

**PRICING STRATEGY AND SUSTAINABILITY AMONG
SELECTED WATER REFILLING STATIONS
IN PANABO CITY**

A Thesis
Presented to
The Faculty of UM Panabo College
Panabo City



In Partial Fulfillment
of the Requirement of the Course
Methods of Research
(Res. 1B)

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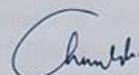
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ACCEPTANCE SHEET

This thesis entitled "PRICING STRATEGY AND SUSTAINABILITY AMONG SELECTED WATER REFILLING STATIONS IN PANABO CITY" prepared and submitted by **Marion L. Lucedra, Salvador L. Añora III, and Lesley D. Montecillo** in compliance with the requirements in the Res. 1b subject under the **Department of Accounting and Business Management Education**, UM Panabo College, Panabo City is hereby accepted.



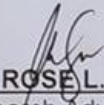
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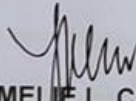
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Accepted and Approved, after examination during the final defense as per requirements of Accounting 411 (Research 1b).

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ABSTRACT

This study sought to establish the effect of *pricing strategy* on *sustainability* among selected water refilling stations in Panabo City. The study adopted a descriptive design and targeted 10 owners and 24 employees among selected water refilling stations in Panabo City. The study employed a survey questionnaire where the selected target of the population constituted to the study sample.

The data are collected by the researchers by giving questionnaire to the target respondents to get appropriate outcomes. The results of the research study are then studied and analyzed carefully to relate the effectiveness of pricing strategy used by the water refilling stations. The survey conducted last March to make conclusions and recommendation.

Moreover, the statistical tools used in interpretation of data are weighted mean and Pearson-r. The overall mean for the level of pricing strategy is 3.74 with the descriptive equivalent of high which is indicated by cost-based pricing, competition-based pricing, and customer value-based pricing with the mean of 3.67, 3.58, and 3.98 respectively while the level of sustainability has an overall mean of 4.07 with the descriptive equivalent of high. The findings showed that there is a significant relationship between *pricing strategy and sustainability among selected water refilling stations in Panabo City*.

Keywords: *Pricing Strategy and Sustainability*

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~ The Researchers

DEDICATION

This study is wholeheartedly dedicated to God Almighty my creator, my strong pillar, my source of inspiration and understanding. I thanked him for the guidance, strength, power of mind, protection and for giving us a healthy life that made this study possible. I also dedicate this work to my beloved family especially to my sister Joann and mama who trusted me for what I did and to love me knew no bounds and taught me the value of hard-work. To our mentor, friends and classmates who shared their words of advice and encouragement. You're my most cherished!

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Salvador

We all have goals but in order to make it into reality, it takes an awful lot of determination, dedication, self-discipline, and effort. This accomplishment is genuinely dedicated to my family who has been a constant source of support during difficulties who encourage me that I could surpass all the circumstances in life and who have taught me to work hard for the things I want to achieve. From all the struggles we've encountered, both of you still there with your never-ending love and support for me. I am grateful having you in my life and being with me in my journey. I would like to thank my siblings and my love ones who also contributed my needs. To my thesis buddies who are also productive during our research study, we've been through a lot in making this possible, thank you. Also, I would like to thank all who believed in me that I can go there, who gave advises and who have shared positivity in life you are all such good angels to me. Most importantly to God, thank you for the love and blessings that you have given to us. To the researchers, always keep this in mind that nothing is impossible with God. Thank you and God bless.

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TABLE OF CONTENTS

Title Page	i
Acceptance Sheet	ii
Approval and Endorsement Sheet	iii
Abstract	iv
Acknowledgment	v
Dedication	vi
Table of Contents	vii
List of Tables	ix
List of Figure	x
CHAPTER	Page
1 THE PROBLEM AND ITS SETTING	
Background of the Study	1
Statement of the Problem	2
Hypothesis	2
Theoretical and Conceptual Framework	3
Significance of the Study	3
Definition of Terms	5
2 REVIEW OF RELATED LITERATURE	6
3 METHOD	
Research Design	17
Research Subjects	17
Research Instrument	17

Data Gathering Procedure 20

Statistical Treatment of Data 21

4 PRESENTATION AND ANALYSIS OF FINDINGS

Level of Pricing Strategy among Selected
Water Refilling Stations in Panabo City 23

Level of Sustainability among Selected
Water Refilling Stations in Panabo City 26

Significant Relationship between Pricing Strategy
and Sustainability among Selected
Water Refilling Stations in Panabo City 29

5 SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

Summary of Findings 31

Conclusions 31

Recommendations 32

REFERENCES

APPENDICES

A Letter of Permission to Conduct the Study

B Letter of Request for Validation

C Validation Sheet

D Survey Questionnaire

E Grammarly Certification

F Certificate of Appearance

CURRICULUM VITAE

LIST OF TABLES

Table		Page
1	Distribution of the Respondents	18
2	Level of Pricing Strategy among selected Water Refilling Stations in Panabo City	23
3	Level of Sustainability among selected Water Refilling Stations in Panabo City	27
4	Significant Relationship between Pricing Strategy and Sustainability among selected Water Refilling Stations in Panabo City	30

LIST OF FIGURE

Figure		Page
1	Conceptual Framework showing the Variables of the Study	4

Chapter 1

THE PROBLEM AND ITS SETTING

Background of the Study

Nowadays, encouraging the customer is one of the most challenging part in business entities to attain sustainability since there are signs businesses in the market, rendering the same quality of the product. Thus, operates the interest of all business owners in a manner that ensures the long-term survival of the business. Therefore, it is essential to examined how companies embed sustainability into operations in their business.

In Nigeria, most of the businesses failed to persist for longer than five years due to unstable product prices resulted on decreasing sales and having difficulties on attaining sustainability of its business. Thus, it leads to overpricing their products and services that causing low on sales and forcing to close its business (Ukorebi, 2018).

In the Philippines, water refilling stations encountered similar problems with sustainability. The present problem is how to survive on the frequent changes in product prices. This leads to competitors flexibly take measures such as price war, for introducing and distributing new products to attain the long period of existence of the business (Morris, 2011).

In Panabo City, as per interview of the owner from the water refilling station said that their business is having a sustainability problem. They encountered problems on their operation since there are lots of competitors in

the area providing the same quality of product and to achieve the sustainability of the business.

Thus, the researchers conducted this study to determine if the pricing strategy has a positive effect to sustainability among selected water refilling stations in Panabo City.

Statement of the Problem

This study aimed to work out the connection between pricing strategy and sustainability among chosen water refilling stations in Panabo city. Precisely, it wanted answers to the subsequent questions;

1. What is the extent of pricing strategy among selected water refilling stations in Panabo City in terms of:
 - 1.1 Cost-based pricing;
 - 1.2 Competition-based pricing; and
 - 1.3 Customer value-based pricing?
2. What is the level of sustainability among selected water refilling stations in Panabo City?
3. Is there a significant relationship between pricing strategy and sustainability among selected water refilling stations in Panabo City?

Hypothesis

The null hypothesis of the study was tested at 0.05 level of significance, which states that there is no significant relationship between pricing strategy and sustainability among selected water refilling stations in Panabo City.

Theoretical and Conceptual Framework

This study is anchored on the theory of Gibson, Peter, & Timmons (2010) stated that pricing strategy through cost-based pricing, competition-based pricing, customer value-based pricing, is a strategic pricing method that a business may employ. Furthermore, these methods could help set the business's product price, achieve objectives, and its sustainability.

This study supported by the theory of Sammut-Bonnici & Channon (2015) who pointed out that pricing strategy is a crucial variable in which it determines the revenues achieved, the profits earned and for its survival of sustainability. Pricing strategy includes cost-based pricing, competition-based pricing, and customer value-based pricing.

As shown in the conceptual paradigm of the study in figure 1, the independent variable is pricing strategy which is indicated by cost based-pricing, competition-based pricing and customer value-based pricing, while the dependent variable is sustainability that refers to the act of performing activity which implies the level of financial and economic objectives being achieved moderated by the customers and the management itself.

Significance of the Study

The result of this study would beneficial to the following:

Business Owners. The findings will enlighten them about the pricing strategy that could help them to achieve sales volume at a profit and appreciate the value of pricing and how they affect the organization's sustainability.

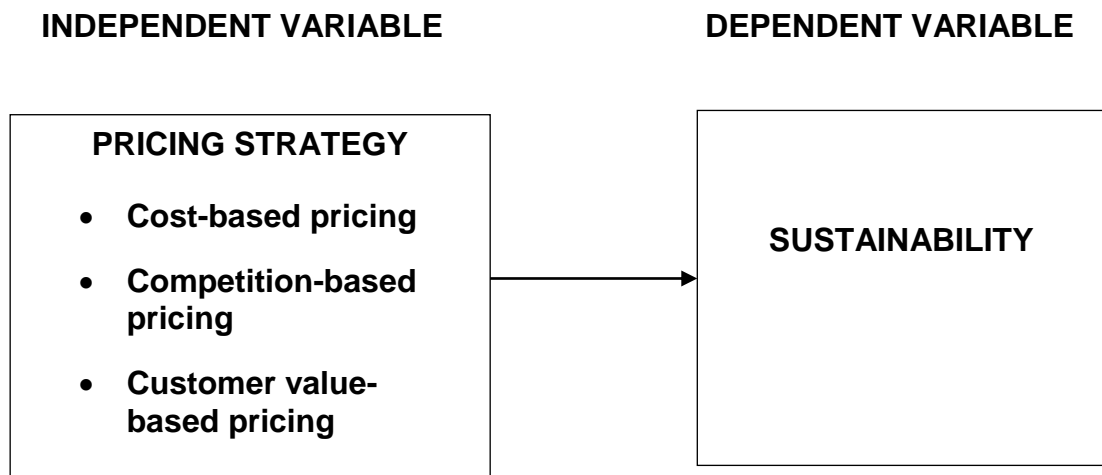


Figure 1: Conceptual paradigm showing the variables of the study.

Employees. This study would help them to answer their confusion why a specific organization with low prices and has multiple competitors achieve sustainability.

Future Researchers. The findings will enhance the knowledge of the researchers and have plans on managing a business organization.

Definition of Terms

In this study, the terms defined for the easy way of understanding and clarification to the readers.

Pricing Strategy. It is a method of choosing value points to the best profit of a product or service based mostly market relative to the competition. This rating technique is employed a lot of typically by businesses marketing similar merchandise since services will vary from company to company, whereas the attributes of a product stay similar (Kenton, 2018). During this study, this refers to what specific rating strategy the homeowners of water filling stations are victimization to survive for associate degree extended amount.

Sustainability. It is essential that sustainability concepts can produce visible results for the business that implement them. While not visible results, corporations can opt for not to pursue these ways. However, researchers are ready to determine ways to confirm success through the property (Epstein, 2008). In this study, it refers to the survivability of a particular business organization for an extended period facing multiple competitors in the market by the used pricing strategy.

Chapter 2

REVIEW OF RELATED LITERATURE

The researchers made readings and thorough research from the different sources and writings such as websites, books, and journals that were by the topics and to present and provide a better background insight.

PRICING STRATEGY

Based on Knetter (2004) aforesaid that a competitive valuation strategy helps to outline, promote, and distribute your product, and maintain a relationship along with your customers. Pricing, as a part of the selling combine, is crucial and has continually been one among the foremost troublesome choices in selling attributable to heightened competition, market activities, counter-trade necessities, regional commercialism blocks, emergency of intra-market segments, and volatile exchange rates.

Also, Ac-ac (2009) explained that pricing strategy usually changes as a product passes through its life cycle. And by that, water refilling stations are bringing out strategies to face the challenge of the customer of being price sensitive by setting prices for they can choose from the different plans.

In the same manner, Bourdon (2013) said that competitive markets, the use of certain strategic and effective pricing practices are a crucial factor in determining profitability and sustainability. Water replenishment stations usually set the costs by taking into thought competition, prices, and value sensitivity. In profitable and property businesses, managers have to be

compelled to set expenses; therefore, it covers the value of production, prices of company overheads and provides appropriate profits (Bhasin, 2017).

Also, Kent (2018) stated that competitive valuation is that the method of choosing strategic value points to the best benefit of a product or service based mostly market relative to the competition. It is best to seem at ways; however, you will sustain in business while not being incompetent in valuation.

Lastly, Hawkins (2007) pointed out that the pricing strategy of water refilling station company may employ several pricing strategies to achieve their objective. The appropriateness of a selected rating strategy depends on many circumstances like as the variability of demand, the competitive situation, the characteristics of the customer in the market, and the expeditions or perception of customers towards the product for them to decide to purchase.

However, Schader (2006) argued that the pricing strategy could not work without connection to the other plans in the water refilling station. In the same way, the different approaches in a water refilling station cannot work well without a thought out pricing strategy.

Cost-based pricing. Based on Urdan (2005) cost-based pricing sales level is determined, then the unit and total prices are being calculated, followed by checking the company's profit objectives and at last established the costs. Thus, for the professionals concerned during this method, it is necessary to indicate customers enough value on products and unique services to justify the prices given by the company.

Also, Simon, Bilstein, & Luby (2008) stated that cost-based pricing is the most simple and standard method for setting prices. In the past, it is the most popular pricing strategy because it carries a sense of financial desirableness. It involves adding a profit margin on costs, such as adding a standard percentage contribution margin to the products and services.

In the same manner, Claessens (2015) emphasized that cost-based pricing is the seller's prices are the first thought. Fees set the ground for the worth that the water refilling station business will charge. Therefore, cost-based valuation involves setting costs supported the prices for manufacturing, distributing, and selling the merchandise. Creating profit, a reasonable rate of coming back is another to account for efforts and risks.

Furthermore, Bhasin (2017) accentuated that cost-based pricing is easy to put into effect and requires little information. All of the necessary information is internal to a water refilling station business, and it need not spend too much time or money in gaining market and consumer insights. The flaw of this technique of evaluation is that it does not take under consideration the demand at a selected worth purpose and it additionally assumes that the purchasers are going to be willing to shop for the merchandise within the specific price point.

Moreover, Gartenstein (2018) declared that cost-based rating sets a value between a floor quantity, that is that the least you will be able to charge and still earn a living, associate degreed an extent quantity, that is that the most the market can bear. The ground value offers the advantage of providing a competitive edge, with customers wanting to pay as very little as attainable.

However, you will have to be compelled to sell a lot of product with a lower profit average than you would at a better value to earn an identical profit.

Likewise, Gartenstein (2018) mentioned that cost-based evaluation considers your price relative to it to your competitors. You will like better to supply a lower cost than using different options to draw in cost-conscious customers. Otherwise, you could value more highly to charge a quantity within the same ballpark; thus, your offerings would not appear expensive. Either way, you are watching your costs compared to those of your competitors and making a selection supported what you suspect your customers will settle.

Competition-based pricing. Based on Nagle & Holden (2003) competition-based rating methods are dangerous as a result of the water replenishment station business does not effectively have precise value or profit data from its contender who, in some instances, could also be operating with shallow margins.

Also, Simon, Bilstein, & Luby (2008) said that it is necessary to manage the capability that competitors ought to react to the evaluation strategy defined by the water replenishment station business whereas noting that in competitive markets this may increase the danger of beginning a price battle and decreasing profit margins.

In the same manner, Raju & Zhang (2010) said that competition-based pricing is the price setter into passivity. Owners are, therefore taken by this pricing approach that they lose sight of their pricing responsibilities. To them, pricing involves nothing more than observation competitors' costs and creating some timely changes on their price supported the competition's

value. Perhaps this occurs what managers mean once they say the invisible handsets their prices.

Furthermore, Liozu, Boland, Hinterhuber, & Perelli (2011) conducted a research mapping the pricing processes of the water refilling station businesses which based their prices on competitors, and they found that owners use their knowledge and experiences to define rates, as well as models of costs, contribution margin goals, and well-structured profit goals.

Moreover, Liozu & Hinterhuber (2012) discussed that competition-based pricing uses as essential information the competitors' price levels, as well as behavior expectations, observed in real competitors and potential primary sources to determine adequate pricing levels to be practiced by the water refilling station business.

Also, Grasset (2015) explicit that competition-based valuation consists of setting the worth at the same level as one's competitors. This technique depends on the thought that competitors have already completely worked on their cost. In any market, several corporations sell identical or similar merchandise. However, each business is different and then are its prices. Considering that, the central limit of the competition-based valuation technique is that it fails to account for the variations within the costs of private businesses. As a result, this valuation technique will probably be inefficient and cause reduced profits.

Besides, Claessens (2015) stated that the competition-based rating involves setting costs supported competitors' ways, costs, expenses, and market offerings. In extremely competitive markets, shoppers can base their

judgments of a product's worth on the amounts that competitors charge for a similar outcome.

Lastly, Bhasin (2017) explained that competition-based pricing; costs are set in line with the competition within the business within which you use. Once establishing the acceptable valuation strategy for your company, you have got to require a glance at the merchandise life cycle and outline that stage your product is in. If you're within the development stage competition might not be the issue to concentrate on. However, if your product is part of a mature market, saturated by a comparatively wide variety of competitors and substitutes, then the action of your competitors could be the ones driving your profit.

Customer value-based pricing. Based on Ingenbleek, Debruyne, Frambach, & Verhallen (2003) perceived value-based pricing, together with valuation practices that refer to the utilization of data concerning prices and competitors' costs, are intimately associated with the product's performance, the service and also the company as a whole.

In this sense, Schäder (2006) explained that customer-value-based pricing is product driven, and the price is base on the product's perceived value. The selling business is setting price directed on customers' strengths and weaknesses.

Also, Boehner, Milan, & De Toni, (2009) cited that constant changes in the market, influenced by technological advances and by increasing shift in the customers' expectations, are leading organizations to continually search for new products to continue being profitable and competitive. The innovation

and development of new products are ways of adding value to the products or services while differentiating them from their competitors.

Also, Ingenbleek, Frambach, & Verhallen (2010) stated that a pricing practice in which the managers make decisions based on the perception of benefits from the item being offered to the customer and how these benefits are perceived and weighted by the customers with the price they pay.

Moreover, Dahlstrom (2011) said that customer-value-based pricing is a pricing strategy that uses the consumers' perceived value of a good to establish a price, where it addresses the relative importance of the product to the customer. The firm begins by identifying the desired benefits and relative costs of a product.

Furthermore, Cressman (2012) stated that as a cultural orientation of businesses, value-based pricing is derived from a set of routine philosophies and business strategies that a specific company could use to focus on customer satisfaction and, as a result, increases their profitability. Customer's perception of import may be a lot of current valuation approach, though typically it incites a profound structure modification on the established organizational structure.

Furthermore, Kindle (2013) stated that value-based pricing is additionally a technique of pricing product within which firms initial attempt to verify what quantity the products are a price to their customers. The goal is to avoid setting costs that are either too high for purchasers or not up to they would be willing to pay if they knew what reasonably edges they might get by employing a product.

Also, Payne & Frow (2014) said that it identifies the benefits and costs or sacrifices of products and experiences resulting from the relationship between the customers and the business. The superior value proposal represents an offer for the customer, which increases the value or solves a problem in a better way than those offered by similar competitors.

Lastly, Claessens (2015) customer value-based pricing uses buyers' perceptions of value as the key to pricing. Therefore, the vendor cannot design a product and promoting programmed and later set the worth. Instead, the cost is an integral part of the promoting combine.

SUSTAINABILITY

Based on Doane & MacGillivray (2001) explained that sustainability had been referring to as the capability of a company to last in time, both in terms of profitability and productivity as well as in terms of managing social assets that compose its capitals. The managers or owners must know how best to motivate employees to undertake sustainability initiatives.

Also, Cohen & Winn (2005) found that the entrepreneurship literature on sustainability to be rather thin, and even the changes achieved nowadays are solely progressive. Some literature look for little company and property and entrepreneurship and sustainability resulted in many matches. However, reviewing the abstracts indicates that the majority of them do not address small business and sustainability as a competitive advantage for long-run success.

Moreover, Ledgerwood (2008) describes sustainability as the ability to cover all costs on adjustment basis and indicates the institution's ability to operate without ongoing subsidies like including soft loans and grants or losses to a successful recovery for long-term survival. Some companies look at sustainability in the financial capability of the business for the long run.

Likewise, Gibbs (2009) said that with the growing quality of the property, it is not beautiful that the trend is also growing in quality among entrepreneurs. These company homeowners are leading the direction towards the eminent property. These entrepreneurs are beginning their businesses from the bottom up during a method that produces a direct advantage in their industries.

In the same manner, Gibbs (2009) also added that sustainability entrepreneurs have an alternative approach to doing business that also assists them to create their advantage. In typical observe, the primary strategy of firms is to try to take regardless of it to earn a profit whereas profit is that the essential key to the success of any business, it is not the first concern of the sustainability businessperson. Instead, these business owners concern with environmental health and financial aid. These owners are most likely than ordinary entrepreneurs to concentrate on reducing their companies' carbon footprint and keep their workers happy.

Moreover, Flynn (2009) stated that there are essential contributing factors for the sustainability of businesses to survive for an extended period. One of which is to emphasize the generating large profit margins, a booming growth of sales, and strong customer loyalty for the owner's popularity.

Furthermore, Berns (2009) cited sustainability as a business strategy to assist the business to achieve long-term survival and efficient control over their social and environmental resources. Some businesses look at sustainability in the financial viability of the market for the future period. A company has to realize that business sustainability depends on the skills practiced to work peacefully and successfully.

Moreover, Miller (2010) stated that in recent years, sustainability had become a popular topic as a business leader face hardships with the weak economy in the United States. Sustainability has been growing in popularity over the past several decades.

Furthermore, McKinsey (2011) explained that more corporations are managing the property to boost processes, pursue growth, and add worth to their corporations instead of that specialize in name alone. Several corporations are actively group action property principle into their businesses, and that they do therefore by following goals that go so much on the far side earlier concern permanently business image, for example, motivating employees, all of which help the business obtain value through growth and return on capital.

Also, Laughland & Bansal (2011) stated that there are too several metrics that claim to measure sustainability. Government policies have to be compelled to invent the result and be an additional connection to sustainability. The business should know how best to motivate staff to undertake sustainability initiatives. Sustainability still doesn't work showing neatness into the business case. An organization reduces the issue in

discriminating between the most important opportunities and threats on the horizon.

Lastly, Bonini (2012) believed that sustainability might drive growth on organizations that act in these areas are the likeliest to mention they are more practical than their competitors at managing the other sustainability initiatives. These results recommend that companies could also be higher able to realize a competitive advantage once following growth activities than operational activities.

However, Gray (2010) argued that sustainability is not only a complex and elusive notion but one which is fraught with inherent contradictions. Some of these possible contradictions stem from the tensions between the various dimensions of the property, which can occur once trying to implement all aspects at the same time, in line with an integrated approach.

The discussions, as mentioned above, support the variable of the study, which is pricing strategy and sustainability. The review of related literature shows the ideas gathered from the different writers, commentators, and authors of the issues emphasized in this study. It helps the researchers with a better view of how pricing strategy and sustainability are connected in a way. Expressly, this literature reviews necessarily provide and improves the researchers in the development of the conceptual framework of the study.

Chapter 3

METHOD

This chapter was composed with the discussion; research design, research subject, research instrument, data gathering procedure, and data analysis tools for data interpretation.

Research design

This study employed the descriptive correlation method. According to Lomax (2013), descriptive correlation is a method that determined the relationship among two or more variables, and it sought to investigate to which one or more links exist. The correlation study which the researchers utilized in the investigation whether there is any relationship between pricing strategy and sustainability among selected water refilling stations in Panabo City.

Research subject

This study will be using the convenient sampling method in investigating the research problem, and it will be conducted in Panabo City, particularly among selected water refilling stations within the city. The respondents are 10 owners and 24 employees. Questionnaires are given to the respondents of the selected water refilling stations in Panabo City.

Research instrument

The researchers made questionnaires were used as the data gathering instrument on pricing strategy and sustainability.

Table 1
Distribution of Respondents

Water refilling stations	Number of owners	Number of employees
Water Refilling 1	1	2
Water Refilling 2	1	2
Water Refilling 3	1	2
Water Refilling 4	1	2
Water Refilling 5	1	2
Water Refilling 6	1	2
Water Refilling 7	1	3
Water Refilling 8	1	3
Water Refilling 9	1	6
Water Refilling 10	1	
Total	10	24

The set of questionnaires had two parts. Part I had 15 questions for the independent variable which was the pricing strategy with cost-based pricing, competition-based pricing, and customer value-based pricing. Part II, 10 questions for the dependent variable, which was sustainability. There were 25 items in the questionnaires.

To determine the level of pricing strategy among selected water refilling stations in Panabo City, the following scale was used:

Scale	Descriptive Equivalent	Interpretation
4.21 – 5.00	Very high	This item means that pricing strategy is very satisfactory.
3.41- 4.20	High	This item means that pricing strategy is often satisfactory.
2.61 – 3.40	Moderate	This item means that pricing strategy is moderate.
1.81 – 2.60	Low	This item means that pricing strategy is least satisfactory.
1.00 – 1.80	Very Low	This item means that pricing strategy is not satisfactory.

The following scales will be used in determining the level of sustainability:

Scale	Descriptive Equivalent	Interpretation
4.21 – 5.00	Very high	This item means that sustainability is very satisfactory.
3.41- 4.20	High	This item means that sustainability is often satisfactory.
2.61 – 3.40	Moderate	This item means that sustainability is moderate.
1.81 – 2.60	Low	This item means that sustainability is least satisfactory.
1.00 – 1.80	Very low	This item means that sustainability is not satisfactory.

Data Gathering Procedure

The proponents used the following steps in gathering the data:

Seeking Permission to Conduct Study. The researchers sent a letter and asked for permission from the owner of the selected water refilling stations to conduct the study.

Validation of Questionnaires. Questionnaires constructed by the researchers and validated by the experts. Revisions will be made and the questionnaires will be polished for administration.

Administration of the Questionnaires. Upon the approval to conduct the study, the researchers personally administered the questionnaires to the respondents.

Collection of Responses and Scoring of Data. The data gathered from the respondents will be verified, tallied and subjected to statistical interpretation.

Statistical Treatment of Data

Below are the mathematical tools used by the proponents for this study:

Mean. This was used to determine the level of competitive pricing strategy and sustainability among selected water refilling stations in Panabo City.

Person-r. This tool was used to determine the significant relationship between competitive pricing strategy and sustainability among selected water refilling stations in Panabo City

Chapter 4

PRESENTATION AND ANALYSIS OF FINDINGS

This chapter shows the presentation, analysis, and interpretation of the data gathered by the researchers. The data is based upon the problems stated in the study: the level of pricing strategy among selected water refilling stations in Panabo City in terms of cost-based pricing, competition-based pricing, and customer value-based pricing; the level of sustainability among selected water refilling stations in Panabo City and the significant relationship between pricing strategy and sustainability among selected water refilling stations in Panabo City in terms of planning, monitoring, analyzing.

Level of Pricing Strategy among Selected Water Refilling Stations in Panabo City

The level of pricing strategy is measured in terms of cost-based pricing, competition-based pricing, and customer value-based pricing. The evaluation is based on 15 item questions relating to the pricing strategy among selected water refilling stations in Panabo City.

As presented in Table 2, the level of pricing strategy among selected water refilling stations in Panabo City got an overall mean of 3.74 with the descriptive equivalent of high. It means that the pricing strategy is satisfactory. It indicates that managers observe, understand, and implement strategic management in different ways. Based on Hawkins (2007) pointed out that the pricing strategy of the water refilling station may employ several pricing strategies to achieve their objective. The appropriateness of a specific pricing strategy depends on many circumstances like the variability of demand, the competitive situation, the characteristics of the client within the

Table 2
Level of Pricing Strategy among Selected Water Refilling Stations in Panabo City

Indicators	Mean	Descriptive Equivalent
A. Cost-based pricing		
The management...		
1. treat costs as primary consideration	3.88	High
2. set price as its competitive advantage	3.74	High
3. need not to spend too much time or money in gaining market and consumer insights	3.18	Moderate
4. consider the price relative to their competitors	3.94	High
5. offers lower price to attract cost-conscious customers	3.68	High
Total Mean	3.67	High
B. Competition-based pricing		
The management...		
1. Sets price you believe your customers will accept.	4.06	High
2. Relies on the idea that competitors have already thoroughly worked on their pricing.	3.44	High
3. Set prices based on competitor's strategies, costs, prices, and market offerings.	3.82	High
4. Prices set are according to the competition in the industry.	3.65	High
5. Pricing involves nothing more than monitoring competitor's prices.	2.91	Moderate
Total Mean	3.58	High
C. Customer value-based pricing		
The management...		
1. Based prices on the product's perceived value.	4.09	High
2. Sets price directed on customers' strengths and weaknesses.	3.82	High
3. Addresses the relative value of the product to the customers.	4.06	High
4. Uses buyers' perceptions of value as the key to pricing.	3.85	High
5. Determines how much the products are worth to the customers.	4.09	High
Total Mean	3.98	High
Grand Mean	3.74	High

Legend:

Scale	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low



market, and therefore the expectations or perception of clients towards the product in order for them to decide to purchase.

Shown Table 2, the first indicator is cost-based pricing got an overall mean of 3.67 described as high. It means that pricing strategy among selected water refilling station in Panabo City is satisfactory. It implies that the owner of a water refilling station determines and anticipates the future. According to Gartenstein (2018), cost-based pricing sets a value between a floor quantity, that is that the least you will charge and still earn a living, and a ceiling quantity, that is that the most the market can bear.

Item number 4 got the highest mean of 3.94 described as agreeing in consider the price relative to their competitors. It means that the pricing strategy is satisfactory. It indicates that owners of water refilling stations always foresee the status of the business; while item number 3 got the lowest mean of 3.18 described as moderate. It means that the management is moderate in terms to spend too much time and money in gaining market and consumer insights. The remaining item number 1 with a mean of 3.88 described as high in treatment costs as a primary consideration. Item number 2 with a mean of 3.74 described as high in set price as its competitive advantage. Item number 5 with a mean of 3.62 is also described as high in offers a lower price to attract cost-conscious customers. Items number 1, 2, and 5 implies that the pricing strategy is satisfactory.

The second indicator is competition-based pricing with an overall mean of 3.58 described as high. It means that the pricing strategy is satisfactory. It indicates that owners of water refilling stations monitored very well with their operation. According to Claessens (2015), competition-based pricing includes

setting prices based on competitors' strategies, costs, prices, and market offerings.

Item number 1 got the highest mean of 4.06 described as high in sets price you believe your customers will accept. It means that the pricing strategy is satisfactory. It indicates that the owners of water refilling stations monitor the price movement to ensure that the practiced strategic decisions are appropriate; while number 5 obtained the lowest mean of 2.91 described as moderate in pricing involves nothing more than monitoring competitor's prices. It means that the owners of water refilling stations shall review the objective whether it has been followed through. The remaining item number 3 with a mean of 3.82 described as high in set prices based on competitor's strategies, cost, prices, and market offerings. Item number 4 with a mean of 3.65 described as high in prices set are according to the competition in the industry. Item number 2 with a mean of 3.44 also described as high in relies on the idea that competitors have already thoroughly worked on their pricing. Items number 3, 4, and 2 implies that the pricing strategy is satisfactory.

The last indicator is customer value-based pricing with an overall mean of 3.98 described as high. It means that a water refilling station in terms of pricing strategy is satisfactory. It implies that the owners of water refilling stations analyzed the pricing based on their customers. According to Liozu (2013) using prices based on customer's perception of value is a more modern pricing approach, although sometimes it incites a profound organizational change on the established organizational structure, the current corporate structure or the pre-existing processes and systems.

Moreover, items number 1 and 5 got the highest mean of 4.09 described as high in based prices on the product's perceived value and determines how much the products are worth to the customers. It means that pricing strategy is satisfactory. It indicates that the owners of the water refilling stations analyze business performance to show how and where to improve its performance and the data gathered will help the managers/owners to give information that can benefit the business; while item number 2 obtained the lowest mean of 3.82 described as high in sets price directed on customers' strengths and weaknesses. It implies that the owners of water refilling stations shall review the result of the improvement of their business strategy to make any adjustment on how they strategize the changes. The remaining item number 3 described as high in addresses the relative value of the product to the customers. Item number 4 with a mean of 3.85 described as high in uses buyer's perceptions of importance as the key to pricing. Items number 3 and 4 implies that the pricing strategy is satisfactory.

Level of Sustainability among Selected Water Refilling Stations in Panabo City

Presented in Table 3 is the level of sustainability among selected water refilling stations in Panabo City. That data revealed an overall mean of 4.07 described as high. This implies that sustainability is satisfactory. Stated by Doane & MacGillivray (2001) noted that durability had been said because the capability of a business is for survival, each in terms of gain and productivity also as in terms of managing social assets that compose its capitals.

Table 3**Level of sustainability among Selected Water Refilling Stations in Panabo City**

	Mean	Descriptive Equivalent
1. Depends on the skills practice to work peacefully and successfully.	4.38	Very High
2. Has business strategy that helps assist business to achieve long-term survival.	4.47	Very High
3. Generates large profit margins.	3.76	High
4. Drives growth on the business.	3.96	High
5. Has efficient control over their social and environmental resources.	3.85	High
6. Improves processes, pursue growth, and add value to the company.	4.06	High
7. Obtains value through growth and return on capital.	3.79	High
8. Has ability to cover all costs.	4.03	High
9. Has a strong customer's loyalty.	4.26	Very High
10. Has ability to operate without ongoing subsidy.	4.12	High
TOTAL MEAN	4.07	High

Legend:

Scale	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Moderate
1.81-2.60	Low
1.00-1.80	Very Low

As reflected in table 3, item number 2 got the highest mean of 4.47 described as very high in has a business strategy that helps assist the business to achieve long-term survival. It means that sustainability is very satisfactory. It means that business strategy helps to achieve long-term survival for the owners stays to the said business. And also items number 1 and 9 got the highest mean of 4.38 and 4.26 described as very high in depends on the skills practice to work peacefully and successfully and has a strong customer's loyalty. Items number 1 and 9 implies that sustainability is very satisfactory.

Also, item number 3 got the lowest mean of 3.76 described as high in generates large profit margins. It means that sustainability is satisfactory. It simply shows that business owners did not matter too much for profit margin as long as the business is surviving for a long time. And also Item number 10 with a mean of 4.12 is also described as high in has the ability to operate without ongoing subsidy. Item number 6 with a mean of 4.06 described as high in improves processes, pursue growth, and add value to the company. Item number 8 with a mean of 4.03 described as high in has ability to cover all costs. Item number 4 with a mean of 3.96 described as high in drives growth on the business. Item number 5 with a mean of 3.85 described as high in has efficient control over their social and environmental resources. Lastly, Item number 7 with a mean of 3.79 described as high in obtains value through growth and return on capital. Moreover, Items number 10, 6, 8, 4, 5, and 7 implies that sustainability is satisfactory.

Significant Relationship between Pricing Strategy and Sustainability among Selected Water Refilling Stations in Panabo City

Shown in Table 4 is the significant relationship between pricing strategy and sustainability among selected water refilling stations in Panabo City with an r-value of 0.22; and the P-value of 0.00 which is less than the significant level of 0.05. Thus, the null hypothesis (H_0) is rejected. It means that there is significant relationship between pricing strategy and sustainability among selected water refilling stations in Panabo City. This simply indicates that the practiced of pricing strategy has a relationship on sustainability.

Furthermore, the overall result of the study is supported by the theory of Sammut-Bonnici and Channon (2015) who pointed out that pricing strategy is a key variable in which it determines the revenues achieved, the profits earned and for its survival of sustainability. Pricing strategy includes cost-based pricing, competition-based pricing and customer value-based pricing.

Also, Kenton (2018) stated that it is a method of choosing value points to the best profit of a product or service based mostly market relative to the competition. This rating technique is employed a lot of typically by businesses marketing similar merchandise since services will vary from company to company, whereas the attributes of a product stay identical. In this study, this refers to what particular pricing strategy the owners of water refilling stations are using to survive for an extended period.

Table 4
Significant Relationship between Pricing Strategy and Sustainability
among Selected Water Refilling Stations
in Panabo City

Correlation Coefficient	
	Pricing Strategy
Sustainability	0.22
P-value (0.00) < 0.05	

Chapter 5

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

This chapter presents the summary of findings, conclusions, and recommendations of the study.

Summary of Findings

Based on the result formulated from the data collected, the researchers found out the following:

1. The level of pricing strategy among selected water refilling stations in Panabo City has an overall mean of 3.74 interpreted as satisfactory.

2. The level of sustainability among selected water refilling stations in Panabo City has an overall mean of 4.07 interpreted as satisfactory.

3. The r-value between pricing strategy and sustainability is 0.22 with P-value of 0.00, which is less than 0.05 level of significance. Thus, H_0 is rejected.

Conclusions

Based on the result of the gathered data, the researchers have concluded the following:

1. The level of pricing strategy among selected water refilling stations in Panabo City is high.

2. The level of sustainability among selected water refilling stations in Panabo City is high.

3. There is significant relationship both pricing strategy and sustainability among selected water refilling stations in Panabo City.

Recommendations

Based on the derived conclusions, the following recommendations are formulated:

1. The owners may consider cost-based pricing strategy to spend too much time or money in gaining market and consumer insights and use this as a basis for their projection in order to strengthen the future, for sustainability of the company; the owners should practice not only price monitoring in competitor's pricing but also in making own evaluation on how you come up in changing price in the market, in order to avoid losses and to gain profit; and the owners should set price that the customers can avail the given price, not only in knowing the customer's strengths and weaknesses but also based on the ideas that can reach the maximum satisfaction.
2. The owners should generate large profit margin by giving the customers a package price or promos to attract them in buying the product to avoid losses and for the sustainability of the company.
3. The researchers proposed that future researchers may conduct study to all water refilling stations in Panabo City to justify the real relationship between pricing strategy and sustainability.



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Appendix A

Letter of Permission to Conduct the Study

February 27, 2019

Richard C. Canunayon
Owner
Day meilit aquaventures
Panabo City

Dear Ma'am/Sir:

A present day to you!


The undersigned are the third year students of UM Panabo College in Bachelor of Science in Accounting Technology who are conducting a research study entitled "**Pricing Strategy and Sustainability among selected water refilling stations in Panabo City**". Conducting research is embodied in our program and a requirement before graduation.

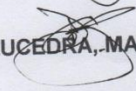
Anent to this, we would like ask permission from your prestigious establishment to allow us to conduct the said study. The result of this study will provide data realization of our undergraduate thesis.

We are looking forward to your approval on this request. Rest assured that all the information that will be gathered will be treated with utmost confidentiality.

Thank you very much.


Respectfully yours,


MONTECILLO, LESLEY D.


LUCEDRA, MARION L.

AÑORA, SALVADOR L. III
Researchers

Noted by:


PROF. APRIL ROSE L. SAM
Adviser

Appendix B-1
Letter of Request for Validation

February 8, 2019

AMELIE L. CHICO, DM, FRIM
Research Coordinator
UM Panabo College
Panabo City


Dear Ma'am:

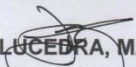
You are one of the chosen expert evaluators of our questionnaire in research
**"PRICING STRATEGY AND SUSTAINABILITY AMONG SELECTED
WATER REFILLING STATIONS IN PANABO CITY."**

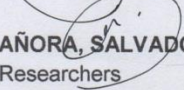
It would be very much appreciated if you can write comments, suggestions
and recommendations that will improve the above mentioned questionnaire. If
you can share your expertise by rating its contents, it would be a great help
also for the undersigned.

Thank you very much for your support and valuable contribution to this letter
request.

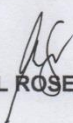
Respectfully yours,


MONTECILLO, LESLEY D.


LUCEBRA, MARION L.


AÑORA, SALVADOR L. III
Researchers

Noted by:


PROF. APRIL ROSE L. SAM
Adviser

Appendix B-2
Letter of Request for Validation

February 8, 2019

MARJORIE LIBRANDO, CPA
Professor
UM Panabo College
Panabo City


Dear Ma'am:

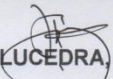
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**"PRICING STRATEGY AND SUSTAINABILITY AMONG SELECTED
WATER REFILLING STATIONS IN PANABO CITY."**

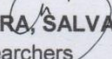
It would be very much appreciated if you can write comments, suggestions
and recommendations that will improve the above mentioned questionnaire. If
you can share your expertise by rating its contents, it would be a great help
also for the undersigned.

Thank you very much for your support and valuable contribution to this letter
request.


Respectfully yours,


MONTECILLO, LESLEY D.


LUCEDRA, MARION L.


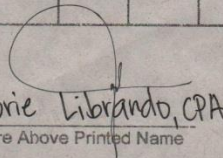

AÑORA, SALVADOR L. III
Researchers

Noted by:


PROF. APRIL ROSE L. SAM
Adviser

Appendix C-2

Validation Sheet

 The University of Mindanao	RESEARCH AND PUBLICATION CENTER [] Main [] Branch _____ QUESTIONNAIRE VALIDATION SHEET																																																
Title of Research: <u>Pricing Strategy and Sustainability among Selected Water Refilling Stations in Zambo City</u> Proponents : <u>Marion L. Lucena, Lesley D. Montecillo, Salvador L. Arana III</u>																																																	
To the Evaluator: Please check the appropriate box for your ratings. Point Equivalent: 5 – Excellent 2 – Fair 4 – Very Good 1 – Poor 3 – Good																																																	
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 5%;"></th> <th style="width: 10%;">5</th> <th style="width: 10%;">4</th> <th style="width: 10%;">3</th> <th style="width: 10%;">2</th> <th style="width: 10%;">1</th> </tr> </thead> <tbody> <tr> <td> 1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner. </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> 2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner. </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> 3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured. </td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td> 4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research. </td> <td></td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> </tr> <tr> <td> 5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed. </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> 6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher. </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td> 7. SCALE AND EVALUATION RATINGS SYSTEM The scale adapted is appropriate for the items. </td> <td style="text-align: center;">✓</td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		5	4	3	2	1	1. CLARITY OF DIRECTION AND ITEMS The vocabulary level, language structure and conceptual level of the questions suit the level of respondents. The test directions and items are written in clear and understandable manner.	✓					2. PRESENTATION/ORGANIZATION OF ITEMS The items are presented and organized in logical manner.	✓					3. SUITABILITY OF ITEMS The items appropriately represent the substance of the research. The questions are designed to determine the conditions, knowledge, perceptions and attitude that are supposed to be measured.		✓				4. ADEQUATENESS OF ITEMS PER CATEGORY The items represent the coverage of the research adequately. The number of questions per area category is representative enough of all the questions needed for the research.		✓				5. ATTAINMENT OF PURPOSE The instrument as a whole fulfills the objectives for which it was constructed.	✓					6. OBJECTIVITY Each item questions require only one specific answer or measures only one behavior and no aspect of the questionnaire suggest bias on the part of the researcher.	✓					7. SCALE AND EVALUATION RATINGS SYSTEM The scale adapted is appropriate for the items.	✓				
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<div style="display: flex; align-items: center; justify-content: center;">  <div style="text-align: left;"> <p><u>Marionie Librando, CPA</u> Signature Above Printed Name</p> </div> </div>																																																	

Appendix D

Survey Questionnaire

PRICING STRATEGY AND SUSTAINABILITY AMONG SELECTED WATER REFILLING STATION IN PANABO CITY

Part I: Profile of the Respondents

Name (optional) _____ Position _____

Name of the business _____ Date _____

Instruction: Below are the questions to measure the pricing strategies of the business. Please put a check mark (/) appropriate to your answer using the given scale.

- 5 - Strongly Agree 4 - Agree 3 - Neither Agree nor Disagree
 2 - Disagree 1 - Strongly Disagree

Part II: PRICING STRATEGY

A. Cost-based pricing	5	4	3	2	1
The management...					
1. Treat costs as primary consideration.					
2. Set price as its competitive advantage.					
3. Need not to spend too much time or money in gaining market and consumer insights.					
4. Consider the price relative to their competitors.					
5. Offers lower price to attract cost-conscious customers.					

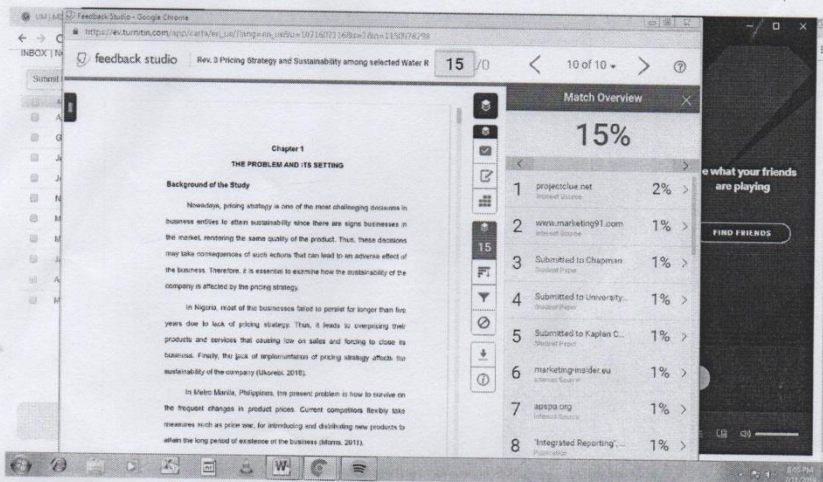
B. Competition-based pricing	5	4	3	2	1
The management...					
1. Sets price you believe your customers will accept.					
2. Relies on the idea that competitors have already thoroughly worked on their pricing.					
3. Set prices based on competitor's strategies, costs, prices, and market offerings.					

4. Prices set are according to the competition in the industry.					
5. Pricing involves nothing more than monitoring competitor's prices.					

C. Customer value-based pricing	5	4	3	2	1
The management...					
1. Based prices on the product's perceived value.					
2. Sets price directed on customers' strengths and weaknesses.					
3. Addresses the relative value of the product to the customers.					
4. Uses buyers' perceptions of value as the key to pricing.					
5. Determines how much the products are worth to the customers.					

Part III

Sustainability	5	4	3	2	1
The management...					
1. Depends on the skills practice to work peacefully and successfully.					
2. Has business strategy that helps assist business to achieve long-term survival.					
3. Generates large profit margins.					
4. Drives growth on the business.					
5. Has efficient control over their social and environmental resources.					
6. Improves processes, pursue growth, and add value to the company.					
7. Obtains value through growth and return on capital.					
8. Has ability to cover all costs.					
9. Has a strong customer's loyalty.					
10. Has ability to operate without ongoing subsidy.					



LUCEDRA AÑORA MONTECILLO

THIRD RUN PASSED 15% (07/11/2019)

CONGRATULATIONS

DR. AMELIE L. CHICO

Research Coordinator – UMPC

Appendix F

Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City


Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the St. Augustine and conducted Survey
(Name of Office/Agency) *(State activity)*

in relation to their thesis/FS entitled "Pricing Strategy and Sustainability among ^{selected water} Refilling stations"
during the period March 07 2019.
(State inclusive dates)

Cecilia Puyat

Name and Signature of Authorized Personnel



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the DCM WATER FOR LESS and conducted SURVEY
(Name of Office/Agency) *(State activity)*

in relation to their thesis/FS entitled "Pricing Strategy and Sustainability among ^{selected water} Refilling stations"
during the period March 11 2019.
(State inclusive dates)

Julius B. BAWATE JR

Name and Signature of Authorized Personnel



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National Federation of Junior Philippines Institutes of Accountants – Member

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JESSA Q, BELOY, CPA, CTT

Professor

UM- Panabo

I hereby certify that all the above information is true and correct to the best of my knowledge and belief.

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REFERENCE

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