

## **Marketing Strategy and Sales Performance of Talipapa Vendors in Kingking, Pantukan, Comval Province**

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### **ABSTRACT**

Marketing strategy is commonly known as 4ps which consist of Product, Price, Place and Promotion as an effective tool or strategy for increasing the sales Performance. Therefore, this study aimed to determine the level of marketing strategy and sales performance of Talipapa Vendors in kingking, Pantukan, Compostela Valley Province; and how marketing strategy significantly influenced sales performance. This is a quantitative non-experimental research design. The respondents of the study were the workers of the stores in Talipapa. The instrument used in this study was an adopted-modified questionnaire consisted of two parts with questions based on the indicators of the study. Results showed that the level of marketing strategy of Talipapa Vendors is much observed. On the other hand, the level of sales performance of Talipapa is very satisfactory. Moreover it was also revealed that marketing strategy significantly influenced the sales performance in talipapa. Place was the domain of Marketing Strategy significantly influence Sales Performance. Based on the findings of the present study the researchers yielded the following recommendation for the betterment of the store, they have to use more social media, innovate more products and offer price discounts and free samples. For the future researchers they may use the same study since there are still other factors which have not yet been found in the study that can significantly influence sales performance.

**Keywords:** BSBA, Marketing Strategy, Sales Performance, Quantitative Correlational

## **1.0 INTRODUCTION**

### **1.1 Background of the Study**

As businesses rise with a belief of opportunities for growth, this would be difficult and pressured for sales organizations to maximize profit and to meet the revenue targets. For these reasons, optimizing sales performance in the economy calls for a more rigorous and data-driven approach to foundational sales processes, including strategic planning, territory allocation, resource planning and compensation programming so that companies will be able to address high sales performance. Performance can be defined as the work acted or the result of the work being performed by someone (Cooper & Kleinschmidt, 2015). However, in the past period of time as trying to centralize competition and fierce negotiations with clients, tactical selling approaches simply don't work. The best way to generate more sales is to give customers value and to build a good rapport with them.

The implementation of marketing strategies has been wed and it is the key concern of individuals such as employees of an organization to be oriented on the importance to firm performance. Despite this fact, implementation of strategies remains a continuous challenge for firms. This may be part of the focus placed on strategic formation rather than strategic

implementation. Further, at the firm level, important opportunity remains individual should understand implementation.

SME's in Kenya shows the significant part of the economy as the source of different economic contributions as the way of enhancing and developing the economy of a particular country through the generation of income, providing new job opportunities, introducing innovations, stimulating competition and engine for employment (Mohamed et al., 2014). According to Otieno (2015) the enterprise sector in Kenya has been set and strategized in attaining vision 2030 as one of the crucial components of the economy status and is central in national strategies for developing economic activity and to reduce unemployment rate and poverty for the development of the economy. However, according to Atamanet al., (2010), the sales performance of small and medium Enterprise in Kenya over the last decade revealed that it has not been excellent. Many marketing strategies have been implemented for the great impact on increasing sales performance of enterprises.

The Philippine retail market is a growing market. Tremendous evolutions of retailing have given way to the hypermarkets, small vendors and giant shopping centers that have a dramatic impact on the retail structure of almost every nation. Adding colors to this growth was stated under Republic Act no. 8762, otherwise known as Retail Trade Liberalization Act which opened the doors for foreign capital in distribution of food, health care, personal care and lately luxury items, critics have described the law as a bane for small entrepreneurs. The government believes that RA No. 8762 is consistent with its liberalization policies, which seek to face local industries to become competitive, stimulate consumer spending and bring down prices of commodities. It regulated the retail business and prevented foreign participation, thus, promoting and strengthening competition among businesses.

In Region XI, Pantukan, is one of the municipalities in Compostela Valley Province and most of the business establishments are new and are based on what are their major source of living. Talipapa also is one of the known eating places in the said place. Lack of professional development and usage of marketing strategies are some of the many challenges that some businesses face. As demand for business in Pantukan continues to grow, and for the development of province must search more for innovative ways to meet up the increasing needs and demands of their employees to have in return commitment to serve constituents and to work hard whatever task to be given lack of management could lead to business failed (Zusman, 2005).

## **1.2 Statement of the Problem**

The purpose of this study was to determine the level of marketing strategies and sales performance of Talipapa vendors in Kingking, Pantukan, Comval Province. Specifically, this study was conducted to seek answers to the following questions:

1. What is the level of marketing strategy of Talipapa vendors in Kingking, Pantukan, Comval Province in terms of:
  - 1.1 product;
  - 1.2 price;
  - 1.3 place; and
  - 1.4 promotion?
2. What is the level of sales performance of Talipapa vendors in Kingking, Pantukan, Comval Province?
3. What is the significant relationship between marketing strategy and sales performance?
4. What domain in marketing strategy that significantly influences the sales performance in Kingking, Pantukan, Comval Province?

### **1.3 Marketing Strategy**

The independent variable of the study is the marketing strategy in terms of product, price, place and promotion (Kotler, 2010). Marketing strategy is the important tool in increasing sales performance and serves as the edge of every company as to competitors; this can help the organization to develop their sales performance (Rotich, 2016). Marketing strategies include all the basic activities such as, short term and long term activities that deal with the analysis on the initial strategic situation to reach the goals and market objectives of the organization or company. Market penetration strategy is also known as concentrated growth strategy since an organization can really uplift and develop the market and they can study or focus on the certain market Ataman (2010).

Product development is the result of changes in customer's preferences of course high competition and the technology. These can be the products in the market such innovative products either goods or services that are being developed or improved in the market. The three internal elements such as technological advantage and experience, marketing savvy and better understanding of the customer or user are the result of Successful product development strategies (Onyango, 2016). Market development strategy is when the product is being favorable and has gained a new customer or client with a new geographic segment and institutional segments O'Leary-Kelly & Flores (2002). The product diversification; which the corporate strategy planning to be with the new market segments. This would be the most uncertain section from the very beginning, the business goes in without any idea and experience in the new market and it is also obscure or doubt if the product will be excellent or successful. Market penetration is the key in market penetration knowing to understand the certain situation of a market however Business Company where it works on convincing current clients to be with the new products that deals with that they are not used to. This is a great place to start because these clients already know and use the company's products and services. Therefore, a relationship that can be expanded has been established earlier.

According to Kotler (2007), price is a cost of a product based on producing, delivering and promoting the product charged. According to Jain (2004), pricing is where the business organization thinks of what it will receive in exchange for product given after factoring in manufacturing costs, market place, competition, market condition and quality of product. According to Kotler (2004), business companies use pricing strategies such as; premium pricing, value pricing, penetration pricing, cost plus pricing, competitive pricing, price skimming, going rate pricing, geographical pricing, segmented pricing, product mix pricing, psychological pricing and discriminatory pricing. Odhiambo (2013) has been investigated on the effect of pricing strategy as a competitive strategy on sales performance of selected pharmaceutical companies. It was established that pricing strategy and decision has a significant effect on sales performance. According to Louter, Ouwerkerk, and Bakker (1991) based on his research it was revealed that there was a positive relationship between pricing strategy and firm performance. Place of distribution is the place of business organizations where the products are distributed and involved in the process of making a product or service available for consumption or use by the consumer or user (Gorchels, West, and Marien, 2004). Distribution channels may also include physical movement, warehousing, ownership of the product, presale transaction and other different types of support activities (Gorchels et al 2004). Distribution refers to the process of making a product or service that is available for use or consumption and to be distributed to the consumer or business user, for using direct means, or using indirect means with intermediaries (Wren, 2007).

Schovich (2012) has conducted a research study on the effect of marketing distribution channel strategies on a business firm's performance among Commercial Banks in Kenya. It uses descriptive survey research design. The Target population of the study was 43 commercial banks operating all over in Kenya. Findings revealed that marketing distribution

strategies increased sales, market share and profits. Promotion strategy is the process of advertising, sales promotion, selling the products relating to the public, giving product ideas and availability and direct marketing in promoting organizational products (Czinkota and Ronkainen, 2004). According to Brassington and Pettitt (2000), promotion is simply a direct way of communicating the company to target customers in dealing with the products or services. Kotler and Armstrong (2008) gives views on promotion as all activities that involve promoting the products or services to target and potential market. According to Kotler (1999), promotional mix includes advertising, promoting sales, and direct selling to the public. Kamba (2010) researched the effectiveness of promotion mix methods on sales in local pharmaceutical manufacturing companies in Kenya. It was revealed that marketing managers must be responsible in taking care of determining what combination of promotion mix will make effective promotion programs hence increase in sales. Aliata, Odondo, Aila, Ojera, Abong, and Odera (2012) based on their research on influence of promotional strategies on banks performance. The result revealed that there was a positive relationship between promotional strategies and bank performance. However, Oyewale (2013) conducted a research study on impacts of marketing strategy on business performance findings revealed that promotion has no positive significant effect on business performance. According to Kotler (2003), sales promotion is a key part in marketing campaigns or force and contains of a diverse collection of incentive tools such as; coupons, rebates, samples and sweepstakes this would be a short term strategy used to stimulate quicker or bigger purchase of particular products or services by end users. According to research done by Alvarez and Casielles, (2005); De Run and Jee, (2008), it was revealed that use of sales promotion strategies will enable retailers and manufactures to attract more customers and encourage them to try their products and services hence achieve their objectives.

#### **1.4 Sales Performance**

Sales performance implies the volume of offers achieved inside a prior period of time contrasted with foreordained sales levels (Rotich, 2016). Achieving more important or interesting sales execution is the most basic and necessary part of sales pioneers as it specifically impacts on their key enactment pointers. Sales performance has been generalized to assimilate both the result and behavioral dimensions (Cavusgil & Zou, 2004). Sales result depends on performing situated sales representatives as attest to their behavioral execution and therefore a positive relationship has been found to exist between occupation alliance segment of responsibility and sales performance. In today's active and changing working organization environment, organizations that matters on lack information to settle on the important deal sales performance decisions, menace being rendered clumsy by the opposition. As business organizations develop more quixotic about open doors for betterment, the heavy or the difficult point is on for deals staff to meet ever-higher revenue or income.

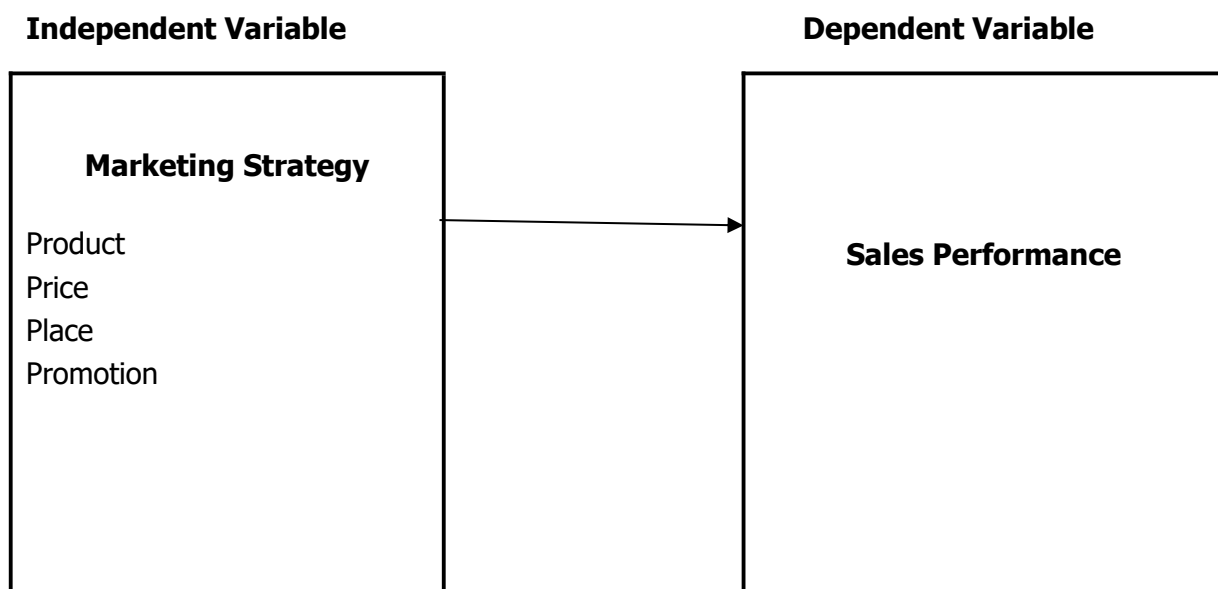
The term sales refers to trade between two parties where the buyer will receive goods (tangible or intangible), services in exchange for monetary (Hutt & Speh, 2013). According to Dean (2015), no matter what industry, every manufacturer / supplier should improve and develop their sales performance minimizes the cost of selling, and ensure their survival. For analyzing company sales performance, managers can make changes so as to make sales going forward effectively (Farris et al., 2010). According to literature, sales performance is a combination of sales effectiveness - the capability of a company's sales professionals to "win" at all stages of the customer's buying process, and the business ultimately earn on the right terms and in the right time frame and sales efficiency - the fast at which each task in the sales process is performed or acted easily and done immediately (Farris et al., 2010; Treace, 2012; Rogers, 2014; Dean, 2015).

### 1.5 Theoretical and Conceptual Framework

This study is anchored on the proposition of Jager (2007) which embodies his view that marketing has been an important and effective tool and strategy for increasing the business sales performance. For marketing strategies, companies look for segmentation of its consumers, provision for successful goods and services for each consumer segment and also employment of right promotional tools and pricing strategies to accomplish the company's objectives. Marketing mix is the strategic tool-box that marketers use in order to create a desired response from a set of predefined consumers. This marketing mix or marketing strategy is commonly known as 4p's. Kotler (2010) consists of product, price, place and promotion. Marketing strategy is the basic goal for developing sales and achieving a sustainable competitive edge (Rotich, 2016).

Figure 1 presents the paradigm of the study. The independent variable is the marketing strategy with the following indicators: product, price, place and promotion. Product refers to anything that can be offered in the market. *Price* refers to the value of the product or services offered. *Place* pertains to where organizations decide where to locate their store. *Promotion* talks about the action undertaken to communicate and promote products or services to the target market.

The dependent variable is the sales performance of the Talipapa vendors in Kingking, Pantukan, Comval. *Sales performance* refers to a combination of sales effectiveness and ability of a business to have a win-win stage.



**Figure 1.** Conceptual Framework of the Study

## **2.0 METHODOLOGY**

This chapter covers the discussions of the research method used in the study, the research design, the research subject, the research instrument, the data gathering procedure and the statistical treatment of the data. Justification of methodology and ethical considerations of the research are discussed. Finally the structure for this research is introduced.

### **2.1 Research Design**

This is a quantitative non-experimental research design utilizing causal effects to evaluate the relationship between variables. This method was used when the objective is to describe the status of the situation as it existed at the time of the study to discover the causes of a particular phenomenon. A casual research design was used also to determine the effect of marketing strategy to sales performance. The variables were not manipulated; they are recognized and were studied as they occur in the natural setting.

This descriptive survey dealt with quantitative data about the said phenomenon. The quantitative aspect was an appropriate schedule for gathering the data designed for the target respondents to answer the questions. The process of gathering the data was based on the use of.

### **2.2 Research Locale**

The study was conducted in the Municipality of Pantukan, Compostela Valley, Philippines. Presented in Figure 2 is the map of Pantukan, Compostela Valley Province where the focus of the study was located.

Pantukan is one of the municipalities of Compostela Valley Province. It is politically subdivided into thirteen (13) barangays. Namely; Bongabong, Bongbong, Fuentes, Kingking, Magnaga, Matiao, Napnapan, Tagdangua, Tambongon, Tibagon, Las Arenas, Araibo, Tagugpo, The town is primarily dependent on mining but agriculture thrives in communities within its boundary. The Province of Pantukan has a larger number of resorts and beaches including mountains. Mining, banana plantation, fishing and coconut production are some of the sources of income of people living in this place. It came from a vast situation where there is a lot of chaos between groups. But the municipality of Pantukan continues to rise as it opens another opportunity to people living in the municipality and business establishments that will help them move forward.

### **2.3 Research Subject**

The respondents of the study were the workers of Talipapa which consist of eleven (11) stores in Pantukan, Compostela Valley Province; namely; the Tesado Barbecue, Abbe Aves Barbecue and Eatery, Fiel Eatery, Dennis Barbecue, KringKring and Goshua Eatery, Sandolan Barbecue and Eatery, Christines Barbecue, Angels LechonManok, Maddets Lechon Manok, Crispy Chicken and Balbacua, Beroy Lechon Manok and Crispy Chicken, DM's Lechon Manok.

### **2.4 Research Instrument**

The researchers used an adopted-modified questionnaire based on Gituma (2017) designed specifically for the purpose of attaining the objectives of the study. The questionnaire consisted of two parts with questions based on the indicators of the study and Likert Scale.

Part one of the instruments consisted of questions to gather data about the marketing strategy in terms of product, price, place and promotion. The second part of the instrument consisted of questions to gather the data about the level of sales performance.

### **3.0 SUMMARY**

#### **Summary on the Level of Marketing**

##### **3.1 Strategy of Talipapa Vendors**

Presented in Table 6 are the mean scores of marketing strategy. Data show that the overall obtained mean 3.48 with a description of agreement. This signifies that the marketing strategy is much observed of Talipapa Vendors in Kingking, Pantukan, Compostela Valley Province.

First in the row is Product which has a mean score of 3.82 with a description of agree. Next is price having a mean score of 3.35 and a description of neutral. It was followed by the place with an average mean of 3.61 for a description agree and finally, the promotion with a description of neutral that corresponds to a mean of 3.15. It means that marketing strategy in terms of product, price, place and promotion of Talipapa Vendors is much observed. On the other hand, promotion is fairly observed.

Nashwan (2015) conducted research on how marketing strategy influences firm performance. Findings revealed that distribution, promotion, pricing, and product standardization and adaptation have an impact on sales, customer and financial performance of firms.

**Table 6.** Summary on the Level of Marketing Strategy of Talipapa Vendors

<b>INDICATORS</b>	<b>MEAN</b>	<b>DESCRIPTION</b>
Product	3.82	Agree
Price	3.35	Agree
Place	3.61	Agree
Promotion	3.15	Neutral
<b>OVERALL MEAN</b>	<b>3.48</b>	<b>Agree</b>

### 3.2 Level of Sales Performance of Talipapa Vendors

Table 7 reflects the mean scores of sales performance. Computations yield a total mean of 3.67 with a description of agreement. This signifies that the level of sales performance of Talipapa Vendors is very satisfactory.

In the Appended Table 7 data indicated that the mean level of different items under sales performance based from highest to lowest are as follows: the item 1got the highest mean of 4.51 and a description strongly agrees which state, *pricing influences sales performance*. Second to this statement is, *our product has influenced customer loyalty* with a mean of 4.18 described as agree. Finally statement *production influences sales performance* got the lowest mean of 2.33 with the description of disagree.

Munyole (2015) carried out research on marketing strategies adopted by veterinary pharmaceutical firms in Kenya to enhance performance and he found out that marketing strategies improve performance.

**Table 7.** Level of Sales Performance of Talipapa Vendors

<b>ITEMS</b>	<b>MEAN</b>	<b>DESCRIPTION</b>
Pricing influences sales performance	4.51	Strongly Agree
Our product has influenced customer loyalty	4.18	Agree
Our place strategy has influenced quick distribution of our products	4.03	Agree
Use of promotion strategy has increased our business performance	4.03	Agree
Our product has influence sales performance	3.74	Agree
Pricing strategy has positive impact on sales volume	3.74	Agree
Place of distribution has great impact on sales performance	3.56	Agree
Use of word of mouth influences sales performance	3.59	Agree
our product design does not affect on sales volume	2.95	Neutral
. Production influences sales performance	2.33	Neutral
<b>OVERALL MEAN</b>	<b>3.67</b>	<b>Agree</b>



**Table 8.** Relationship Between the Level of Marketing Strategy and Sales Performance of Talipapa Vendors in Kingking, Pantukan, Comval Province

<b>VARIABLES</b>	<b>Mean</b>	<b>r-value</b>	<b>Interpretation</b>	<b>P-value <math>\alpha = 0.05</math></b>	<b>Decision on Ho</b>	<b>Conclusion on Relationship</b>
Marketing Strategy	3.48					
Sales Performance	3.67	<b>0.38</b>	<b>Moderate Positive Correlation</b>	<b>0.00</b>	<b>Rejected</b>	<b>Significant</b>
<b>Coefficient of Determination (<math>r^2</math>)</b>					<b>0.1444</b>	

### **3.3 Relationship Between the Level of Marketing Strategy and Sales Performance of Talipapa Vendors in Kingking, Pantukan, Comval Province**

Table 8 presents the significance of the relationship of the domains of marketing on sales performance. The correlation coefficient between marketing strategy in terms of product, price, place, and promotion and sales performance is 0.38 which implies moderate positive relationships; the relationship is significant since the p- value (0.00) is less than 0.05 level of significance, thus, the null hypothesis of no relationship is rejected. Moreover, the computed r- squared is 0.1444 this means that 14.44% of the variation of the sales performance is attributed to the variation of the usage of marketing strategy. The remaining 85.56% are chance variation; these are other factors that can affect sales performance.

Keramati, Ardalan and Ashtiani (2012) investigated the relationship between marketing mix and sales performance in the context of the Iranian Steel private firms. The study revealed that there was a link between marketing mix and sales performance.

### 3.4 Regression Analysis Showing Which Domain of Marketing Strategy Significantly Predicts the Sales Performance

Regression is the determination of statistical relationship between two variables. In simple regression two variables are used. One variable (independent) is the cause of the behavior of another one (dependent). Multiple regression analysis was done to further investigate the relationship between marketing strategy and potential indicators concerning marketing strategy as to product, price, place and promotion. In statistics, this analysis provides a statistical procedure for estimating the relationship of the two variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables.

Table 9 shows the regression analysis on the influence of the marketing strategy on sales performance. One of the domains of marketing strategy namely place can significantly influence sales performance with p- value of 0.02 respectively, hence null hypothesis of no significant influence is rejected. On the other hand, the remaining three domains which are product with p- value of 0.24 and price with a p- value of 0.87 and the promotion with p- value of 0.68 both greater than 0.05, thus the null hypothesis of no significant influence is failed to be rejected.

**Table 9.** Regression Analysis Showing Which Domain of Marketing Strategy Significantly Predicts the Sales Performance of Talipapa Vendors in Kingking, Pantukan, Comval Province

<b>Predictor Domains</b>	<b><u>Coefficient</u></b>	<b>t - stat</b>	<b>P – value</b>
	<b>B</b>		
<b>Intercept</b>	3.21	4.65	0.00*
<b>Product</b>	-0.15	-1.19	0.24
<b>Price</b>	0.03	0.22	0.87
<b>Place</b>	0.29	2.03	0.02*
<b>Promotion</b>	-0.04	-0.41	0.68
<b>r<sup>2</sup> = 0.1444</b> <b>*Significant</b>		<b>f – value = 1.412</b>	

The beta coefficient for place is 0.29 which implies that for every unit increase of the level of place, the level of sales will increase by 0.29. The regression model also reiterates that the domain in place is rejected. This further implies that place

#### **4.0 SUMMARY, CONCLUSION, AND RECOMMENDATION**

This chapter presents a summary of the study as well as conclusions gathered from the analysis of the data. The conclusions and recommendations are based on the objectives of the study.

##### **4.1 Summary of Findings**

On the basis of finding of the study, the following conclusions are drawn.

1. Marketing Strategy in terms of product got a mean score of 3.82 with description of agree, followed by price has a mean score of 3.35 with description of neutral, next to this the place with a mean score of 3.61 with description of agree, finally the promotion got a mean score of 3.15 and description of neutral this signifies that marketing strategy in terms of product and place are much observed of the Talipapa Vendors in Kingking, Pantukan, Comval. On the other hand price and promotion are fairly observed.
2. Sales performance got a mean score of 3.67 with description of agree.
3. Marketing strategy significantly influences sales performance. With P value of 0.00 below the 0.05 level of significance thus the null hypothesis of no significant influence is rejected.
4. Place significantly influences sales performance with P value of 0.02 below 0.05 level of significance thus the null hypothesis of no relationship is rejected.

##### **4.2 Conclusion**

Based on the findings of the study. The following conclusion are drawn:

1. The level of marketing strategy is much observed.
2. The level of sales performance is very satisfactory.
3. There is a significant relationship between marketing strategy and sales performance of Talipapa Vendors.
4. Place significantly influences sales performance of Talipapa Vendors.

##### **4.3 Recommendation**

On the basis of the findings of the present study, the researchers outline the following recommendations to improve the marketing strategy on sales performance of talipapa vendors in kingking, Pantukan, Compostela Valley Province.

1. Talipapa vendors may use any other form of social media to further advertise their products or to be recognized and influence customers to be aware about their product ideas and availability.
2. Talipapa vendors may apply all the marketing strategies' for it will help every organization to develop their sales performance.
3. Talipapa vendors may innovate more products with more quality and benefits to influence sales performance.
4. Talipapa vendors may use more attractive stimuli to get customer's attention because most people want to buy products if they are feeling relaxed in the store.

5. Talipapa vendors should offer free samples and price discounts to their products. However, people tend to buy more products if there is a price discount and free sample and it is also to attract customers to buy repeatedly.
6. The future researchers may use the same study since there are still other factors that have not yet been found in the study that can significantly influence sales performance.

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