocational | 4.00 | SA | 4.00 | SA | 4.00 | SA | 3.97 | SA | 4.00 | SA |
| Bachelors Degree | 3.86 | SA | 3.81 | SA | 3.69 | SA | 3.76 | SA | 3.52 | SA |
| Masters Degree | 3.70 | SA | 3.95 | SA | 3.75 | SA | 3.75 | SA | 3.55 | SA |
| Doctorate Degree | 4.00 | SA | 4.00 | SA | 4.00 | SA | 4.00 | SA | 3.80 | SA |
| Composite Mean | 3.87 | SA | 3.90 | SA | 3.82 | SA | 3.82 | SA | 3.66 | SA |

## 5. Proposed Branding Strategies

This action plan is intends to assist the business owner and its staff in performing their duties and responsibilities in the brand performance of the business operation. it will also help them to obtain the objectives of the business by encouraging its staff to properly execute more branding strategies to strengthen their business branding to be more competitive in market in the future to come.

**Table 5.1**
**PROPOSED ACTION PLAN**

| Objectives | Activities | Person Involved | Time Frame |
|---|---|---|---|
| To receive a feedback on the services and product being provided by the business as well as on how they deal with their customers. | Drop a Comment | Owner,Staff and Customer | Everyday |
| To provide appropriate knowledge on product development and innovation. For creating additional flavors and different shapes. | Product Innovation Seminar | Owner and Staff | Yearly |
| To create a new business logo that can be used in advertising and packaging of the products. | Re-Branding | Owner | 4-6 weeks |
| To reach a much wider scope of customers to increase the sales of the business. | Social Media Creation | Owner and Staff | 2-4 weeks |
| To have an attractive business location that could stand up from the others and clearly its benefits and strength to its potential customers. | Business Location Improvement | Owner and staff | 5-6 weeks |

## X. CONTRIBUTION OF THE STUDY

In addition to practical implications, the present study also contributed to existing literature. This study was constructed to understand how effective branding strategy is to every business. The holistic analysis of this study added to existing research by identifying different brand strategies to apply or use characteristics that should be considered in the innovation process of the business. To holistically analyze the priorities of these characteristics, has not been done before.

However, the present study identified characteristics like product modelling and business positioning that were not emphasized in existing management. Moreover, the study contributed to prior theory by applying, validating, andextending a theoretical model for management of business innovation processes through branding. In addition, existing research often separately conducts qualitative and quantitative studies. The present research contributed by linking both methodologies within one research project. The study contributed to existing study research by including which was

often not done in prior studies in the domain of innovation management and technology.

## XI. FINDINGS

After evaluating the and tabulating the gathered data, the researchers came up with the following findings:

1. The result revealed that most of the respondents are 20-29 years old which is a 80.0 percent of the total respondents, with regards to sex it has been showed that 72.0 percent are female. With regards to their level of education most of the respondents finished high school with a total of 48 percent of the population. It also showed that the majority of the respondents are single which represent a total of 85.0 percent of the sample size.

2. Based on the data gathered, the factor that measure the brand performance of the empanada business operating in Batangas City in relation to voices have obtained an interpretation of stronglyagree with a composite mean 3.83, media value impact has a composite mean of 3.79, share

of value has a composite mean of 3.67, share of voice with a composite mean of 3.70 and finally placement with a composite mean of 3.50. All the results of the composite mean have a verbal interpretation of stronglyagree.

3. The researchers proposed a recommendation to properly execute a good brand performance to the Empanada business operation in Batangas City .

## XII.CONCLUSION

Based on the findings the following conclusions were drawn:

1. Most of the respondents belonged to the age group of 20-29 years old, female, single, and graduated or finished high school.

2. The respondents agree that voices, media impact value, share of voice, share of value and placements are the factors that can be considered in the brand performance. They consider that voices are the most important factor of the brand performance, the next is the media impact value, followed by share of voice, then share of value and lastly is the placement. Those variables are factors to consider in measuring the brand performance of the business operation.

3. This study can help to measure the brand performance of Empanada business operations. And as a result the study can confidently improve the knowledge and the awareness of the business on the status of their brand performance and might become an essential tool to be used in the future studies.

## XIV.   RECOMMENDATION

Based on the forgoing summary of the finding and conclusion of the study the following recommendations were hereby presented for reconsideration:

1. Businesses as they operate must look for an additional or other source to improve their branding to be more competitive in the market.

2. In terms of brand performance businesses must study the concept of understanding their brand which can enable them to make more appropriate decisions when it comes to branding. Also, it is suggested to spend more time conceptualizing a proper brand image you want your business to build.

3. And lastly, to the future researchers, who are interested to study the brand performance might add other relevant factors or improve this deeper study about the brand performance of the business operation. Learning is a continuous process so researchers should not stop in uncovering and discovering the unknown ideas. They will need further study in order for the readers and learners as well as the future researchers to absorb more relevant information and information to this field of study.

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