



# Palit Ko: Investigating The Marketing Strategies and Sales Performance of The Accountancy, Business, and Management (ABM) Grade 12 Students' Business Simulation

**John Lloyd M. Andrade**

**Maycee C. Garpia**

**Paolo Miguel H. Torrejas**

**Tito B. Cagang, Jr., MAED**

**Annelyn H. Eribal, MPA**

Department of Education/Maasim 2  
District/Colon National High School  
Barangay Colon, Maasim, Sarangani  
Region XII/Philippines

## ABSTRACT

This study examined the relationship between marketing strategies and sales performance of Accountancy, Business, and Management (ABM) Grade 12 students during their business simulation and described the challenges they encountered in the implementation of their marketing strategies to increase their sales performance. Precisely, to attain the objective of this study, the researchers utilized mixed method research, whereby thirty-two (32) respondents and four (4) informants were selected using a purposive sampling technique since they exhibited the same criteria of being the study's respondents and informants. Using the statistical tools, it was found that the majority of respondents are female, and most of them are 18 years old. The marketing strategies practiced by the Grade 12 ABM students in their business simulation revealed a very high level ( $x=4.27$ ). Further, their sales performance exceeds expectations ( $x=3.50$ ). The results of the correlation showed that there is a significant relationship between the level of marketing strategies and the sales performance of the respondents. On the other hand, the challenge they encountered in the implementation of marketing strategies during their business simulation was the lack of efficiency. Specifically, they struggled with the inconspicuous and quite confined place, time management, and stockout. Hence, it is suggested that teachers may provide time management training and tools to ABM students to enhance their skills in managing time effectively, and students may implement better inventory management practices to address the issue of stockout.

**Keywords:** *Marketing Strategies, Product, Price, Place, Promotion, Sales Performance, ABM Students, Business Simulation, Challenges Encountered, Lack of Efficiency, Inconspicuous and Quite Confined Place, Time Management, and Stockout*

## INTRODUCTION

### Background of the Study

Marketing is usually thought of as the way that companies create value for their customers and build strong relationships with them so that they can get value from them in return. A firm's strategy, on the other hand, is how it plans to compete and stay alive in a tough environment. A marketing strategy is a plan that helps an organization use its limited resources to focus on the best ways to make more sales. Sales performance is the sum of all the work that goes into making a product or providing a service. This is why it is measured by the number of items made and services provided in a certain amount of time.

Thus, the role of marketing strategy in an organization is to come up with ways to choose the right customers, build trusting relationships with them, and grow the business. So, for the organization to deal with customers and competitors in the outside world, it needs to train and motivate all of its employees to give customers the right kind of service. A key part of strategic marketing is having accurate and reliable information about customers. With the help of modern technology and the right software, organizations can build a customer information file that is easy to access and designed to help them make decisions (Enrique & Ricardo, 2012).

Therefore, marketers are responsible for generating marketing activity and integrating all marketing programs to create communication and convey value to customers. According to Kotler and Armstrong (2012), marketing strategies refer to the marketing mix which means the combination of tactical marketing tools - product, price, place, and promotion - that a company employs to generate the desired response from its target market. The marketing mix or marketing tools are frequently referred to as the four Ps (The Four Ps of the Marketing Mix).

Moreover, marketing is one of the primary means by which businesses attempt to promote their products or services. The marketing mix consists of five key elements that are utilized in marketing. With the increasing importance of the financial sector, there has been an increase in the demand for efficient marketing management and oversight of a company's financial services. According to Green, Whitten, and Inman (2014), it is essential to emphasize the significance of marketing strategies to an organization's long-term performance. The marketing objectives must be specific, measurable, achievable, pertinent, and timely (SMART).

Also, the advantages of establishing a specific marketing objective are as follows. First, it aims to provide employees with a clear sense of where the business is headed and what is expected of them. Second, it is useful for evaluating the business's success. The third advantage is that it will ensure that all efforts and actions are directed toward achieving the stated goals, and the final advantage is that it will help motivate the staff, both the leaders and their teams, and reward them when the project is completed (Fuerderer, 2013).

Therefore, organizations are required to allocate a significant portion of their budgets to marketing to achieve exponential sales growth. However, it is important to note that poor marketing strategies have prevented the majority of businesses from increasing their sales revenue. Marketing strategies include a marketing mix. A marketing mix is a combination of strategies or variables that can be controlled by managers. It consists of 4Ps that assist managers in formulating strategies and thereby defining the direction their marketing strategy will take to achieve and create a competitive advantage (Rodriguez, Peterson, & Vijaykumar, 2012).

Additionally, in the majority of organizations, marketing strategy has played a crucial role in achieving their objectives. The decision-making process of organizations regarding the selection and implementation of an appropriate marketing strategy enables them to easily adhere to their objectives; however, due to market competition, the majority of organizations fail to meet their objectives, while others pursue alternative strategies. Companies are evaluating their retail services to develop more targeted strategies that will help them achieve their unit and corporate objectives. They are developing coherent strategies for differentiating and adding value to the customer base (Rodriguez, Peterson, & Vijaykumar, 2012).

In the Philippines, particularly in Region XI, Pantukan is one of the municipalities in Compostela Valley Province, where the majority of new businesses are based on the residents' primary source of income. Talipapa is also one of the well-known restaurants in the area. Lack of professional development and utilization of marketing strategies are just two of the numerous obstacles some businesses face. As the demand for business in Pantukan continues to grow, the province must search for more innovative ways to meet the increasing needs

and demands of its employees. In return, these employees must be committed to serving constituents and working hard on whatever task is assigned; otherwise, poor management could result in business failure (Madinga, Dejan, Caballero, & Guevarra, 2021).

According to the findings of Madinga, Dejan, Caballero, and Guevarra's (2021) study, Marketing Strategy and Sales Performance of Talipapa Vendors in Kingking, Pantukan, Comval Province, marketing strategy significantly influenced talipapa sales performance. The place was the domain of marketing strategy, which had a substantial impact on sales performance. Based on the findings of their study, they suggested that the store may increase its use of social media, may increase its product innovation, and may provide price discounts and free samples.

Hence, it would be challenging and put pressure on sales organizations to maximize profit and meet revenue goals as businesses grow in the belief of growth opportunities. For these reasons, optimizing sales performance in the current economic climate necessitates a more rigorous and data-driven approach to fundamental sales processes, such as strategic planning, territory allocation, resource planning, and compensation programming, so that businesses can achieve high sales performance. Performance can be defined as the action taken or the outcome of the action taken by someone (Cooper & Kleinschmidt, 2015).

Consequently, individuals, such as employees of an organization, are primarily concerned with being educated on the significance of firm performance now that marketing strategies have been implemented. Despite this fact, firms continue to struggle with the implementation of strategies. This may contribute to the emphasis on strategy formation as opposed to strategic implementation. Individuals must also comprehend implementation at the enterprise level, which is a significant opportunity (Madinga, Dejan, Caballero, & Guevarra, 2021).

Through the pressing premise about the relationship of implementing marketing strategies on sales performance, the researchers decided to conduct a study, particularly among the Accountancy, Business, and Management (ABM) Grade 12 students who practiced marketing strategies during their business simulation to know if their marketing strategies i.e., product, price, place, and promotion implemented correlated with their sales performance.

Also, to deepen the understanding of this topic, the researchers explored the informants' challenges encountered in the implementation of their marketing strategies to increase their sales performance. In this way, their untold stories on this topic were revealed, adding to the array of studies concerning the relationship between marketing strategies and the sales performance of business organizations. Moreover, since no studies have yet dwelt on the same issue, the geographical, population, empirical, and practical knowledge herein reflected and discussed shall form a repertoire of information.

## OBJECTIVES

This study examined the relationship between marketing strategies and sales performance of Accountancy, Business, and Management (ABM) Grade 12 students during their business simulation and described the informants' challenges encountered in the implementation of their marketing strategies to increase their sales performance.

To attain these goals, these subsequent questions were answered:

1. What is the demographic profile of the respondents in terms of:
  - 1.1 Gender; and
  - 1.2 Age?
2. What is the level of marketing strategies of ABM Grade 12 students in terms of:
  - 2.1 Product;
  - 2.2 Price;
  - 2.3 Place; and
  - 2.4 Promotion?
3. What is the level of sales performance of ABM Grade 12 students?
4. Is there a significant relationship between the marketing strategies and sales performance of ABM Grade 12 students?

5. What are the challenges encountered by the ABM Grade 12 students as informants in the implementation of their marketing strategies to increase their sales performance?

## METHODOLOGY

### Research Design

This study combined both quantitative and qualitative research methods. Specifically, the descriptive design was used in determining the demographic profile of the respondents in terms of gender, and age, in determining the level of marketing strategies of ABM Grade 12 students in terms of product, price, place, and promotion, and in determining their sales performance. According to McCombes (2019), the descriptive type of research is an appropriate choice when the research aims to identify characteristics, frequencies, trends, correlations, and categories.

The correlation method was used to prove if there was a significant relationship between the marketing strategies and sales performance of ABM Grade 12 students. This design enabled the researcher to observe two or more variables at a point in time and is useful for describing a relationship between two or more variables (McCombes, 2019).

On the other hand, the phenomenological design was used to analyze the four (4) selected ABM Grade 12 students as informants who had encountered challenges in the implementation of their marketing strategies to increase their sales performance. These informants underwent Key Informants' Interviews (KII). According to Creswell (2017), qualitative research is a situated activity that locates the observer in the world. They explained that it consists of a set of interpretive, material practices that make the world visible. These practices transform the world. They turn the world into a series of representations, including field notes, interviews, conversations, photographs, recordings, and memos to the self. At this level, qualitative research involves an interpretive, naturalistic approach to the world. This, that qualitative researchers study things in their natural settings, and attempt to make sense of, or interpret, phenomena in terms of the meanings people bring to them.

Creswell (2017) further added that the objective of the qualitative approach is to collate all the experiences of the individuals and make a generalization of all the data gathered from them. Thus, this qualitative study points out a phenomenon. As the researchers, they made a unified explanation to the people on the importance of their various experiences.

On the other hand, phenomenology according to Creswell (2017) describes the meaning for several individuals of their lived experiences of a concept or a phenomenon. Phenomenologists focus on describing what all participants have in common as they experience a phenomenon. Moustakas (2016) further described it as a description that consists of what they experienced, and how they experienced it.

### Research Respondents

This study utilized the purposive sampling technique. The researchers purposively included all the 32 respondents who met the criteria i.e., must be currently enrolled as ABM Grade 12 students in Colon National High School, and must have participated in the business simulation. According to (2018), purposive sampling is a non-probability sample that is selected based on the characteristics of a population and the objective of the study. Purposive sampling is also known as judgmental, selective, or subjective sampling. This type of sampling can be very useful in situations when you need to reach a targeted sample quickly, and where sampling for proportionality is not the main concern.

### Research Informants

This study involved four (4) ABM Grade 12 students of Colon National High School. These informants were the ones who gave their full support through their approved consent.



**SII-1** is female, seventeen (17) years old, and currently a Grade 12 student at Colon National High School. She is the financial manager of Relax N' Snaxx, one of the business organizations in ABM Business Simulation. When she shared her experience regarding the challenges she encountered in the implementation of marketing strategies, she told the researchers that it was challenging on their part to think of attainable and unique marketing strategies since most of their competitors would cope with their tactics. Hence, they strengthened their promotion strategy through social media. They maximize the use of these platforms to increase their sales performance. Apart from that, they made sure that the prices of their products were cheaper compared to other competitors without losing their quality.

**SII-2** is male, seventeen (17) years old, and the sales manager of Dulcet Delight, a business organization in ABM Grade 12 business simulation. In the excerpts of his interview, he revealed that the challenges he encountered in the implementation of marketing strategies were the customers' behavior and their budget. Sometimes, they had to make some adjustments to their product price to cope with the needs of their customer because they observed that customers' purchasing behavior matters in increasing their sales; hence, adjusting their product price and improving their promotion strategies was seen as a must. Furthermore, the packaging of their product also matters, but not to the extent of improvement since it would jeopardize their budget. Thus, they settled for packaging that was cheaper but aesthetically presentable.

**SII-3** is female, seventeen (17) years old, and the cook of Chew'Gnaw. In her interview, she disclosed that the price of their product and the place are ones they were mostly being challenged with because their customers always looked for a product that is cheaper since they are students and their daily allowance would suffice for cheaper products only; hence, it posed a challenge in their group to impose prices that met their customers' financial capacity. Also, the place of their business was a struggle for them because they were situated in a quadrangle where it required the customer to traverse quite a long distance especially if their room is near the school gate. What they did to cope with the place was to cater orders online, and send the orders to their customers so that they would no longer walk for a couple of minutes.

**SII-4** is male, seventeen (17) years old, and the cook of Wajabat Khafifa, one of the business organizations in the business simulation. The snippets of his interview revealed that they had trouble putting their marketing plans into action because of how customers act and how much money they have. They sometimes had to change the price of their products to meet the needs of their customers. They did this because they saw that customers' buying habits affected their sales, so they had to change the prices of their products and improve their marketing strategies. Also, the way their product is packaged is important, but they cannot improve it too much because it would affect their budget. So, they chose packaging that was cheaper but still aesthetically appealing.

### Selection Process

In this study, the informants were selected through the purposive sampling technique. Using this kind of sampling technique, they were chosen because of their similar characteristics. The informants that the researchers selected were those who were enrolled as ABM Grade 12 students, and who participated in the business simulation. The selection of the sample was based on their knowledge of this certain phenomenon to be able to meet the purpose of the study (Babbie, 2011).

Furthermore, the researchers utilized purposeful criterion sampling to allow for modification to their study during data collection. It also provided information-rich informants (Gall, Gall, & Borg, 2013). Purposive sampling gave them a chance to have a wider understanding of the informants' experiences. The researchers did personal visits with the study informants to elicit the required information. Each informant was informed of the nature of the study as well as the manner of its conduct.

Additionally, sampling was done according to the criteria of being study informants. The chosen informants were those who were enrolled as ABM Grade 12 students, and who participated in the business simulation. Therefore, any ABM Grade 12 students who consented to participate in the study qualified as research informants. After the invitations were sent and when these 4 informants expressed their intention to participate, the researchers readily conducted the Key Informants Interviews (KII) with each informant to validate the whole research and its findings. This is based on the recommendation of Creswell (2013) for phenomenological studies though (Patton, 2011) argues that there are no specific rules when determining the

appropriate sample size in qualitative research. The qualitative sample size may best be determined by the time allotted, resources available, and study objectives.

### Research Locale

Colon National High School is where the researchers, informants, and subjects were currently enrolled as senior high school students. Since its foundation, this institution has never failed to produce quality products through implementing quality education, and has achieved great milestones in academic affairs manifested through different curricular and co-curricular activities won and successfully participated in by the school. Presently, the school obtained level 3 in its School-Based Management System, Division Level, and has opened its new Science, Technology, and Engineering Curriculum apart from the Special Program in the Art Curriculum.

Also, the school has been consistently supporting the academic affairs of the Accountancy, Business, and Management (ABM) strand, especially in their recent trade fair opening as the business simulation of ABM Grade 12 students instead of the work immersion they are supposed to carry out but because of the pandemic, the guidelines of temporary non-deployment of students outside the school premises for work immersion is still in effect. Currently, the ABM Grade 12 students are still completing their business simulation until the end of April 2023.

### Pilot Test

Apart from the validation of the experts, a pilot test was carried out before an actual survey was conducted. The purpose of the pilot test was to test the reliability of each attribute, detect weaknesses, and discover any errors that occurred in the questionnaire. Besides, it was also important to make sure that all the wordings and phrases were clear and could be easily understood by respondents without the aid of researchers. The pilot test was done with the selected ABM Grade 12 students who participated in the business simulation. The researchers carried out a pilot test where 10 sets of survey questionnaires were given to the respondents. The respondents' feedback about the said questionnaire was collected for improvement purposes. Table 1 below shows the results of the pilot test.

**Table 1. Pilot Test Results**

Constructs	Cronbach's Alpha Result	Number of Items
Level of Marketing Strategies		
Product Strategy	0.85	5
Price Strategy	0.87	5
Place Strategy	0.83	5
Promotion Strategy	0.85	5
Sales Performance	0.86	5

After the pilot test, the table above validates the outcomes of Cronbach's Alpha Coefficient. As it indicates, the score of every construct is over 0.70. Among the constructs, Price Strategy has the highest results of Cronbach's Alpha which is 0.87 or  $\alpha = 0.87$ , followed by Sales Performance with the result of Cronbach's Alpha which is 0.86 or  $\alpha = 0.86$ . Then, Product Strategy and Promotion Strategy with the same results of Cronbach's Alpha which is 0.85 or  $\alpha = 0.85$ . Last, the Place Strategy with Cronbach's Alpha of 0.83 or  $\alpha = 0.83$ .

Exactly, considering that Cronbach's Alpha results exceeded 0.70, and it is very close to 1, it implies that the questionnaire got the highest reliability results. The reliability analysis was carried out on the constructs of Product Strategy, Price Strategy, Place Strategy, Promotion Strategy, and Sales Performance scales comprising 5 items in each of the constructs. Furthermore, Cronbach's Alpha shows that the questionnaire has reached acceptable reliability by having greater than 0.70 results thereby giving the implication that there is a high internal consistency of the questions in each of the constructs. Hence, all the items appeared to be worthy of retention, resulting in a decrease in the alpha if deleted; therefore, no removal of any item was done.

Researcher made questionnaire was the main instrument used in this study. It is commonly used in quantitative research because it is standardized, highly structured, and compatible with the approach. A questionnaire often solicits respondents' opinions about a particular topic or issue (Ben-Shlomo, Brookes, and Hickman, 2019). For this study, the close-ended questions included all possible answers or prewritten response categories. Respondents were asked to choose their answers among the options. This type of question was used to generate statistics in quantitative research. Also, because these followed a set format, most responses could be entered easily into a computer for easy analysis (Dawson, 2016).

Hence, this study used a researcher-made Survey Questionnaire. The questionnaire consisted of three (3) main parts. The first part of the survey questionnaire is about the Demographic Profile of the Respondents. The second part is about the Level of Marketing Strategies, and the third part is about Sales Performance as perceived by the respondents. These parts of the questionnaire were presented in English. In the interpretation of the responses, a five-point scale with a mean range was utilized as shown in Tables 2 and 3.

**Table 2. Interpretation of the Level of Marketing Strategies**

MEAN RANGE	LEVEL OF MARKETING STRATEGIES
4.21 - 5.00 (5)	Very High Level
3.41 - 4.20 (4)	High Level
2.61 - 3.40 (3)	Moderate Level
1.81 - 2.60 (2)	Low Level
1.00 - 1.80 (1)	Very Low Level

**Table 3. Interpretation of the Sales Performance**

MEAN RANGE	DAILY SALES PROFIT	SALES PERFORMANCE
4.21 - 5.00 (5)	Php. 4,101 – Php. 5,000	Outstanding
3.41 - 4.20 (4)	Php. 3,201 – Php. 4,100	Exceeds Expectations
2.61 - 3.40 (3)	Php. 2,301 – Php. 3,200	Meets Expectation
1.81 - 2.60 (2)	Php. 1,401 – Php. 2,300	Needs Improvement
1.00 - 1.80 (1)	Php. 500 – Php. 1,400	Unacceptable

At the same time, in the qualitative method, the researchers used an interview guide which was validated by the teacher-validators. The questions were open-ended to allow the informants to give further descriptions and explanations about their responses.

### Data Gathering Procedures

Before gathering the data, the researchers asked permission from the school principal to conduct the study inside the school premises. When she approved, the researchers sent the same content of the letter to the head of the ABM strand and the class adviser of the ABM Grade 12 section. By the time they allowed, the researchers distributed personally the questionnaire to the respondents and retrieved them afterward for interpretation.

Simultaneously after doing such, the researchers utilized Key Informants' Interviews (KII) as the primary method in the qualitative data collection. Hence, semi-structured interviews were used to answer the only qualitative research problem of the study. An interview was used since one of the study's questions is in qualitative form. Open-ended types of questions were constructed for the informants to answer the questions in detail and fully describe their experiences. Since the majority of the target population understands English, the questionnaire was created in English but still with Bisaya translations for a more conversational approach and for the informants to understand the questions and freely express their thoughts. Complex and redundant questions, as well as unnecessary personal information, were avoided. To encourage a high response rate from the study informants, the interview guide questions were accompanied by a cover letter that explained the purpose of the study, the way to respond, the goal of the research, and the security of the information.

Moreover, the semi-structured interviews that the researchers used gave them a chance to probe for more information as the interviews unfolded thereby supplementing those that the researchers may have omitted in the

planned questions. The oral interview allowed the informants to speak in vernacular and so it made the phenomenon of the challenges encountered in the implementation of marketing strategies clear on the researchers' part as advised by Gall, Gall, and Borg (2014). In this way, the informants were able to express their ideas/views and attitudes for the benefit of the researchers (Berger, 2011). In this form of data collection, the researchers also recorded the conversation for analysis with the approval of the interviewees. In the recording, a tape recorder was used.

Finally, the Key Informants' Interviews (KII) were held in the work setting of the ABM Grade 12 students which was also their preferred place which was inside their room. The researchers asked the informants about their preferred schedule of the interview and met them at this time of the day to avoid any distractions.

### Statistical Tools for Treatment of Data

The following statistical tools were utilized in determining the reliability of every construct in the survey questionnaire and in providing answers to the sub-problems of the study.

In determining the reliability of the questions constructed, Cronbach's Alpha was used.

In determining the demographic profile of the respondents, Frequency and Percentage Count were used.

In determining the level of marketing strategies and sales performance, Weighted Mean was used.

In determining if there was a significant relationship between the marketing strategies and sales performance of ABM Grade 12 students, the Pearson Product Moment Correlation Coefficient was used.

All tests were done at the 0.05 level of significance.

### Data Analysis

Thematic analysis was the method the researchers used in analyzing qualitative data that involved reading through a set of data and looking for patterns in the meaning of the data to find common themes – topics, ideas, and patterns of meaning that came up repeatedly. It is an active process of reflexivity in which the subjective experience is at the center of making sense of the data (Creswell, 2013; Gall, Gall, & Borg, 2014; Maxwell, 2015). There are various approaches to conducting thematic analysis, but in this research, the researchers used the most common form that follows a six-step process: familiarization, coding, generating themes, reviewing themes, defining and naming themes, and writing up by Braun and Clarke (2006). Following this process helped the researchers avoid confirmation bias when formulating their analysis.

The first step was familiarization. The researchers did this by getting to know the data. It was very important to get a thorough overview of all the data they collected before they started analyzing individual items. This involved transcribing audio, reading through the text and taking initial notes, and generally looking through the data to get familiar with it. The second was coding. The researchers needed to code the data. Coding means highlighting sections of the text – usually phrases or sentences – and coming up with shorthand labels or “codes” to describe the content of their informants' significant statements. In their extracts, the researchers highlighted various phrases in different colors corresponding to different codes. Each code described the idea or feeling expressed in the part of the text.

At this stage, the researchers wanted to be thorough. They went through the transcript of every interview and highlighted everything that jumped out as relevant or potentially interesting. As well as highlighting all the phrases and sentences that matched these codes, they could keep adding new codes as they went through the text. After the researchers had been through the text, they collated together all the data into groups identified by code. These codes allowed them to gain a condensed overview of the main points and common meanings that recurred throughout the data (Creswell, 2013).

The third stage was generating themes. The researchers looked over the codes they created, identified patterns among them, and started coming up with themes. Themes were generally broader than codes. At this stage, they decided that some of their codes were too vague or not relevant enough because they did not appear very often in the data, so the researchers discarded them. Other codes became themes in their own right. Also, the researchers wanted to create potential themes that tell something helpful about the data for their study's purposes. The fourth stage was reviewing the theme. In this stage, the researchers made sure that their themes were useful and accurate representations of the data. Here, they returned to the data set and compared their themes against it. When they encountered problems with their themes, they split them up, combined them, discarded them, or created new ones: whatever made them more useful and accurate.



The fifth stage was defining and naming themes. Since the researchers already had a final list of themes, they named and defined each of them. In defining themes, they involved formulating exactly what they meant by each theme and figuring out how it helped them understand the data. On the other hand, naming major themes involved coming up with succinct and easily understandable names for the themes by categorizing them using the table. Further, opposite the major themes in the table were the core ideas from the responses of the informants, and the frequency of their responses or the commonalities of responses from the informants. For 50% more responses, it was classified as a General Theme, 25% to 50% of responses were classified as Typical, and less than 25% of responses were classified as Variant Theme. This characterization found support in the study of Hill, Thomson, and Williams (2011) which suggested that “general” results apply to all cases, “typical” results apply to at least half of the cases, and “variant” results apply to at least two or three, but fewer than half, of the cases (Hill, Thomson, & Williams, 2011).

Finally, the sixth stage was writing up the researchers’ analysis of the data. In this stage, the results or findings section addressed each theme in turn. The researchers described how often the themes came up and what they meant, including examples from the data as evidence. Finally, the researchers’ conclusion explained the main takeaways and showed how the analysis answered their research question (Leech, 2012).

### **Trustworthiness**

The researchers first invited informants, in this case, the ABM Grade 12 students who encountered challenges in the implementation of their marketing strategies to increase their sales performance during their business simulation and make them reflect on situations related to the topic before asking them to describe in detail a specific instance within one of these categories. This made sure that, as Polkinghome (2015) suggests, views and concepts are well-grounded and well-supported throughout the thesis. The researchers’ strategy for ensuring this study’s credibility was to carefully monitor rigor during the data collection, particularly during the interviews. Everything was based on factual information that was gathered from the informants themselves.

Further, the researchers did this specifically by tape-recording the interviews and adding process notes that they took while they were conducting the interviews. The process of circular and iterative data analysis involved listening to the tapes and replaying them, reading the transcripts and replaying them, and writing and replaying the descriptive data until saturation or redundancy was reached. The researchers intended to validate the final findings by discussing them with the study’s informants. This is corroborated by Sandelowski (2016), who claimed that a study’s credibility is determined by two factors: the readership’s consensus and the clear presentation of all pertinent descriptive information. According to Lincoln and Guba (2014), internal validity in quantitative research is equivalent to credibility in qualitative research.

Additionally, credibility was demonstrated by the informants’ and discipline-specific experts’ acceptance of the findings’ veracity. The informants’ acceptance of the phenomenon as it was described in their experiences—rather than their full story—serves as the basis for validating the final findings. Anyone who has lived experiences and reads the description would recognize it as if it were their telling of the story once the essence of the reality of the phenomenon has been captured.

In the meantime, the researchers demonstrated throughout the procedure the accurate recording of information that was confirmed by ongoing consultation with committee members to achieve confirmability. In addition, the validity and accuracy of the first three criteria—credibility, audibility, and appropriateness—were attested to by a professional research reviewer. In the order of the research process from the beginning to the end, confirmability established the accuracy of the data information and the soundness of judgments (Isaac & Michaels, 2015).

Since these perceptions were solely based on the personal experiences of the informants in the mentioned locality, the researchers did not assert that the transferability of this research’s findings may be generalized. However, the researchers concurred with Rubin and Babbie (2011) when they stated that transferability is also addressed when credibility, confirmability, and dependability are ensured in a qualitative investigation.

Moreover, the researchers confirmed the dependability of the data through collection carried out in different settings and time frames spread over a period that offered the same results. This was found in offering information through the lenses of more than one informant from the same situation and verifying perceptions offered by the individual through member checking (Cohen, Kahn, & Steeves, 2011; Hardcastle, Ray, Beale, & Hagger, 2014). The aim was to uphold neutrality during close conversations and interactions to provide the

informants with the main voice and the right to free expression of thoughts, preserving the originality of the data (Denzin & Lincoln, 2012; Wengraf, 2011).

Additionally, the researchers ensured the validity, reliability, and consistency of the exploration by the triangulation in the data gathering sources while informants had the option to examine their descriptions of their challenges encountered in the implementation of marketing strategies to increase their sales performance during their business simulation as also suggested by Arthur and Nazroo (2013), Lewis (2013), Snape and Spencer (2013), and Wengraf (2011). Qualitative researchers cooperate with the informants of their study to present reliable information, in that it is accurate and comprehensive of their data (Boudah, 2011).

Likewise, debriefing with the researchers' thesis adviser, selected panelists who are language teachers, and experts in qualitative research at Colon National High School in categorizing emergent themes and categories was sought during a session conducted solely for that purpose. The results of the debriefing smoothened out some rough edges and enhanced the terminologies used for the themes and categories. In as much as most of the interview informants gave more or less the same information, the researchers felt that theme saturation, as Woodson, Bennet, Harvey, and Wise (2015) referred to it, would have been reached. Finally, the triangulation was accomplished by the fact that the study had more than two sources (Creswell & Miller, 2015) namely: the readings from related literature, and the responses of the informants during the Key Informants' Interviews (KII).

### **Ethical Considerations**

To foster ethics in this study, the researchers ensured that all ethical considerations were followed as mandated by the Colon National High School Council of Ethics because it helped to avoid engaging in practices that may implicitly abuse or exploit those with whom the researchers sought to do research. Ethical guidelines were put into place for the research period. Careful steps were taken to respect the confidentiality and privacy of the informants.

### **Informed Consent**

Fontana and Frey (2011) emphasized the need for extreme caution in ensuring that each informant had given their informed consent. The purpose and scope of this research were communicated in writing to each informant in this study. Additionally, the researchers persuaded the informants that any expression, perception, or emotion was valuable as long as it was true, in line with Gadamer's (1976) theory. The information was verified through in-depth discussions and casual interactions with various staff members. According to Gadamer (1976), honesty about true inner feelings was stimulated through their language by trust, openness, confidentiality, and anonymity. As specified in the information letter and letter of consent, Mp4 recordings of the interviews, reflective field notes, verbatim transcripts, observation protocol, and other documentation were made available for investigation. The aforementioned was made available to support the documentation process, according to McMillan and Schumacher (2011), to avoid missing any important information.

### **Data Privacy**

Procedures set forth by the Institutional Review Board (IRB) were adhered to because this study involved human subjects. Hence, the researchers implemented the Data Privacy Act of 2012's rules and regulations responsibly by informing the informants that the data and information they shared would be anonymous and protected by the code of confidentiality outlined in the consent letters (Christians, 2011; Jones, 2011). The researchers frequently emphasized the opportunity for the informants to generate important new data while reassuring them not to be afraid to share information exactly as they had experienced it. Before any data were reported, they were given the chance to review interview responses for accuracy using pseudonyms in place of real names.

### **Voluntary Participation**

It is important to assure the informants that their participation in this research was voluntary and that they would be free to discontinue participation at any time. Further, the informants were informed that their refusal to participate or decide to withdraw would not result in any penalties or loss of benefits to which they were otherwise entitled.

## Gender Sensitivity

To ensure that this study is gender-sensitive, it acknowledged and respected both the perspectives/views of male and female informants regarding the issue at hand. It was emphasized to them that regardless of their gender, their responses were treated equally as it was of similar importance in understanding the depth of their challenges encountered in the implementation of marketing strategies to increase their sales performance during their business simulation. Further, the researchers chose a more inclusive language when they did the KII with the informants by using gender-neutral language.

## Cultural Sensitivity

Cultural sensitivity is an important issue in conducting research with people from different cultures; hence, in this study, the researchers exhibited cultural sensitivity by valuing the key values of the social groups by avoiding racist questions when they conducted the KII with the informants. The researchers also made sure that the language used in this research was non-discriminatory to any culture of the informants involved.

## RESULTS AND DISCUSSION

**Objective One:** Demographic profile of the respondents. The demographic profile of the respondents was determined using Frequency and Percentage and the results are presented in Table 4.

**Table 4: Socio-demographic Profile of the Respondents (n=32)**

VARIABLES		Frequency	Percentage
Gender	Male	12	37.50%
	Female	20	62.50%
	<b>Total</b>	<b>32</b>	<b>100%</b>
Age	17	9	28.13%
	18	23	71.88%
	<b>Total</b>	<b>32</b>	<b>100%</b>

Table 4 shows the results of the demographic profile of the respondents. It can be understood that the majority of respondents are *female* as shown by the frequency of **20 (62.50%)**, and most of them are **18 years old** as evidenced by the frequency of **23 (71.88%)**.

## Implications

The results imply that since most of the respondents were female, it may mean that female teen entrepreneurs may bring different perspectives and insights to marketing strategies due to their unique life experiences and perspectives. This diversity can lead to creative and innovative marketing approaches that resonate with a broader audience. Also, some studies suggest that women tend to be more empathetic and customer-centric in their approach to business. This can lead to a deeper understanding of customer needs and preferences, which is crucial in effective marketing.

Additionally, female entrepreneurs may excel in collaboration and teamwork, which can be valuable in marketing. Effective marketing often involves working with diverse teams and stakeholders to develop and implement strategies successfully. Similarly, effective marketing requires strong communication skills, and some female teen entrepreneurs may naturally excel in this area. They may be adept at crafting compelling marketing messages and engaging with customers and stakeholders effectively.

On the other hand, the fact that the majority of the respondents are **18 years old**, means that effective marketing strategies increase the visibility of a teen entrepreneur's brand among their target audience. This can be achieved through online and offline advertising, social media presence, and other promotional efforts. Increased visibility leads to greater awareness of the product or service, which can translate into higher sales.

Furthermore, marketing strategies allow young entrepreneurs to focus their efforts on a specific target demographic. By understanding their audience's needs, preferences, and behaviors, teen entrepreneurs can tailor

their marketing messages and campaigns to resonate with potential customers. This targeted approach increases the likelihood of sales success.

**Objective Two:** Level of Marketing Strategies practiced by the Grade 12 ABM students in their business simulation in terms of product, price, place, and promotion was determined using Weighted Mean, presented in Tables 5, 6, 7, 8.

**Table 5. Level of Marketing Strategies in Terms of Product (n=32)**

Indicators	Mean Range	Description
Packaging is used to attract attention.	3.97	High Level
Packaging influences consumer-perceived product quality.	4.34	Very High Level
Product appearance, smell, and flavor affect sales volume.	4.59	Very High Level
Package designs increase product visibility and recognition.	4.22	High Level
Product quality has a positive impact on sales performance.	4.53	Very High Level
<b>Mean</b>	<b>4.33</b>	<b>Very High Level</b>

*Legend: (4.21-5.00) Very High Level (3.41-4.20) High (2.61-3.40) Moderate Level (1.81-2.60) Low Level (1.00-1.80) Very Low Level*

Presented in Table 5 is the level of marketing strategies practiced by the respondents in terms of product. The results revealed that they have a **very high level** of marketing strategies in terms of product as supported by the mean of 4.33 ( $x=4.33$ ). This means that the packaging is used to attract attention ( $x=3.97$ ); packaging influences consumer-perceived product quality ( $x=4.34$ ); product appearance, smell, and flavor affect sales volume ( $x=4.59$ ); package designs increase product visibility and recognition ( $x=4.22$ ), and product quality has a positive impact on sales performance ( $x=4.53$ ).

In sum, the respondents have a very high level of marketing strategies in terms of product.

### Implications

The results, indicating a very high level of marketing strategies in terms of the product have several implications for businesses and marketers. First, Focus on Product Quality: The high mean score for "product quality has a positive impact on sales performance ( $x=4.53$ )" underscores the importance of maintaining and improving the quality of products. Businesses should prioritize quality control and ensure that their products consistently meet or exceed customer expectations.

Second, Invest in Packaging: The results suggest that packaging plays a significant role in attracting attention, influencing perceived product quality, and increasing visibility and recognition. This implies that businesses should invest in eye-catching and informative packaging designs that align with their brand and product positioning. Third, Leverage Sensory Appeal: The finding that "product appearance, smell, and flavor affect sales volume ( $x=4.59$ )" highlights the importance of sensory appeal. Marketers should consider how these sensory elements can be optimized to create a positive and memorable customer experience.

Fourth, Brand Recognition: Given the positive response to package designs increasing product visibility and recognition ( $x=4.22$ ), businesses should ensure that their branding is consistent and recognizable across all marketing materials and touchpoints. Fifth, Consumer Perception: Recognizing that packaging influences consumer-perceived product quality ( $x=4.34$ ), businesses should pay close attention to how their products are presented. Honest and transparent packaging can help build trust and positive perceptions among consumers.

Sixth, Competitive Advantage: A very high level of marketing strategies in product-related aspects can provide a competitive advantage. Focusing on product quality, packaging, and sensory appeal can help businesses stand out in a crowded marketplace. With a strong product marketing strategy in place, businesses may consider expanding into new markets or demographics. The positive impact of product-related strategies can potentially translate into successful market penetration and increased sales.



Seventh, Customer Satisfaction: Consistently delivering high-quality products and packaging can lead to increased customer satisfaction and loyalty. Satisfied customers are more likely to become repeat buyers and brand advocates. While the results indicate a high level of product-related marketing strategies, it is essential to continue monitoring and improving these strategies. Consumer preferences and market dynamics can change, so staying adaptable and open to improvements is crucial for long-term success. Successful product-related marketing strategies should be integrated into the overall marketing plan. This includes aligning product messaging with other marketing efforts, such as advertising, social media, and promotions, to create a cohesive brand image.

In summary, the high level of marketing strategies related to product quality and packaging has several implications for businesses, including the need to prioritize quality, invest in packaging design, leverage sensory appeal, and maintain a strong brand presence. These strategies can contribute to improved sales performance and competitive advantage in the market.

Kotler and Armstrong (2013) said that a product is anything that can be offered to a market for attention, purchase, use, or consumption, thus meeting a customer's want or need. Ferrell (2015) says that product is a marketing mix strategy in which companies offer consumers symbolic and experiential features to make their products stand out from competitors. Gbolagade, Adesol, and Oyewale (2013) did a study of some small and medium-sized businesses (SMEs) in Oluyole local government, Ibadan, Nigeria. They looked at the effect of marketing strategy on business performance. It was found that there was a big link between the product and how well the business did. Owomoyela, Oyeniyi, and Ola (2013) researched how the different parts of the marketing mix affect customer loyalty. Their findings showed that the product affects customer loyalty, which leads to an improvement in performance.

Also, Doole and Lowe (2014) say that the way a product looks is one of the most powerful ways for consumers to choose between brands. How consumers and buyers act is affected by how an image is positioned. Because people in the aspirer and achiever groups want to be part of certain global customer segments and are eager to buy products that are associated with that group. Also, company image is becoming a more important part of international marketing strategy. This is because it helps create a central theme that runs through different product lines and reinforces the company's vision and values in a way that both employees and customers can see.

Keller (2013) says that for customers to be loyal to a brand, their experiences with it must at least meet, if not exceed, their expectations. Customers will be happy if you go above and beyond what they expect. In international markets, getting customers is all about how the product is seen. The product itself is where the marketing strategy for firm performance starts, and it is also the heart of the brand. This is because it has the most impact on what consumers experience with a product or brand, what they hear about the product from others through word of mouth, and what the firm can communicate to customers about its product. So, for a marketing strategy to work, the product or service must be designed and delivered in a way that fully meets customer needs and wants. This is true whether the product is a physical good, a service, or an organization.

**Table 6. Level of Marketing Strategies in Terms of Price (n=32)**

Indicators	Mean Range	Description
The pricing strategy increases our profitability.	4.47	Very High Level
The use of a pricing strategy has increased sales volume.	3.91	High Level
The use of pricing strategy influences customer purchases.	4.06	High Level
Price promotion strategies affect sales performance.	4.19	High Level
The use of price discounts influences sales performance.	4.28	Very High Level
<b>Mean</b>	<b>4.18</b>	<b>High level</b>

*Legend: (4.21-5.00) Very High Level (3.41-4.20) High (2.61-3.40) Moderate Level (1.81-2.60) Low Level (1.00-1.80) Very Low Level*

Table 6 can be construed that the respondents have a **high level** of marketing strategies in terms of price as evidenced by the mean of 4.18 ( $x=4.18$ ). Precisely, the pricing strategy increases their profitability ( $x=4.47$ ); the

use of a pricing strategy has increased sales volume ( $x=3.91$ ); the use of pricing strategy influences customer purchases ( $x=4.06$ ); price promotion strategies affect sales performance ( $x=4.19$ ), and the use of price discounts influences sales performance ( $x=4.28$ ).

In brief, the respondents have a high level of marketing strategies in terms of price.

## Implications

The results suggest that the high mean score for "pricing strategy increases profitability ( $x=4.47$ )" means that businesses should give careful consideration to their pricing strategies. Emphasizing profitability through pricing can lead to healthier financial performance. Although "the use of a pricing strategy has increased sales volume ( $x=3.91$ )" received a slightly lower mean score, it still highlights the potential for pricing strategies to influence sales positively. Businesses should experiment with different pricing tactics to find the right balance between profitability and sales volume.

Moreover, the finding that "the use of a pricing strategy influences customer purchases ( $x=4.06$ )" underscores the importance of understanding how pricing affects consumer behavior. Marketers should analyze customer responses to different pricing strategies and adjust them accordingly. Also, given the positive response to "price promotion strategies affect sales performance ( $x=4.19$ )" and "the use of price discounts influences sales performance ( $x=4.28$ )," businesses should consider incorporating price promotions and discounts into their marketing plans. These tactics can be effective in driving sales, especially during promotional periods.

Furthermore, a high level of pricing strategy expertise can provide a competitive advantage in the market. Businesses that can effectively price their products or services to maximize profitability and sales are better positioned to succeed. While profitability and sales volume are important, it's crucial to balance these considerations with customer perception. Businesses should ensure that pricing strategies align with their brand image and customer expectations to maintain trust and loyalty.

Additionally, pricing strategies can play a significant role in how a business positions itself within the market. Depending on the target audience and competition, businesses can use pricing to position themselves as premium, value-oriented, or somewhere in between. To optimize pricing strategies, businesses should collect and analyze data on pricing performance, customer behavior, and market trends. Data-driven decision-making can lead to more effective pricing strategies over time. Communicating pricing changes and strategies transparently to customers can help manage expectations and build trust. Businesses should communicate the value customers receive at different price points.

In summary, a high level of marketing strategies related to pricing indicates the need for businesses to carefully consider their pricing approaches, balancing profitability, sales volume, and customer perception. Pricing strategies should be dynamic, data-driven, and adaptable to market conditions to optimize sales performance and profitability.

Deonir, Gabriel, Evandro, and Fabia (2017) say that research was done on pricing strategies and levels and how they affected corporate profitability. It was found that value-based pricing makes a business more profitable. Liozu (2013) did research on how pricing is thought about, how pricing is done, and how well a company does. The study polled 1,812 pricing professionals to find out how the way prices are set affects how well a business does. It was found that there was a link between value-based pricing and how well a business did. Andreas (2018) did research on customer-value-based pricing strategies and why companies do not want to use them. He did this by using a two-step empirical approach. It was found that a value-based pricing strategy is hard to put into place because of problems with value assessment, value communication, market segmentation, sales force management, and lack of support from senior management.

Moreover, Nagle (2016) says that a penetration strategy is a process of selling goods or services at a low price to get into the market. Vikas (2011) says that penetration pricing is the process of setting a lower price for a new product or service so that it breaks even. Organizations can also use this method to find a new market for a product that is already on the market. Jim (2012) said that penetration pricing is used to help launch a new product and when a product goes into a market where there are not a lot of differences between products and where demand is price elastic.

**Table 7. Level of Marketing Strategies in Terms of Place (n=32)**

Indicators	Mean Range	Description
Our store design has a positive effect on consumer purchases and sales volume.	4.31	Very High Level
The geographic location of our business has a significant influence on our profitability.	4.53	Very High Level
Our distribution channels such as online transactions influence our product availability.	3.53	High Level
The physical surroundings such as the good working environment affect our sales performance.	4.41	Very High Level
The appealing colors of our store and the fixtures available in our store influence our business performance.	4.53	Very High Level
<b>Mean</b>	<b>4.26</b>	<b>Very High Level</b>

*Legend: (4.21-5.00) Very High Level (3.41-4.20) High (2.61-3.40) Moderate Level (1.81-2.60) Low Level (1.00-1.80) Very Low Level*

Presented in Table 7 are the results of the evaluation of the respondents regarding their level of marketing strategies in terms of place. It was found that they have a **very high level** of marketing strategies in terms of place as demonstrated by the mean 4.26 ( $x=4.26$ ). Precisely, their store design has a positive effect on consumer purchases and sales volume ( $x=4.31$ ); the geographic location of their business has a significant influence on their profitability ( $x=4.53$ ); their distribution channels such as online transactions influence their product availability ( $x=3.53$ ); the physical surroundings such as the good working environment affect their sales performance ( $x=4.41$ ), the appealing colors of their store and the fixtures available in their store influence their business performance ( $x=4.53$ ).

To sum it up, the respondents have a very high level of marketing strategies in terms of place.

## Implications

The results indicating a very high level of marketing strategies in terms of place have several implications for businesses and marketers. The high mean score for "store design has a positive effect on consumer purchases and sales volume ( $x=4.31$ )" emphasizes the significance of creating an attractive and functional store layout. Businesses should invest in in-store design that enhances the customer experience and encourages purchases. Also, the finding that "the geographic location of their business has a significant influence on their profitability ( $x=4.53$ )" underscores the importance of choosing the right location. Businesses should conduct thorough location analysis to ensure they are situated in areas that align with their target market and business goals.

While "distribution channels such as online transactions influence their product availability ( $x=3.53$ )" received a slightly lower mean score, it still indicates the importance of optimizing online channels. Businesses should pay attention to the online customer experience and ensure that products are readily available and accessible to online customers. Moreover, the high mean score for "the good working environment affects their sales performance ( $x=4.41$ )" suggests that businesses should create a pleasant and productive work environment for employees. A positive work environment can lead to increased employee satisfaction and productivity, ultimately benefiting sales performance.

Furthermore, the positive response to "the appealing colors of their store and the fixtures available in their store influence their business performance ( $x=4.53$ )" highlights the role of aesthetics in attracting and engaging customers. Businesses should consider the visual appeal of their physical locations and make strategic choices regarding store colors and fixtures. The findings collectively emphasize the importance of prioritizing the customer experience in physical locations. This includes factors such as store layout, design, and ambiance, all of which can impact consumer behavior and purchasing decisions.

Hence, investing in a good working environment is not only beneficial for sales but also for employee retention and satisfaction. Businesses should prioritize employee well-being, as motivated and content employees are more likely to provide excellent customer service. The appeal of store colors and fixtures



underscores the significance of visual merchandising. Businesses should pay attention to how products are displayed and presented in physical locations to maximize their visual impact on customers.

In summary, a very high level of marketing strategies related to place highlights the importance of the physical and geographical aspects of a business. Businesses should prioritize store design, location selection, employee well-being, and visual merchandising to enhance the customer experience and ultimately drive sales and profitability.

According to Schiele (2018), a company's profit margin and success are significantly affected by its geographical location. This could be due to the proximity and accessibility of raw materials and labor, customers, and competitors, infrastructure, and transportation costs. Nguyen, McCracken, Casavant, and Jessup (2012) investigated the geographic location, ownership, and profitability of Washington log trucking companies. The study utilized information from a comprehensive 2007 log trucking survey. The findings indicate that ownership and location have a substantial impact on the profitability of the log trucking company. In addition, firms anchored in clusters to form focal points can achieve, on average, greater productivity than isolated business organizations and, therefore, be more profitable (Nguyen et al., 2012). According to Delgado (2014), geographic cluster influences the growth of an organization.

Additionally, Heck, Rowe, and Owen (2015), urban businesses generate higher profits than rural businesses. Bradley (2000) noted that a company's geographical location is crucial to its survival. Edidijus and Per Von (2015) investigated the role of clusters in the innovation and performance of European Small and Medium-Sized Technology Enterprises. It was determined that there was a correlation between geographical proximity and the performance of businesses. Eze, Benedic, and Juliet (2015) investigated the relationship between the business location and consumer patronage. The research employed a survey design. A sample of 100 respondents was taken. A structured questionnaire was used to collect data. According to the findings, the location of a business has a significant impact on its performance. According to the findings of the study, the proximity of a business to its customers influences repeat purchases.

Likewise, according to Kotler and Armstrong (2014), retailers should be situated near their target consumers to ensure accessibility. The distance of a store from its customers has a negative effect on their intent to buy. It decreases the frequency with which customers visit a store (Hansen & Solgaard, 2014). Barnard, Kritzing, and Krüger (2012) conducted research on strategies for improving the business performance of SMEs based on location decisions. The research focused on SMMEs in the Nelson Mandela Metropolitan Area. 175 SMMEs were selected via convenience sampling. Utilizing questionnaires to collect primary data. There was a positive correlation between location and business performance, according to the findings.

**Table 8. Level of Marketing Strategies in Terms of Promotion (n=32)**

Indicators	Mean Range	Description
Sales promotion influences sales volume.	4.40	Very High Level
The advertising strategy has increased our sales.	4.06	Very High Level
The advertising strategy presents our product and ideas.	4.43	Very High Level
We use personal selling and publicity to promote our products	4.28	Very High Level
The use of sales promotion using our Facebook page has increased our brand loyalty	4.37	Very High Level
<b>Mean</b>	<b>4.31</b>	<b>Very High Level</b>

*Legend: (4.21-5.00) Very High Level (3.41-4.20) High (2.61-3.40) Moderate Level (1.81-2.60) Low Level (1.00-1.80) Very Low Level*

It can be construed in Table 8 that the respondents have a **very high level** of marketing strategies in terms of promotion as shown by the mean of 4.31 ( $x=4.31$ ). Specifically, sales promotion influences sales volume ( $x=4.40$ ); the advertising strategy has increased their sales ( $x=4.06$ ); the advertising strategy presents their product and ideas ( $x=4.43$ ); they use personal selling and publicity to promote their products ( $x=4.28$ ), the use of sales promotion using their Facebook page has increased their brand loyalty ( $x=4.37$ ).

In summary, the respondents have a very high level of marketing strategies in terms of promotion.



## Implications

The results suggest that the high mean score for "sales promotion influences sales volume ( $x=4.40$ )" highlights the effectiveness of using promotional tactics to boost sales. Businesses should continue to utilize sales promotions strategically to increase sales and revenue. Also, the finding that "the advertising strategy has increased their sales ( $x=4.06$ )" suggests that businesses should invest in advertising efforts that have proven to be successful. It is important to analyze which advertising strategies are most effective and allocate resources accordingly.

Moreover, the high mean score for "the advertising strategy presents their product and ideas ( $x=4.43$ )" underscores the importance of clear and compelling product presentation in advertising. Businesses should ensure that their advertising materials effectively communicate the value and benefits of their products or ideas. Similarly, the positive response to "they use personal selling and publicity to promote their products ( $x=4.28$ )" suggests that businesses should incorporate personal selling and publicity efforts into their marketing mix. Building relationships through personal selling and garnering media attention can enhance brand visibility.

Additionally, the high mean score for "the use of sales promotion using their Facebook page has increased their brand loyalty ( $x=4.37$ )" indicates the potential of social media in building brand loyalty. Businesses should continue to engage with customers on social media platforms to foster brand loyalty and advocacy. Businesses should consider an integrated promotion strategy that combines various promotional tools, including sales promotions, advertising, personal selling, and publicity. A cohesive approach can maximize the impact of promotional efforts.

Indeed, effective promotion should engage customers and encourage interaction. Businesses can use interactive and customer-centric approaches in their promotions to build stronger relationships with their target audience. With the influence of digital marketing, businesses should stay updated with evolving digital trends and platforms. This includes understanding how social media, online advertising, and e-commerce can be leveraged effectively for promotion.

In summary, a very high level of marketing strategies related to promotion highlights the effectiveness of sales promotion, advertising, personal selling, and publicity in driving sales and building brand loyalty. Businesses should continue to refine and optimize their promotional strategies while staying adaptable to changing market dynamics and digital trends.

Promotion strategy is how an organization promotes its products through advertising, sales promotion, personal selling, public relations, and direct marketing (Czinkota & Ronkainen, 2014). Brrassington and Pettitt (2012) say that promotion is a direct way for companies to tell their target customers about their goods or services. Kotler and Armstrong (2018) say that promotion is all the things that are done to tell the target market about products or services and promote them. Kotler (2019) says that advertising, sales promotions, personal selling, and publicity are all part of the promotional mix.

Kamba, in his study of the effect of promotion mix methods on sales in Kenyan pharmaceutical companies, looked at how well these methods worked. It was found that marketing managers should figure out what mix of promotion will make effective promotion programs, which will lead to a rise in sales. In 2012, Aliata, Odondo, Aila, Ojera, Abong, and Odera did a study on how promotional strategies affect how well banks do. It turned out that there was a positive link between marketing strategies and how well a bank did. However, Oyewale's (2013) research on the effects of marketing strategy on business performance showed that promotion has no significant positive effect on business performance that is significant.

Mullin (2012) says that organizations use sales promotion to increase volume, get people to try new products, get people to buy the same product more often, make customers more loyal, get more people to use their products, create interest, make people aware, and raise brand awareness. According to the American Marketing Association (2012), sales promotions are "media and non-media marketing pressures applied for a

predetermined time frame to the different target audiences, such as consumers, retailers, and wholesalers, to encourage trial, increase consumer demand, and improve product viability."

**Table 9 Summary of the Level of Marketing Strategies (n=32)**

VARIABLES	Weighted Mean	Description
Product Strategy	4.33	Very High Level
Price Strategy	4.18	High Level
Place Strategy	4.26	Very High Level
Promotion Strategy	4.31	Very High Level
<b>Overall Mean</b>	<b>4.27</b>	<b>Very High Level</b>

*Legend: (4.21-5.00) Very High Level (3.41-4.20) High (2.61-3.40) Moderate Level (1.81-2.60) Low Level (1.00-1.80) Very Low Level*

It can be gleaned in Table 9 that the summary of all the areas covered by the marketing strategies practiced by the Grade 12 ABM students in their business simulation revealed a **very high level** as exemplified by the overall mean of **4.27 (x=4.27)**. This particularly emphasizes that the other three areas i.e., product, place, and promotion generated the same description of a **very high level** of marketing strategies as evidenced by the means of **4.33 (x=4.33)**, **4.26 (x=4.26)**, and **4.31 (x=4.31)**, respectively, while in the area of price, it obtained only a **high level** of marketing strategies as demonstrated by the mean of **4.18 (x=4.18)**.

Simply put, the respondents have a very high level of marketing strategies in terms of product, place, and promotion, and only have a high level of marketing strategies in terms of price.

### Implications

The results indicated a very high level of marketing strategies in most areas (product, place, and promotion) and a high level in the area of price have several implications for the Grade 12 ABM students in their business simulation. First, Comprehensive Marketing Approach: The overall very high level of marketing strategies (x=4.27) suggests that the Grade 12 ABM students have adopted a comprehensive approach to marketing in their business simulation. This is a positive sign, as it indicates that they are addressing multiple facets of marketing to achieve success.

Second, Product, Place, and Promotion Excellence: The very high levels of marketing strategies in the areas of product (x=4.33), place (x=4.26), and promotion (x=4.31) demonstrate a strong focus on these critical aspects of marketing. This emphasis on product quality, effective distribution, and promotion aligns with industry best practices and can lead to successful business outcomes.

Third, Price Strategy Opportunity: While the overall level of marketing strategies is high in the area of price (x=4.18), there may be an opportunity for improvement. Students should consider exploring pricing strategies further to fine-tune their approach, balancing profitability with sales volume and customer perception. Fourth, Holistic Marketing Knowledge: The student's ability to excel in multiple marketing areas indicates a well-rounded understanding of marketing principles. This knowledge can serve them well in future endeavors and real-world business scenarios.

Additionally, the business simulation likely requires students to integrate various skills and knowledge areas from their business curriculum. Excelling in marketing strategies across product, place, promotion, and price demonstrates their ability to apply interdisciplinary skills. These results suggest that students have a strong foundation in marketing, but there is always room for continuous learning and improvement. Encouraging students to explore advanced marketing concepts, stay updated with industry trends, and conduct market research can further enhance their marketing skills. As students continue to develop their marketing strategies, they should also be mindful of ethical considerations in marketing, such as fairness in pricing, transparency in advertising, and responsible product promotion.

In summary, the very high level of marketing strategies in most areas and the high level in the area of price demonstrate the Grade 12 ABM students' proficiency in marketing. This proficiency reflects their commitment to a comprehensive marketing approach, but it also highlights the potential for further growth and refinement in their pricing strategies. Encouraging continuous learning, interdisciplinary skills, and ethical marketing practices can contribute to their ongoing success in marketing and business.

Marketing strategy is an important tool for improving sales performance, and it gives every company an edge over its competitors. This can help the company improve its sales performance (Rotich, 2016). Marketing strategies include all the basic tasks, like short-term and long-term tasks that deal with analyzing the initial strategic situation to reach the organization's or company's goals and market objectives. Market penetration strategy is also called "concentrated growth strategy" because a company can grow and improve a market and study or focus on just one market. Ataman (2012).

So, a firm's marketing strategy includes explicit or implicit decisions about setting goals, choosing a target market, deciding on a positional advantage to pursue, and deciding when to reach those goals (Varadarajan, 2012). Well-defined strategic marketing goals are an important part of a marketing strategy. Managers must decide what the company's goals and priorities are, translate these goals and the company's vision into marketing-related goal criteria, and set and explain the levels of success they want for each goal. When trying to improve firm performance, it can be hard to see that many goal criteria and levels may be incompatible or at least not work well together. For example, it is hard for a company to grow both its sales and its profit margins at the same time (Morgan, 2019).

**Objective Three:** Sales performance of the Grade 12 ABM students in their business was determined using Weighted Mean presented in Table 10.

**Table 10: Sales Performance (n=32)**

SALES PERFORMANCE INDICATORS	Weighted Mean	Description
Php. 500 – Php. 1,400	0.00	Unacceptable
Php. 1,401 – Php. 2,300	0.00	Unacceptable
Php. 2,301 – Php. 3,200	3.00	Meets Expectations
Php. 3,201 – Php. 4,100	4.00	Exceeds Expectations
Php. 4,101 – Php. 5,000	0.00	Unacceptable
<b>Overall Mean</b>	<b>3.50</b>	<b>Exceeds Expectations</b>

*Legend: (4.21 – 5.00) Outstanding (3.41 – 4.20) Exceeds Expectations (2.61 – 3.40) Meets Expectations (1.81 – 2.60) Needs Improvement (1.00 – 1.80) Unacceptable*

Presented in Table 10 are the results of the sales performance of Grade 12 ABM students in their business simulation. It can be understood that their sales performance **exceeds expectations** as evidenced by the overall mean of 3.50 ( $x=3.50$ ). Specifically, the respondents have a sales performance between the ranges of Php. 2,301 to Php. 3,200 as demonstrated by the mean of 3.00 ( $x=3.00$ ), verbally identified as meeting expectations, and Php. 3,201 to Php. 4,100 as supported by the mean of 4.00 ( $x=4.00$ ), verbally identified as exceeding expectations. Furthermore, it is noticeable that the respondents did not record a sales performance that falls within the indicators of Php. 500 to Php. 1,400, Php. 1,401 to Php. 2,300, and Php. 4,101 to Php. 5,000.

In sum, the respondents' sales performance exceeds expectations.

### Implications

The overall mean of 3.50 suggests that, on average, the respondents achieved a strong level of sales performance in their business simulation. This is a positive outcome, indicating that their marketing and business strategies were effective in generating revenue. Further, the breakdown of sales performance into specific ranges, with a mean of 3.00 (meets expectations) for the range of Php. 2,301 to Php. 3,200 and a mean of 4.00 (exceeds



expectations) for the range of Php. 3,201 to Php. 4,100, indicates that the majority of respondents met or exceeded their sales targets. This demonstrates their ability to perform well in a simulated business environment.

On the other hand, it is notable that the respondents did not record sales performance within the ranges of Php. 500 to Php. 1,400, Php. 1,401 to Php. 2,300, and Php. 4,101 to Php. 5,000. This might suggest that there was a concentration of sales performance around specific price points or product categories, and the simulation did not cover the entire spectrum of possible sales outcomes. The absence of sales within certain ranges could prompt further analysis. Respondents may want to consider diversifying their product offerings, exploring different pricing strategies, or targeting new customer segments to capture sales opportunities across a wider range.

Additionally, the strong sales performance suggests that the marketing strategies employed by the respondents, as discussed earlier, were effective in attracting customers and driving purchases. The marketing efforts, including those related to product, place, promotion, and price, likely contributed to this success. Achieving sales performance that exceeds expectations indicates a solid understanding of the market and customer preferences. Respondents may have effectively identified and capitalized on opportunities within their simulated business environment.

While the results indicate strong sales performance, there is always room for improvement. Respondents should strive for continuous optimization of their business strategies, marketing efforts, and operational processes to sustain and further enhance sales performance.

In summary, the results suggest that the respondents achieved strong sales performance in their business simulation, exceeding expectations in many cases. The absence of sales within certain ranges highlights the potential for diversification and further optimization of business strategies. This data can be valuable for students and educators in refining their understanding of business dynamics and marketing strategies in a simulated environment.

Indeed, sales performance has been standardized to incorporate both the outcome and behavior dimensions (Cavusgil & Zou, 2014). It has been discovered that there is a positive relationship between the occupation alliance segment of responsibility and sales performance. This is because sales performance depends on the behavioral execution of situated sales representatives. In today's active and changing working organization environment, organizations that matter lack the data necessary to make crucial deal sales performance decisions, putting them at a disadvantage against the competition. As business organizations become more idealistic about opportunities for advancement, it becomes increasingly difficult for sales staff to meet ever-increasing revenue or income.

According to the literature, sales performance is a combination of sales effectiveness - the ability of a company's sales professionals to "win" at all stages of the customer's buying process, and the business ultimately earning on the right terms and at the right time - and sales efficiency - the speed at which each task in the sales process is performed or acted upon easily and immediately (Farris et al., 2013; Treace, 2012; Rogers, 2014; Dean, 2015).

**Objective Four:** Relationship between the marketing strategies and sales performance of ABM Grade 12 students. Using the Pearson Product Moment Correlation Coefficient, Table 11.

**Table 11. Relationship Between the Level of Marketing Strategies and Sales Performance (n=32)**

Variables	Mean	Correlation Coefficient ®	P-Value
Level of Marketing Strategies	4.27	0.45	0.00**
Sales Performance	3.50		

\*\* means statistically significant at *p-value is <0.05*



The results of the correlation showed that there is a significant relationship between the level of marketing strategies and sales performance of the respondents with a correlation coefficient of  $r = 0.45$  and a  $p$ -value of  $p = 0.00$ .

Since the  $p$ -value is  $< 0.05$ , this led to the rejection of the null hypothesis which is there is no significant relationship between the level of marketing strategies and sales performance of Grade 12 ABM students.

### Implications

The results underscore the importance of marketing strategies in achieving successful sales outcomes. Students and practitioners in the field of marketing should recognize that effective marketing strategies can have a measurable impact on sales performance. A balanced marketing mix, which includes product, price, place, and promotion strategies, is essential for achieving favorable sales outcomes. Businesses should not focus solely on one aspect but instead create a comprehensive marketing plan.

Moreover, businesses should consider marketing as an investment rather than an expense. The correlation suggests that a well-executed marketing strategy can yield positive returns in terms of sales performance. While the correlation indicates a relationship between marketing strategies and sales performance, it does not establish causation. Therefore, businesses and students should adopt a mindset of continuous improvement and experimentation to optimize marketing strategies for better sales outcomes.

In summary, the significant relationship between marketing strategies and sales performance has broad implications for education, business practices, and decision-making. Acknowledging and leveraging this relationship can lead to more effective marketing efforts and improved sales performance in both academic simulations and real-world business scenarios.

Truly, marketing strategy is a major factor in the success of many businesses. This is true not only because it shows where, when, and how the business will compete, but also because it shows how well the business can carry out the marketing strategy decisions it has made (Varadarajan, 2010). The right and well-executed marketing strategies are needed to make the best use of a company's limited resources and marketing skills to reach its goals and objectives (Clark, 2014). Literature shows that the content of a marketing strategy has two different but related parts: marketing strategy decisions and the implementation of marketing strategy decisions. So, the people in charge of the marketing strategy must choose which of the company's resources to use, where to use them most effectively and set and communicate priorities for reaching the company's many goals and objectives (Slater, 2015).

### QUALITATIVE RESULTS AND DISCUSSIONS

The qualitative results of this paper presented the responses of the informants to the research question: (a) What are the challenges encountered by the ABM Grade 12 students as informants in the implementation of their marketing strategies to increase their sales performance? With the advent of accessible, transportable, and affordable recording devices, transcription, and coding had been an advantage because the researchers were able to replay the recorded video and audio as often as necessary until the desired result was achieved.

#### Challenges Encountered in the Implementation of Marketing Strategies in Increasing Sales Performance

This part is the analysis of the data gathered using a consensual qualitative research method by which the researchers arrive at a consensus on the meaning of the data collected such as interview transcripts. To do this, they coded into domains by segmenting the data according to the topics they covered. Then, they developed core ideas within domains by reducing original ideas into fewer words and finally did cross-analysis where they grouped the core ideas into categories or theme clusters based on similarities or commonalities of their responses. To determine the internal stability of the responses, the researchers determined the extent to which the category/theme cluster was general, typical, or variant.

When the informants were asked about the challenges they encountered in the implementation of marketing strategies during their business simulation, *Lack of Efficiency* as a theme emerged. To them, they struggled with the *inconspicuous and quite confined place*, *time management*, and *stockout*. These three core ideas were taken

from the exact words of the informants during the interview. Table 12 shows the themes and core ideas from the significant statements of the informants.

**Table 12. Challenges Encountered in the Implementation of Marketing Strategies**

Significant Statement	Code	Formulated Meaning	Theme Cluster
Based on my experience when we had our business simulation, the only problem or challenge we encountered in the implementation of marketing strategies was the place. We were assigned to a place that was inconspicuous and quite confined where only a limited number of customers could be accommodated which somehow affected our sales performance because if only it had been spacious and conspicuous, probably we could have entertained a larger number of customers.	SII-1 (Girly)	Inconspicuous and Quite Confined Place	Lack of Efficiency
During our business simulation, we encountered challenges in time management. We were instructed to come to school as early as 6:00 in the morning to set up our tent as our store and we found it difficult to cope with the time since we had a lot to prepare including the product production.	SII-2 (Mark)	Time Management	
Since it was our first time doing business simulation, the challenge we encountered was time management. We failed to manage our time well because we did not expect how things might happen like the flock of customers in our store, and the running out of stocks.	SII-3 (Jen)	Time Management And Stockout	
The challenges we encountered were first the time management. Some members came to school late and consumed much of our time waiting for their arrival. Second was the running out of stock. Since oftentimes there were a lot of customers who wanted to avail our products, we usually ran out of stocks.	SII-4 (Jon)	Time Management And Stockout	

The Grade 12 ABM students often encountered various challenges during their business simulations due to the complexity and multifaceted nature of running a business in a simulated environment. In a simulated business, student informants typically had limited resources, including budget constraints, personnel, and production capacities. Managing these resources effectively to achieve desired outcomes can be challenging on their part. More so, business simulations often involve competition with other student teams or simulated competitors. Navigating a competitive market and responding to the strategies of other participants can be demanding. Hence, the responses of the informants cannot be invalidated since they were empirically based experiences. Thus, encountering problems in the course of their business simulation was part of their learning and application of the business theories and concepts learned from their teachers.

Moreover, as we inquired the student informants about the challenges they encountered in the implementation of marketing strategies, it was revealed that it was due to a **lack of efficiency** that had been the cause of their problems. As ABM students participating in a business simulation, they are expected to demonstrate a range of skills and attributes to succeed in the simulation exercise. While efficiency is important, it is just one aspect of what is expected of the students. When something "lacks efficiency," it means that it does not operate or perform tasks most effectively or productively possible. Inefficient processes, systems, or activities often waste resources such as time, energy, money, or materials, and they may not produce the desired results efficiently.

Furthermore, as per disclosure of the informants, **inconspicuous and quite confined places, time management, and stockout** form part of their inefficiency. Indeed, an inconspicuous location means less visibility, which can lead to fewer walk-in customers. This can be a significant drawback for businesses that rely on impulse purchases or high foot traffic. If the location is too confined or hard to find, potential customers may struggle to locate the store. This can result in missed opportunities and frustration for customers. Also, marketing and promoting the

business can be more challenging when it is not in a prominent location. Additional effort and creativity may be required to attract customers. Consider the response of Girly (SII-1) when she disclosed:

*“Based on my experience when we had our business simulation, the only problem or challenge we encountered in the implementation of marketing strategies was the place. We were assigned to a place that was inconspicuous and quite confined where only a limited number of customers could be accommodated which somehow affected our sales performance because if only it had been spacious and conspicuous, probably we could have entertained a larger number of customers.”*

Indeed, the experience of Girly reflects that in real-life situations, businesses with constrained physical spaces may find it difficult to expand or accommodate a growing customer base. This can hinder long-term growth prospects. More so, the choice of location can influence how potential customers perceive the brand. An inconspicuous and confined location might not convey the image of a thriving, successful business.

In sum, placing a business store in an inconspicuous and quite confined place can be a strategic decision depending on the type of business and its goals. While it can offer cost savings and niche appeal, it also comes with challenges related to visibility, accessibility, and growth potential. Businesses considering such a location should carefully assess the trade-offs and develop a clear strategy for attracting and retaining customers.

According to Simpleshowing (2023), the success of a business hinges not just on the quality of its products or services but also on its location. By paying attention to aspects like brand visibility, easy access, cost-efficiency, compliance with local regulations, and team member satisfaction, you position your business in a way primed for success. Also, the location an entrepreneur selects does more than draw in customers – it is also a crucial part of shaping the brand and driving his business growth. Similarly, choosing the right location for a business is not a decision to rush through. It requires careful thought and strategic planning. But with these considerations in mind, an entrepreneur is well on his way to finding the ideal spot that provides his business with the perfect platform to flourish.

Another inefficiency of the informants as part of their challenge is **time management**. Time management is of paramount importance in business for several compelling reasons. Efficiently managing time can lead to improved productivity, better decision-making, reduced stress, and overall success in achieving business goals. Effective time management helps individuals and teams prioritize tasks and allocate resources to activities that yield the highest returns. This results in increased productivity as more important and value-added tasks are completed efficiently. On the contrary, time mismanagement can result in missed opportunities, such as failing to respond to market trends, customer demands, or emerging competitors promptly. Also, delays in product delivery or service provision due to time mismanagement can lead to customer dissatisfaction and a loss of clients. Read the response of Jen (SII-3) concerning time management:

*“Since it was our first time doing business simulation, the challenge we encountered was time management. We failed to manage our time well because we did not expect how things might happen like the flock of customers in our store, and the running out of stocks”*

The response of Jen merely implies that the timely delivery of products and services is crucial for customer satisfaction. Good time management ensures that customers receive what they need when they need it, which can lead to customer loyalty and positive word-of-mouth. By optimizing processes, completing tasks efficiently, and meeting deadlines, businesses can increase their profitability. Time management contributes to cost reduction and revenue generation. Further, businesses that manage their time well often gain a competitive advantage. They can respond to market changes and customer demands faster than their competitors, positioning themselves as industry leaders.



According to Houston (2023), time is an essential asset in business; every entrepreneur understands the importance of using it effectively. Effective time management skills reduce stress, increase productivity, and save money. When a person manages time efficiently, it can help him complete tasks faster and leave time for more work. The more a person understands the value of time management, the better equipped he is to achieve his goals and boost his business's bottom line. Indeed, time management is not just a buzzword but a crucial skill that can make or break a person's chances of success in today's fast-paced business world. By mastering this skill, a person can be at the forefront of achieving his goals and taking his business to unprecedented heights.

The last core idea under inefficiency is *stockout*. It refers to the situation in which a company or retailer has depleted its inventory of a particular product or item and no longer has any units available for sale or distribution. In other words, when a business runs out of stock, it means that there are no more items of that product left in its inventory to meet customer demand. When a business runs out of stock of a popular or in-demand product, it misses out on potential sales opportunities. Customers who come looking for that product may leave empty-handed, and the business loses revenue. Likewise, customers who expect a product to be available and find it out of stock can be frustrated and disappointed. This can lead to a negative customer experience and, in some cases, damage the business's reputation.

Also, running out of stock means the business is unable to generate revenue from that product until it restocks. This can result in decreased overall revenue and profitability. In this study, running out of stock was part of the informants' challenges encountered during their business simulation. This has affected them since it could have been the reason for their revenue to increase when their stock is still available to the demanding customers. Take the response of Jon (SII-4) into account:

*“... it could have been a great revenue for us if we had more stock in our storage since there had been plenty of customers who wanted to avail our products but since we ran out of it, it was completely a loss of revenue opportunity for us which we regretted honestly...”*

Certainly, beyond lost sales, running out of stock can also represent an opportunity cost. It is not just the immediate sale that is lost; it is also the potential for repeat business and customer loyalty. Frequent stockouts may indicate poor inventory management practices within the business. Effective inventory management is crucial to ensure that products are available when needed without overstocking.

To address the issue of running out of stock, businesses typically employ inventory management strategies, including forecasting demand, setting appropriate reorder points, and monitoring stock levels to ensure that they have an adequate supply of products on hand to meet customer needs. Running out of stock can be costly both in terms of lost sales and potential damage to the business's reputation, so proactive inventory management is essential to mitigate these risks.

CFBLOG (2023) stated that stockouts can harm a company's reputation if the company is unable to meet customer demand. It is important to be aware to ensure sustainable business success, especially for businesses that rely on repeat customers. A stockout can damage a business's reputation, as customers may view it as a sign of poor customer service and product availability. Furthermore, when a store runs out of stock of a particular item, it cannot sell that product, leading to a loss of sales and revenue. When a customer is unable to purchase a product because it is out of stock, the company loses potential revenue. This can be especially frustrating if the customer decides to buy a comparable product from a competitor instead. Additionally, stock-outs can result in missed opportunities for a company, such as the chance to capture additional sales or market share. The cost of stockouts can be significant and can have a negative impact on a company's bottom line, customer satisfaction, and reputation. Therefore, businesses need to have effective inventory management systems in place to prevent stockouts from occurring.

## Chapter 5

### SUMMARY OF FINDINGS, CONCLUSIONS, AND RECOMMENDATIONS

This chapter deals with the summary of findings, conclusions, and recommendations.



The study was conducted to examine the relationship between marketing strategies and sales performance of Accountancy, Business, and Management (ABM) Grade 12 students during their business simulation and describe the informants' challenges encountered in the implementation of their marketing strategies to increase their sales performance. This was a mixed method of research by which the involved thirty-two (32) student respondents availed the use of the questionnaire, and the selected four (4) underwent the Key Informant's Interview (KII). The study utilized the use of Frequency Count, Percentage, Weighted Mean, One-way Analysis of Variance, and Thematic Analysis to arrive at valid results.

### Summary of the Findings:

These are the relevant findings based on the data gathered:

1. The majority of respondents are **female** as shown by the frequency of **20 (62.50%)**, and most of them are **18 years old** as evidenced by the frequency of **23 (71.88%)**.
2. The summary of all the areas covered by the marketing strategies practiced by the Grade 12 ABM students in their business simulation revealed a **very high level** as exemplified by the overall mean of **4.27 (x=4.27)**. This particularly emphasizes that the other three areas i.e., product, place, and promotion generated the same description of a **very high level** of marketing strategies as evidenced by the means of **4.33 (x=4.33)**, **4.26 (x=4.26)**, and **4.31 (x=4.31)**, respectively, while in the area of price, it obtained only a **high level** of marketing strategies as demonstrated by the mean of **4.18 (x=4.18)**.
3. The sales performance of the respondents **exceeds expectations** as evidenced by the overall mean of **3.50 (x=3.50)**. Specifically, the respondents have a sales performance between the ranges of Php. 2,301 to Php. 3,200 as demonstrated by the mean of **3.00 (x=3.00)**, verbally identified as meeting expectations, and Php. 3,201 to Php. 4,100 as supported by the mean of **4.00 (x=4.00)**, verbally identified as exceeding expectations. Furthermore, it is noticeable that the respondents did not record a sales performance that falls within the indicators of Php. 500 to Php. 1,400, Php. 1,401 to Php. 2,300, and Php. 4,101 to Php. 5,000.
4. The results of the correlation showed that there is a significant relationship between the level of marketing strategies and sales performance of the respondents with a correlation coefficient  $r = 0.45$  and a  $p$ -value of  $p = 0.00$ . Since the  $p$ -value is  $< 0.05$ , this led to the rejection of the null hypothesis that there is no significant relationship between the level of marketing strategies and sales performance of Grade 12 ABM students.
5. When the informants were asked about the challenges they encountered in the implementation of marketing strategies during their business simulation, **Lack of Efficiency** as a theme emerged. To them, they struggled with the **inconspicuous and quite confined place, time management, and stockout**.

### Conclusions

Based on the findings, it is concluded that:

1. The majority of respondents are female, and most of them are 18 years old.
2. The marketing strategies practiced by the Grade 12 ABM students in their business simulation revealed a very high level.
3. The sales performance of the respondents exceeds expectations.
4. The results of the correlation showed that there is a significant relationship between the level of marketing strategies and the sales performance of the respondents.
5. The challenge encountered by the informants in the implementation of marketing strategies during their business simulation is the lack of efficiency. Specifically, they struggled with the inconspicuous and quite confined place, time management, and stockout.

### Recommendations

Based on the findings and conclusions of the study, the following recommendations are hereby given:

1. Since the Grade 12 ABM students demonstrated a high level of marketing strategies during their business simulation, they may consider sharing their successful strategies and practices with other ABM students. This knowledge sharing can help improve the overall marketing skills within the student community.
2. While the sales performance of the respondents exceeded expectations, it is important not to become complacent. Teachers may encourage these ABM students to continue excellence in sales performance by setting and maintaining high standards, offering incentives, and recognizing outstanding achievements.

3. Since there is a significant relationship between the level of marketing strategies and sales performance, the respondents may consider using this information to guide marketing efforts. Invest in strategies that have a proven positive impact on sales, and continually monitor and adjust these strategies based on sales performance data.
  4. Respondents may explore ways to make the most of limited and inconspicuous spaces for marketing and sales activities. This might include creative layout design, efficient product placement, and optimizing customer flow.
  5. Teachers may provide time management training and tools to ABM students to enhance their skills in managing time effectively. This will help them make better use of their resources during simulations and in real-world scenarios.
  6. The respondents may address the issue of stockouts by implementing better inventory management practices. This can involve setting appropriate reorder points, improving supply chain processes, and ensuring consistent product availability.
- Overall, these recommendations aim to enhance marketing strategies, sales performance, and efficiency while ensuring that the insights gained from the conclusions are leveraged to drive improvements and success in future business endeavors.

### References

- Abdullah, R. B. (2016). *The relationship between store brand and customer loyalty in relating in Malaysia*. Asian Social Science, Volume 8, Issue 2, pp 117-125.
- Abiodun, A., Paul, M., & Adeyeye, T. (2011). Sales relationship between advertising for selected companies operating in Nigeria. *Journal of Administration, University of Nigeria, Nsukka*, 4 (3).
- Adeyeye, A. S. (2013). *Principles and marketing practices, revised ed. concepts publication, Lagos*.
- Adeniran, A., James, G., Egwuonwu, K., Thomas, H., Egwuonwu, C., & Clara, O. K. (2016). The impact of sales promotions on sales turnover in the airline industry in Nigeria. *International Journal of Marketing Studies*, 8(3), pp 99-110.
- Aderemi, S. A. (2013). *Marketing principles and practice*. Mushin: concept publication limited.
- Adewale, O. (2014). *Small business and entrepreneurship*. Abeokuta: Kappco Nigeria Limited.
- Afande, F. O. (2015). Effect of promotional mix elements on sales volume of financial institutions in Kenya: a case study of Kenya post office savings bank. *Journal of Marketing and Consumer Research*.11, pp 64.
- Afzal, S. (2019). Marketing capability, strategy, and business performance in emerging markets of Pakistan. *Journal of Social Sciences and Humanities*, 7(2), 88-102.
- Agbeja, O., Adelakun, O. J., & Akinyemi, D. (2015). Analysis of the effect of advertising on sales and profitability of the company. *International Journal of Novel Research in Marketing Management and Economics*, 2(3), pp 81-90.
- Ajan, S. (2015). *Effects of sales promotion on purchasing decision of customer: a case study of baskin robbins ice-cream franchise Thailand*. Unpublished thesis submitted to Bangkok University.
- Akanbi, P. A. & Adeyeye, T. C. (2011). The association between advertising and sales volume: a case study of Nigerian bottling company PlcAkanbi. *Journal of Emerging Trends in Economics and Management Sciences*, 2(2), pp.117-123.
- Aliata, V. L., Odonodo, A. J., Aila, F. O., Ojera, P. B., Abongo, B. E., & Odera, O. (2012). *Influence of promotional strategies on banks*.
- Alvarez, B. A. & Casielles, R. V. (2015). Consumer evaluations of sales promotion: the effect on brand choice. *European Journal of Marketing*, 39(1), 54-70.
- American Marketing Association (2012). *Brand*. Retrieved on: September 13, 2017. Retrieved from: [http://www.marketingpower.com/\\_layout/dictionary.aspx?dlemma](http://www.marketingpower.com/_layout/dictionary.aspx?dlemma).
- Amine, L. S. & Cavusgil, S. T. (2012). Export marketing strategies in the British clothing industry. *European Journal of Marketing*, 20(7), 21-33.
- Ampuero, O. & Vila, N. (2016). Consumer perceptions of product packaging. *Journal of Consumer Marketing*, 23 (2), pp 100-112.

- Amusat, W. A., Adejumo, D. A., & Ajiboye, F. A. (2013). *Sales promotion as an antecedent of sales volume: a study of selected manufacturing industry in Ibadan, South Western, Nigeria*. Institute of Interdisciplinary Business Research, 4, (11).
- Anderson, J. C. & Narus, J. A. (2014). *Business market management: understanding, creating, and delivering value*. Upper Saddle River, New Jersey: Pearson Education, Inc.
- Andreas, H. (2018). Customer value-based pricing strategies: why companies resist. *Journal of Business Strategy*, 29(4), 41-50.
- Arnold, M. J. & Tapp, S. R. (2013). The effects of direct marketing techniques on performance: an application to arts organizations. *Journal of Interactive Marketing*, 15(3), pp. 41-52.
- Arthur, S. & Nazroo, J. (2013). *Designing fieldwork strategies and materials, qualitative research practice*. A guide for social science students and researchers. London, Sage Publications.
- Ashkan, Y. (2016). The role of advertisement in sales increase and promotion: a case study of Hamadan province insurance companies. *International Journal of Innovative Research in Science, Engineering and Technology*, 5, (4), pp 6319-6326 [www.marketingpower.com](http://www.marketingpower.com).
- Ataman, M. B. (2012). The long-term effect of marketing strategy on brand sales. *Journal of Marketing Research*, 47 (5). 866-882.
- Babbie, E. R. (2011). *The practice of social research (12th ed.)*. Cengage.
- Bamiduro, J. A. (2012). *An analysis of sales promotion on sales volume in the beverage industry: the case study Nigeria Bottling Company Plc., J. Intellect., Scient and Cult., Interest*. 10 (1):11-19.
- Barnard, S., Kritzinger, B., & Krüger, J. (2012). *Location decision strategies for improving SMME business performance*. ActaCommercii.
- Ben-Shlomo, Y., Brookes, S., & Hickman, M. (2019). *Lecture notes: epidemiology, evidence-based medicine, and public health (6th ed.)*. Wiley-Blackwell, Oxford.
- Berger, A. (2011). *Self-regulation: brain, cognition, and development*. American Psychological Association. Retrieved from: <https://doi.org/10.1037/12327-000>.
- Berkowitz, E. N., Kerin, F., Hartley, O., & Rudelius, N. (2013). *Marketing*. 6thEd. Boston, USA: Irwin.
- Berman, B. (2016). *Marketing channels*. John Wiley & Sons Inc.
- Berry, T. & Wilson, D. (2014). US SBA and Palo Alto Software. *On target: The book on marketing plans*. 2nd Ed. USA, USA: Palo Alto Software Inc.
- Bingqun, C., Kejia, Y., & Tingjui, C. (2016). Analyzing the impact of price promotion strategies on manufacturer sales performance. *Journal of Service Science and Management*, 9, 182-187.
- Blattberg, R. C. & Neslin, S. (2012). *Sales promotion: concepts, methods, and strategies*, prentice-hall, Englewood Cliffs, NJ.
- Borden, H. (2014). The concept of marketing mix. *Journal of Advertising Research*, 1 (9), 2-7.
- Boudah, D. (2011). *Conducting educational research: guide to completing a major project*. Sage.
- Bowersox, D. & Closs, D. J. (2016). *Logistic management: an integrated supply chain process*, New York, McGraw-Hill.
- Bradley, D. (2000). *Lack of financial and location planning causes small business bankruptcy*. University of Central Arkansas.
- Brassington, F. & Pettitt, S. (2012). *Principles of marketing*. 2nd ed. Harlow Pearson Education.
- Braun, V. & Clarke, V. (2006). *Using thematic analysis in psychology*. *Qualitative research in psychology*, 3, 77-101. Retrieved from: <http://dx.doi.org/10.1191/1478088706qp063oa>.
- Brenan, A. & Eric, A. (2012). *Impact of marketing strategies on the business performance of small and medium enterprises in India*. Career Development International, 4 (2): 108 – 119.
- Brommelstroet, M., (2019). *The role of transport-related models in urban planning practice*. ResearchGate.
- Carter, S. (2014). *Impact of marketing strategies on the business performance of small and medium enterprises in India*. Career Development International, 4 (2): 108 – 119.
- Cavusgil, S. T. & Zou, S. (2014). Marketing strategy-performance relationship: an investigation of the empirical link in export market ventures. *The Journal of Marketing*, 1–21.
- CFBLOG (2023). *Analysis of marketing mix and sales performance of “IndustriHilirTehWalini” Product*. *Agro Ekonomi*, 26(2), 168-178.
- Chege, K., Muathe, M. A., & Thuo, K. (2014). *The effect of marketing capabilities and distribution strategy on performance of MSP intermediary organizations in Nairobi County, Kenya*.



- Cheruiyot, R. J. & Peter, P. W. (2016). *Integrated marketing communication and performance of Kenya Post and savings bank*. Social sciences; 5(3): 37-49.
- Chiang, K. W., Chhajed, D., & Hess, J. D. (2013). *Direct marketing, indirect profits: a strategic analysis of dual-channel supply-chain design*. Management Science, 49(1), pp. 1- 20.
- Christian, C. (2011). *Ethics and politics in qualitative research*. Philosophy, political science. Semantic Scholar.
- Christian, H., Martin, K., & Jens, S. (2012). Brand awareness in business markets: when is it related to firm performance? *Intern. J. of Research in Marketing*, 27, pp.201-212.
- Clark, T. (2014). Delineating the scope of corporate, business, and marketing strategy. *Journal of Business Research*, 31, 93–105.
- Cohen, S., Kahn, L., & Steeves, A. (2011). *Research method in education*. London, Routledge. Retrieved from: <https://doi.org/10.4324/9781315456539>.
- Colpan, A. M. (2016). *Dynamic effects of product diversity, international scope, and Keiretsu membership on the performance of Japan's textile firms in the 1990s*. Asian Business and Management, 5(3), 419-445.
- Cooper, R. G. & Kleinschmidt, E. J. (2015). The impact of export strategy on export sales performance. *Journal of International Business Studies*, 37-55.
- Creswell, J. W. & Miller, D. L. (2015). *Determining validity in qualitative inquiry*. Theory into practice, 39, 124–130. ResearchGate.
- Creswell, J. W. (2013). *Qualitative inquiry & research design: choosing among five approaches* (3rd ed.). London: Sage.
- Creswell, J. W. (2017). *Research design: qualitative, quantitative, and mixed methods approach*. 4th Edition, Sage, Newbury Park.
- Crotty, M. (2013). *The foundation of social research: meaning and perspective in the research process*. Thousand Oaks, CA: Sage.
- Cui, K. Y. & Tingjui, C. (2016). Analyzing the impact of price promotion strategies on manufacturer sales performance. *Journal of Service Science and Management*, 9(2), 182-187.
- Czinkota, M. R. & Ronkainen, I. A. (2014), *International Marketing, 7th Edition*, Ohio: Harcourt. Inc.
- Dangaiso, P. T. (2014). *The effects of sales promotion strategies on company performance: a case of Telone Zimbabwe*. Unpublished thesis submitted to Midland State University.
- Danziger, S. (2014). Retailer pricing strategy and consumer choice under price uncertainty. *Journal of Consumer Research* 41(3), 761-774.
- Dauda, A. (2015). *Effect of advertising on the sales revenue and profitability of selected food and beverages firms in Nigeria*. Unpublished thesis submitted to Ahmadu Bello University, Zaria.
- Dawes, J. (2014). Price changes and defection levels in a subscription-type market: can an estimation model predict defection levels? *Journal of Services Marketing*, 18 (1), 35-44.
- Dawson, J. (2016). *Analyzing quantitative survey data for business and management students*. London: Sage.
- De Run, E. C. & Jee, T. W. (2018). *Sales promotion preferences: techniques by product type, paper presented at the 3rd International Borneo Business Conference, University of Malaysia Sabah (UMS), Malaysia*.
- Dean, J. H. (2015). *10 tips to improve your sales performance*. Retrieved on: October 12, 2015. Retrieved from: <http://www.sellingpower.com/content/article/?a=10089/10-tips-to-improve-yoursales-performance>.
- Deborah, I. L. (2016). *The effect of branding on organizational performance in the retailing of pharmaceutical products, the mediating role of customer service*. Kwame Nkrumah University.
- Deonir, D., Gabriel, B., Evandro, R., & Fabia, S. (2017). *Pricing strategies and levels and their impact on corporate profitability*. Revisit deAdministração, 52, pp, 120-133.
- Doole, I. & Lowe, R. (2014). *International marketing strategy: analysis, development, and implementation*. (6th ed.). Andover: Cengage Learning.
- Dooleet, I. (2016). *An exploration of the management practices and processes most closely associated with high levels of export capability in SEMs*.
- Duncan, T. (2015). *Principles of advertising & IMC* (2<sup>nd</sup> Ed.). New York: McGraw-Hill.
- Edidijus, S. & Per Von, E. C. (2015). *The role of clusters in innovation and performance of small and medium-sized technology enterprises in Europe*. Unpublished thesis submitted to Blekinge Institute of Technology.
- Edward, S. T. W. (2013). The influence of visual packaging design on perceived food product quality, value, and brand preference. *International Journal of Retail & Distribution Management*, 41 (10), pp. 805-816.

- Engel, A. F. (2014). *Promotional strategy*. Homewood, McGraw Hill.
- Enrique, G. & Recardo, T. (2012). *Marketing strategy and its effect on small-scale business*. Retrieved from: [https://www.academia.edu/40783524/MARKETING\\_STRATEGY\\_AND\\_ITS\\_EFFECT\\_ON\\_SMALL\\_SCALE\\_BUSINESS](https://www.academia.edu/40783524/MARKETING_STRATEGY_AND_ITS_EFFECT_ON_SMALL_SCALE_BUSINESS).
- Eze, F. J., Benedic, E., & Juliet, J. A. (2015). The correlation between business location and consumers patronage: implications for business policy decisions. *British Journal of Economics, Management and Trade*, 8(4): 294-304.
- Farris, D. (2013). *Marketing metrics: the definitive guide to measuring marketing performance*. Upper Saddle River, New Jersey: Pearson Education, Inc. ISBN 0137058292.
- Feng, M., Terziovski, M., & Samson, D. (2017). Relationship of ISO: 2000 quality system certification with operational and business performance: survey in Australia and New Zealand-based manufacturing and service firms. *Journal of Manufacturing Technology Management*, 19 (1), pp. 22-3.
- Ferrell, O. C. (2015). *Marketing strategy*. 3rd Ed. Mason, Ohio: South-Western Thomson.
- Ferri, Q., Mohd, T., Radia, K., & Hamidreza, V. (2012). *Findings revealed that innovation in the assortment; information sharing and transportation coordination had positive and significant relationships with firm performance*.
- Festus, W. (2016). *The impact of sales promotion on an organizational performance case study of Guinness Ghana Breweries Limited*. Unpublished thesis submitted to Kwame Nkrumah University of Science.
- Flynn, B. B., Schroeder, R. G., & Sakakibara, S. (2014). A framework for quality management research and an associated measurement instrument. *Journal of Operations Management*, 54, pp. 339-366.
- Fontana, A. & Frey, J. H. (2011). *The interview: from structured questions to negotiated text*. In N.K. Denzin, & Y.S Lincoln (Eds.), *Handbook of qualitative research* (2nd ed., pp. 645-672). Thousand Oaks, CA: Sage.
- Forbes, B. (2017). *How to use market research to help drive your company's success*. Forbes.com.
- Fox, E. J., Postre, S., & McLaughlin, A. (2017). *The impact of retail location on retailer revenues: an empirical investigation*. Unpublished thesis submitted to Dallas: Southern Methodist University.
- Francis, J. & Collins-Dodd, C. (2014). *Impact of export promotion programs on firm competencies, strategies, and performance: the case of Canadian high-technology SMEs*. *International Marketing Review*, Vol. 21 No. 4/5, pp. 474-495.
- Fransisca A., Tan, L. T., & Ruth, N. (2012). The impact of the brand image towards loyalty with satisfaction as a mediator in McDonald's. May 2012 *Journal Manajemen dan Kewirausahaan* 14(1).
- Freeman, J., Styles, C., & Lawley, M. (2012). Does firm location make a difference to the export performance of SMEs? *International Journal Marketing Review*, 29 (1), pp.88-113.
- Fuerderer, C. (2013). *Effect of marketing mix on sales performance: a case of Unga Feeds Limited*.
- Füreder, R., Maier, Y., & Yaramova, A. (2014). *Value-based pricing in Austrian médium-sized companies*. *Strategic management*, 19(10), 13-19.
- Gadamer, H. (1976). *On the scope and function of hermeneutical reflection*. Berkley, MA: University of California Press.
- Gall, M., Gall, J., & Borg, R. (2014). *Applying educational research: how to read, do, and use research to solve problems of practice*, (7th ed.). Pearson Education.
- Gall, M., Gall, J., & Borg, R. (2013). *Educational research: an introduction* (8th ed.). New York, NY: Pearson Education.
- Gan, K. S. (2012). *An empirical analysis: advertising effects on firm performance in the Malaysian consumer products sector*. Unpublished thesis submitted to the University of Malaysia Sarawak.
- Gbolagade, A., Adesol, M. A., & Oyewale, I. O. (2013). Impact of marketing strategy on business performance. A study of selected small and medium enterprises (SMEs) in Oluyole local government, Ibadan, Nigeria. *Journal of Business and Management*, 11(9), pp.59-66.
- George, S. (2012). Occasion-based promotional strategies of consumer durable segment in Kerala. *International Journal of Academic Research Business and Social Science*. 2(6):431-42.
- Golder, P. N. & Tellis, G. J. T. (2014). Pioneer advantage: marketing logic or marketing legend? *Journal of Marketing Research*, 30 (May), 158-170.
- Gorchels, L., Marien, E., & West, C. (2014). *The manager's guide to distribution channels*. USA, USA: McGraw-Hill.



- Green, Z. (2015). *International Journal of Management Science and Business Administration* volume 2, issue 2, files. Retrieved on: January 2016, pages 7 – 18 from <http://dx.doi.org/10.18775/ijmsba.1849-5664-5419.2014.22.1001>.
- Green, K. (2014). Total JIT (T-JIT) and its impact on supply chain competency and organizational performance. *International Journal of Production Economics*, 147 (1), pp. 125-135.
- Green, E., Whitten, S., & Inman, M. (2014). Media exposure and attention as mediators of exogenous influences on social risk judgments. *Journal of Communication*, 55, 810–82.
- Hakansson, L. (2005). *The handbook of brand management*, Addison-Wesley publishing, reading, MA.
- Hamed, M. & Farideddin, A. H. (2016). Effects of promotion on perceived quality and repurchase intention. *International Journal of Scientific Management and Development*, 4 (12), pp 457-461.
- Hansen, T. & Solgaard, H. S. (2014). *New perspectives on retailing and store patronage behavior: a study of the interface between retailers and consumers*. Boston: Kluwer Academic Publishers.
- Hardcastle, S. J., Ray, H., Beale, L., & Hagger, M. S. (2014). *Why sprint interval training is inappropriate for a largely sedentary population*. *Frontiers in Psychology*, 5, Article 1505. <https://doi.org/10.3389/fpsyg.2014.01505>.
- Harmon, R. & Raffo, D. (2017). *Value-based pricing for new software products: strategy insights for developers*.
- Heck, R. K., Owen, A. J., & Rowe, B. (2015). *Home-based employment and family life*. 1sted. USA, USA: Greenwood Publishing Group.
- Henry, F., Derrick, R., & Shan, K. (2014). *Impact of marketing strategies on the business performance of small and medium enterprises in India*. *Career Development International*, 4 (2): 108 – 119.
- Hill, C. E., Thomson, B. J., & Williams, E. N. (2011). *A guide to conducting consensual qualitative research*. *The Counseling Psychologist*, 25, 517–572.
- Hinterhuber, A. (2018). Customer value-based pricing strategies: why companies resist. *Journal of Business Strategy*, 29 (4), pp. 41-50.
- Hiroki, U. & Ashok, K. M. (2011). *Use of direct marketing strategies by farmers and their impact on farm business income*. *Agricultural and resource economics review* 40/1, pp.1–19.
- Hitt, M. A. & Hoskisson, R. E. (2017). International diversification: effects of innovation and firm performance in product-diversified firms. *Academy of Management Journal*, 767-798.
- Holmes, G. R. & Paswan, A. (2012). Consumer reaction to new package design. *Journal of Product & Brand Management*, 41 (10), pp. 1-22.
- Horsky, S. & Honea, H. (2012). *The power of plain: intensifying product experience with neutral aesthetic context*. *Marketing letters*, 23 (1), pp. 223-235.
- Houston, W. (2023). *A study of the relationship between marketing mix and customer retention for herbal coffee in Malaysia*. 2nd International Conference on Business and Economic Research (2011) Proceeding.
- Hünerberg, R. & Hüttmann, A. (2013). Performance as a basis for price-setting in the capital goods industry: concepts and empirical evidence. *European Management Journal*, 21 (6), pp.717-730.
- Hutt, D. & Thomas, W. (2013). *Business marketing management-B2B*. 11. Pains. Canada: Southwestern, Cengage Learning, 444.
- Ibojo, B. O. & Ogunsiji, A. (2011). Effect of sales promotion as a tool on organizational performance: a case study of Sunshine Plastic Company. *Journal of Emerging Trends in Economics and Management Sciences*, 2(1), pp.9-13.
- Ieberman, M. B. & Montgomery, D. B. (2018). First-mover (dis)advantages: retrospective and link with the resource-based view. *Strategic Management Journal* 19: 1111–1125.
- Immonen, L. (2012). *Package cues and their influence on the perception of premium quality of premium private label products*. Unpublished thesis submitted to Aalto University.
- Ingenbleek, P., Debruyne, M., Frambach, R., & Verhallen, T. (2013). *Successful new product pricing practices: a contingency approach*. *Marketing letters*, 14 (4) pp. 289-305.
- Inman, J. J., Winer, R. S., & Ferraro, R. (2019). The interplay among category characteristics, customer characteristics, and customer activities on in-store decision-making. *Journal of Marketing*, 73, pp.19–29.
- Isaac, S. & Michael, W. (2015). *Handbook in research and evaluation: a collection of principles, methods, and strategies useful in the planning, design, and evaluation of studies in education and the behavioral sciences*. San Diego, Calif.



- Jain, S. C. (2019). Standardization of international marketing strategy: some research hypotheses. *Journal of Marketing*, 53, 70-79.
- Jain, S. C. (2014). *Marketing strategy: planning: implementation and control*. 7th ed. Mason, Ohio: Thomson Custom Publishing.
- Jebungei, Y. J. (2014). *Influence of advertising on organizational performance of cosmetic manufacturing firms in Kenya*. Unpunished thesis submitted to the University of Nairobi.
- Jim, R. (2012). *Pricing strategies-penetration pricing*. Retrieved on: October 14, 2017. Retrieved from: [http://www.tutor2u.net/business/marketing/pricing\\_strategy\\_penetration.asp](http://www.tutor2u.net/business/marketing/pricing_strategy_penetration.asp).
- Jones, S. (2017). *Exploring corporate strategy: text & cases*. 8th edition.
- Joshi, S., Prabhu, S., & Chirputkar, A. (2016). Impact of advertising and sales promotion expenses on the sales performance of Indian Telecommunication Companies. *Indian Journal of Science and Technology*, 9(46).
- Kalemb, A. (2015). *Contribution of branding in enhancing the performance of the tourism sector in Rwanda*. Unpublished thesis submitted to Jomo Kenyatta University of Agriculture and Technology.
- Kamba, B. (2012). An exploratory study of the relationship between customer-based casino brand equity and firm performance. *International Journal of Hospitality Management*, 29, pp. 754-757.
- Kamotho, J. W. (2012). *Influence of packaging and labeling on consumer perception of hair care products quality*. Unpublished thesis submitted to the University of Nairobi.
- Keller, K. L. (2013). *Strategic brand management: building measuring, and managing brand equity*. Global edition (4th ed.). Pearson education.
- Kim, H. B., Kim, W. G., & Jeong, A. (2013), The effect of consumers-based equity on firms' financial performance. *Journal of Consumer Marketing*, Vol. 20, NO. 4, pp. 335-351.
- Koh, Y., Lee, S., & Boo, S. (2012). Impact of brand recognition and brand reputation on firm performance: U.S. based multinational restaurant companies' perspective. *International Journal of Hospitality Management*, 28, pp. 620-63.
- Kotler, P. (2015). *Marketing management, Asia, prentice-hall*. 9th edition.
- Kotler, P. & Armstrong, G. (2013). *Principles of marketing*. 15th Ed. USA, USA: Pearson Hall.
- Kotler, P. & Armstrong, G. (2015). *Marketing Management*. 15th ed. NJ, PH: Pearson Education.
- Kotler, P. & Armstrong, G. (2016). *Principles of marketing*. New Jersey, Pearson Education Inc., 10th edition.
- Kotler, P. & Armstrong, G. (2018). *Principles of marketing*. 14thEd. USA, USA: Pearson Hall.
- Kotler, P. & Philip, N. (2019). *Marketing management: analysis, planning, implementation, and Control*. New Delhi-110001, Prentice Hall of India Private Limited.
- Krishnan, T. V., Bass, F. M., & Jain, D. C. (2019). *Optimal pricing strategy for new products*. Management Science. 45(12):1650–63.
- Laswai, M. E. (2013). *Assessment of the effectiveness of channels of distribution models in the sales performance of an organization: the case of Coca-Cola Morogoro region*. Unpublished thesis submitted to Mzumbe University.
- Lawson, J. (2018). *The search for the SCV*. Database marketing, pp. 13-14.
- Leech, N. L. (2012). Educating knowledgeable and skilled researchers in doctoral programs in schools of education: a new model. *International Journal of Doctoral Studies*, 7, 19-37. Retrieved from: <http://ijds.org/Volume7/IJDSv7p019-037Leech325.pd>.
- Lemmink, J. & Kasper, H. (2014). Competitive reactions to product quality improvements in industrial markets. *European Journal of Marketing*, 28 (12) pp. 50 –68.
- Leong, S. P. (2018). *The impact of product packaging on consumer attitude and moderating the effect of involvement*. Unpublished thesis submitted to the University of Putra, Malaysia.
- Lewis, J. & Ritchie, J. (2013). *Design issues, in qualitative research practice – a guide for social science students and researchers*. Sage Publications, London, pp. 47-76. Retrieved on: January 07, 2013. Retrieved from: [https://books.google.com.ph/books?id=KdneDQAAQBAJ&printsec=frontcover&source=gbs\\_ge\\_summary\\_r&cad=0#v=onepage&q&f=false](https://books.google.com.ph/books?id=KdneDQAAQBAJ&printsec=frontcover&source=gbs_ge_summary_r&cad=0#v=onepage&q&f=false).

- Liban, O. S. (2015). The impact of advertisement on sales: a case study in some selected telecommunication companies in Somalia. *European Journal of Business and Management*, 7, (36), pp.49-55.
- Lieberman, B. & Montgomery, C. (2018). *Business marketing management-B2B*. 11. Pains. Canada: Southwestern, Cengage Learning, 444.
- Lincoln, K. & Guba, H. (2014). The importance of packaging attributes: a conjoint analysis approach, *European Journal of Marketing*, 41 (11/12), pp. 1495-1517.
- Liozu, S. A. (2013). *CEO championing pricing, pricing capabilities, and firm performance in industrial firms*. *Industrial marketing management* 42, 633–643.
- Louter, P. J., Ouwerkerk, C., & Bakker, B. A. (2011). An inquiry into successful exporting. *European Journal of Marketing*, 25 (6), pp. 7-23.
- Louter, P. J., Ouwerkerk, C., & Bakker, B. A. (2012). An inquiry into successful exporting. *European Journal of Marketing*, 25 (6), pp. 7-23.
- Madinga, G., Dejan, C., Caballero, R., & Guevarra, N. (2021). Marketing strategy and sales performance of Talipapa vendors in Kingking, Pantukan, Comval province. *Journal of BIMP-EAGA Regional Development*. Volume 7. No 1. 2021ISSN 2232-1055.
- Mahmood, M. H. & Fatimah, H. (2014). The effect of product quality on business performance in some Arab companies. *Journal of Emerging Trends in Economics and Management Sciences* 5(5):498-508.
- Mahmud, G. & Ahmadu, B. (2012). *Impact of marketing strategies on the business performance of small and medium enterprises in India*. *Career Development International*, 4 (2): 108 – 119.
- Marn, M. V., Roegner, V. R., & Zawada, C. Z. (2013). *Pricing new products*. The McKinsey Quarterly, 3 (July), 40-49.
- Martínez, R. P., Mollá, D., Gómez, B. A., & Rojo, Á. L. (2016). Evaluating temporary retail price discounts using semi-parametric regression. *Journal of Product & Brand Management*, 15 (1), 73 -80.
- Matan, F. A. (2016). *Strategic planning in the banking sector: a case of co-operative bank*. Unpublished thesis submitted to United States International University.
- Maxwell, J. A. (2015). *Qualitative research design; an interactive approach*. 2nd edition. Washington DC: SAGE Publications Limited.
- McCombes, S. (2019). *Descriptive Research*. Scribbr. Retrieved from: <https://www.scribbr.com/methodology/descriptive-research/>.
- McMillan, J. H. & Schumacher, S. (2011). *Education research: evidence-based inquiry*. Upper Saddle River, NJ: Pearson Education, Inc.
- McNaughton, R. B. (2012). *The use of multiple export channels by small knowledge-intensive firms*. *International Marketing. Review*, 19(2), 190-203.
- Mei's, T. G. (2013). *Brand identity, brand equity, and performance*. *World Review of Business Research*, 3 (4), pp.53 –60.
- Musa, O. A. (2003). *Agglomeration and performance of retail micro-enterprises in Kenya*. Unpublished thesis submitted to the University of Nairobi.
- Mohammad, L. (2012). Investigating on tourists' satisfaction: an empirical study on East Lake. *European Journal of Business and Management*. Vol.4 No.7.
- Morgan, N. A. (2019). Marketing and business performance. *Journal of the Academy of Marketing Science*, 40(1), 102–119.
- Morgan, R. M. & Hunt, S. D. (2014). The commitment-trust theory of relationship marketing. *The Journal of Marketing*, 20–38.
- Moustakas, C. E. (2016). *Phenomenological research methods*. Sage Publications, Inc.
- Mukorombindo, B. R. (2014). *The impact of direct marketing on sales performance: the case of seed potato co-op*. Unpublished thesis submitted to the University of Zimbabwe.
- Mukhweso, L. (2013). *Factors influencing tea pricing at the Mombasa tea auction*. University of Nairobi School of Business, College of Humanities and Social Sciences. Retrieved from: <http://erepository.uonbi.ac.ke:8080/xmlui/handle/123456789/22332>.
- Mullin, R. (2012). *Sales promotion: how to create, implement, & integrate campaigns that work*. 4th edition, London, London: Kogan Page Ltd.
- Mullin, R. (2018). *Sales promotion: how to create, implement, & integrate campaigns that work*. 4th edition, London, London: Kogan Page Ltd.



- Nagle, S. & Singleton (2011). Estimation and evaluation of conditional asset pricing models. *Journal of Finance*, 66 (3), pp. 873-909.
- Nagle, T. & Holden, R. K. (2012). *The strategy and tactics of pricing*. 4th Ed. Upper Saddle River, NJ: Pearson Education Inc.
- Nagle, T. (2016). *The strategy and tactics of pricing: a guide to growing more profitably*. 5th Ed. Upper Saddle River, New Jersey: Prentice Hall.
- Nana, Y., Dufie, O., Gloria, K. Q., & Kwamena, M. N. (2013). The effect of marketing communications on the sales performance of Ghana Telecom (Vodafone, Ghana). *International Journal of Marketing Studies* 3 (4).
- Nashwan, M. A. S. (2015). How does marketing strategy influence firm performance? implementation of marketing strategy for firm success. *International Journal of Innovation and Economic Development*, 1, (3), pp 7- 15.
- Nguyen, D., McCracken, V., Casavant, K., & Jessup, E. (2012). *Geographic location, ownership, and profitability of Washington log trucking companies*. *Regional Science Policy & Practice*, 3 (2) 115–125.
- Nirusa, S. (2017). The mediating role of perceived product quality: the analysis of the relationship between organizational capability and customer value. *International Journal of Management and Applied Science*, 3, (1), pp. 131-134.
- Njawa, J. (2015). *The effects of advertising on organizational performance: a case study of TIGO Telecommunication Network Junior*. Unpublished thesis submitted to Mzumbe University.
- Njomo, G. W. & Margaret, O. (2016). Market penetration strategies and organizational growth: a case of soft drink. *International Journal of Management and Commerce Innovations* 3 (2), pp 219-227.
- Odhiambo, M. (2013). *Effect of pricing as a competitive strategy on the sales performance of selected pharmaceutical companies*. Unpublished thesis submitted to the University of Nairobi.
- Ogunmokun, G. O. & Esther, L. L. (2014). Product development process and performance of export ventures: a study of exporting companies in the People's Republic of China. *Journal of Asia Pacific Marketing*, 3(2): 84-98.
- Nelson, H. & Chiew, O. (2015). *Innovative distribution strategies and performance of selected multinational corporations (MNCs) and domestic manufacturing firms in Nigeria*. Unpublished thesis submitted to Covenant University, Ota, & Ogun State, Nigeria.
- Oladun, K. (2012). Impact of Product Packaging on Consumer's Buying Behavior. *European Journal of Scientific Research* 120 (2): 145-157.
- Oliver, B. (2012). *The effect of marketing distribution channel strategies on a firm's performance among Commercial Banks in Kenya*. Unpublished Thesis Submitted to the University of Nairobi.
- Olusegun, O. A. (2006). Branding and advertising. *Journal of Public Relations and Marketing*, 8 (2), pg.37.
- Omotayo, A. & Adegbuyi, A. (2015). Strategic roles of branding on organization sales performance. *International Journal of Current Research*, 7 (12), pp.23835-23841.
- Osman, S., Chan, Y. F., & Foon, Y. S. (2011). Simulation of sales promotions towards buying behavior among university students. *International Journal of Marketing Studies* 3 (3), 78-83.
- Osogbo, R. (2014). Effects of advertising on organizational profitability. *Journal of Management and Social Sciences*, 3(1), pp. 67-7.
- Owomoyela, S. K., Oyeniyi, K. O., & Ola, O. S. (2013). Investigating the impact of marketing mix elements on consumer loyalty: an empirical study on Nigerian Breweries Plc. *Interdisciplinary Journal of Contemporary Research in Business*, 4(11): 485-96.
- Oyedepo, T., Okorie, N., & Akhidenor, G. (2012). The dysfunctional and functional effect of celebrity endorsement on brand patronage. *Online Journal of Communication and Media Technologies* 2 (2).
- Oyewale, V. (2013). Impacts of marketing strategy on business performance, a study of selected small and medium enterprises (SMEs) in Oluyede local government, Ibadan, Kenya. *Journal of Business and Management*, 11(4), 59-66.
- Park, C., Pol, G., & Eisingerich, K. (2012). The role of brand logos in firm performance. *Journal of Business Research*, pp.1-23.
- Patton, M. Q. (2011). *Qualitative research and evaluation methods*. 3rd ed. Thousand Oaks, CA: Sage.



- Perminus, K. N. & Wilson, M. (2017). Effect of penetration pricing strategy on the profitability of insurance firms in Kenya. *International Journal of Finance and Accounting*, 2, (6), pp 93 – 106.
- Piercy, N. F., Cravens, D. W., & Lane, N. (2012). Thinking strategically about pricing decisions. *Journal of Business Strategy*, 31 (5). pp. 38-48.
- Poh, L. S., Ghazali, M., & Mohayidin, B. (2012). *Dimension of price satisfaction: a study in the low-cost airlines industry*. Second International. Conference on Business and Economic Research. pp:1806-1812.
- Revino, E. W., Silvy, L. M., & Christoffel, K. (2015). *The effect of distribution channel sales volume in Pt.Varia Indah Paramitha Manado*. Retrieved on: October 15. Retrieved from: <https://media.neliti.com/media/publications/2610-ID-the-effect-ofdistributionchannel-sales-volume-in-ptvaria-indah-paramitha-manad.pdf>.
- Riaz, W. & Tanveer (2012). Marketing mix, not branding. *Asian Journal of Business Management Science*.1(11):43–52.
- Rizwan, R. A., Vishnu, P., Raheem, & Muhammad, A. A. (2014). Impact of product packaging on consumer's buying behavior. *European Journal of Scientific Research* 120 (2): 145-157.
- Rodriguez, M., Peterson, R. M., & Vijaykumar, V. (2012). Social media's influence on business-to-business sales performance. *Journal of Personal Selling & Sales Management*, 32(3), 365-378.
- Rogers, W. (2014). *12 Tips to Improve Sales Performance*. Retrieved on: October 12, 2015. Retrieved from: <https://www.salesforce.com/blog/2014/11/12-tips-to-improve-sales-performance-gp.html>.
- Ronkainen (2018). *Keywords: marketing strategy, product, price, place, promotion, customer service, after-sales*. Retrieved from: <https://www.scribd.com/document/361429666/chapter-2>.
- Rotich, E. (2016). *Effects of marketing intelligence on the sales performance of banc assurance among financial institutions in Kenya (Doctoral Dissertation, University of Nairobi)*.
- Rubin, A. & Babbie, E. R. (2011). *Research methods for social work*. 7th ed. Belmont, CA: Brooks/Cole. Cengage Learning.
- Rust, R. T. & Oliver, R. L. (2014). *Service quality: insights and managerial implications from the frontier & service quality: new directions in theory and practice*. 1st Ed. Thousand Oaks, CA: Sage Publishers.
- Saeed, R., Lodhi, R. N., Mukhtar, F., Hussain, G., Mahmood, Z., & Ahm, S. (2013). Impact of labeling on customer buying behavior in Sahiwal, Pakistan. *World Applied Sciences Journal*, 24 (9): 1250-1254.
- Saeed, R., Lodhi, R. N., Rauf, A., Rana, M. I., Mahmood, Z., & Ahmed, N. (2013). Impact of labeling on customer buying behavior in Sahiwal, Pakistan. *World Applied Sciences Journal*, 24 (9): 1250-1254.
- Simpleshowing, C. (2023). *The effects of marketing mix on the sales performance of Tigo Telecommunication Company in Tanzania*. Unpublished thesis submitted to Muzumbe University Dar-es-salaam.
- Samiee, S. & Roth, K. (2012). The influence of global marketing standardization on performance. *Journal of Marketing*, 56 (April), 1-17.
- Sandelowski, M. (2016). The good, the bad and the relative to parts: Goodness and the criterion problem in qualitative research. *Internal Journal of Nursing*.
- Schiele, H. (2018). Location, location: the geography of industry clusters. *Journal of Business Strategy* 29: 29–36.
- Schiffman, L. G. & Kanuk, L. L. (2004). *Consumer behavior*. 8th Ed. New Delhi, India: Pearson Education.
- Schnabl, G., Mckinnon, R., & Oliver (2016). *China's exchange rate and international adjustment in wages, prices, and interest rates: Japan déjà vu?* Cesifo Working Paper No. 1720.
- Schoviah, A. (2012). *The effect of marketing distribution channel strategies on a firm's performance among commercial banks in Kenya*. Unpublished thesis submitted to the University of Nairobi.
- Sehrawet, M. & Kundu, S. C. (2017). Buying behavior of rural and urban consumers in India: the impact of packaging. *International Journal of Consumer Studies*, 31 (6), pp. 630- 638.
- Shaw, E. H. (2012). Marketing strategy from the origin of the concept to the development of a conceptual framework. *Journal of Historical Research in Marketing* Vol. 4 No. 1.
- Shimp, A. T. (2018). *Advertising, promotion, and other aspects of integrated marketing communications*. 7th Ed., South-Western College Pub, pp 444-479.
- Sije, A. & Oloko, M. (2013). Penetration pricing strategy and performance of small and medium enterprises in Kenya. *European Journal of Business and Social Sciences*, 2, (9), pp 114-123.
- Silayoi, P. & Speece, M. (2017). The importance of packaging attributes: a conjoint analysis approach. *European Journal of Marketing*, 41 (11/12), pp. 1495-1517.

- Sin, L. (2012). Profiling internet shoppers in Hong Kong: demographic, psychographic, attitudinal, and experiential factors. *Journal of International Consumer Marketing*, 15 (1), pp. 7 – 22.
- Slater, S. F. (2015). Marketing's contribution to the implementation of business strategy: an empirical analysis. *Strategic Management Journal*, 22, 1055–1067.
- Snape, D. & Spencer, L. (2013). *The foundations of qualitative research, in qualitative research practice: a guide for social science researchers and students (eds)*. Ritchie J & Lewis J. London: SAGE Publications, pp. 1–23.
- Srini, S., Srinivasan, S. S., & Anderson, R. E. (2013). Concepts and strategy guidelines for designing value-enhancing sales promotions. *Journal of Product & Brand Management*, 7, 5, 410-420.
- Syeda, N., Zehra, R., & Sadia, M. (2011). Impact of sales promotion on organizations' profitability and consumer perception in Pakistan. *Interdisciplinary Journal of Contemporary Research in Business* 3, (5), pp. 296-310.
- Szymanski, M. & Henard, H., (2011). Customer satisfaction: a meta-analysis of the empirical evidence. *Journal of the Academy of Marketing Science*, 29 (1), 16-35.
- Tandoh, I. & Sarpong (2015). The impact of sales promotions on the performance of automobile industries in Ghana: a case study of PHC Motors (Accra-Ghana). *European Journal of Business and Management*, 7(11), 170-194.
- Treace, J. (2012). *5 simple ways to increase sales*. Retrieved on: October 12, 2015. Retrieved from: <http://www.inc.com/john-treace/sales-management-simple-ways-to-increase-sales.html>.
- Tsai, H., Cheung, C., & Lo, A. (2013). An exploratory study of the relationship between customer-based casino brand equity and firm performance. *International Journal of Hospitality Management*, 29, pp. 754-757.
- Vadlamudi, D. (2014). A study on marketing effectiveness of sales promotion strategies in the dairy industry. *International Journal of Engineering, Business Entrepreneurship Applications*. 7(1):62–6.
- Varadarajan, R. (2010). Factors influencing customer perceived quality and purchase intention toward private labels in the Vietnam market: the moderating effects of store image. *International Journal of Marketing Studies*; 7 (4), pp51-63.
- Varadarajan, R. (2012). Strategic marketing and marketing strategy: domain, definition, fundamental issues, and foundational premises. *Journal of the Academy of Marketing Science*, 38(2), 119-140.
- Vikas, V. (2011). *Pros and Cons of Penetration Pricing Strategies*.
- Vorhies, D. W., Morgan, R. E., & Autry, C. W. (2019). Product-market strategy and the marketing capabilities of the firm: impact on market effectiveness and cash flow performance. *Strategic Management Journal*, 30 (12), 1310-1334.
- Wed, S. (2016). *The impact of brand identity on customer loyalty and sales performance in local companies*. Unpublished thesis submitted to Effat University.
- Wengraf, T. (2011). *Qualitative Research Interviewing*. Sage.
- Wisdom, E. (2015). *The impact of e-marketing on business performance: a case study of the Midlands Meander Association members*. Unpublished thesis submitted to Durban University of Technology.
- Woodsong, P. A., Bennett, N., Harvey, J.A., & Wise, C. (2015). *Variabilities and dualities in distributed leadership: findings from a systematic literature review*. Educational management, administration & leadership, 32(4), 439–457.
- Wren, B. M. (2017). Channel structure and strategic choice in distribution channels. *Journal of Management Research*, 7 (2), pp.78-86.
- Yi Zhang (2015). The impact of brand image on consumer behavior: a literature review. *Journal of Business and Management*. Vol.3 No.1, January.
- Zeithaml, V. A. (2018). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2-22.
- Zeithaml, V. (2015). *Services marketing: integrating customer focus across the firm*. 6th Ed. Boston, MA: McGraw-Hill/Irwin.