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SENIOR HIGH SCHOOL

**THE EFFECTS OF PROMOTIONAL MIX TOOLS ON THE CONSUMER
PREFERENCE OF GRADE 12 ABM STUDENTS AT PHILIPPINE
CHRISTIAN UNIVERSITY – DASMARIÑAS
SCHOOL YEAR 2023 – 2024**

A Research Paper
Presented to the Faculty of Research of the Senior High
School
Philippine Christian University, City of Dasmariñas

In Partial Fulfillment
of the Requirements for the Subject
Inquiries, Investigation and Immersion

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APPROVAL SHEET

In partial fulfillment of the requirements for the subject Inquiries, Investigation, and Immersion, this research paper entitled **“THE EFFECTS OF PROMOTIONAL MIX TOOLS ON THE CONSUMER PREFERENCE OF GRADE 12 ABM STUDENTS AT PHILIPPINE CHRISTIAN UNIVERSITY – DASMARIÑAS SCHOOL YEAR 2023 – 2024”** was prepared and submitted to the faculty of Research of Senior High School Philippine Christian University, City of Dasmariñas by ABM Q Gabbatha – Group 5.

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DEDICATION

To **our supportive family**, whose love, encouragement, and understanding have sustained us through the highs and lows of this research journey. Your belief in us has been our greatest motivation. This work is dedicated to you with profound gratitude.

To our respected research adviser, **Mr. Roberto Dela Rosa**, your mentorship has encouraged us to think critically, persevere through challenges, and strive for academic excellence. Your support, patience, insightful comments, and encouragement have been invaluable throughout this process. This work is dedicated to you with heartfelt gratitude.

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ABSTRACT

TITLE: The Effects of Promotional Mix Tools on the Consumer Preference of Grade 12 ABM Students at Philippine Christian University – Dasmariñas School Year 2023 – 2024

RESEARCHER: ABM Q Gabbatha – Group 5

SUBJECT: Inquiry, Investigation, and Immersion

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YEAR: 2024

Promotional mix tools play an important role in influencing consumer preferences. Different types of marketing strategies such as broadcast marketing, social media marketing, and direct marketing can influence the consumer preference in many different ways. One, two or all of them may or may not be effective. This study seeks to better understand how promotional mix tools affect the consumer preference of Grade 12 ABM students at Philippine Christian University in Dasmariñas, Cavite and which promotional mix tool influence their preference the most. Researchers used a quantitative research design, distributing survey questionnaires via Google Forms to 36 respondents. The researchers have selected their respondents through stratified sampling technique. In order to interpret the data collected from the survey, statistical analysis techniques are used, including weighted means and parametric tests. Based on the findings, social media marketing has been identified as the most influential marketing strategies to influence the students' consumer preference, surpassing broadcast and direct marketing. Furthermore, brand products, product prices, and brand awareness significantly influence student purchasing decisions. Promotional mix tool influence brand awareness because it creates familiarity and trust among the brands. Product price influences their preference if it meets their expectation in quality and affordability. In this study, the null hypothesis was rejected, indicating that promotional mix tools indeed have a significant effect on consumer preferences.



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CHAPTER I

PROBLEM AND ITS BACKGROUND

PERCEIVED GAP

Promotional mix tool has been extensively studied in various industries to understand their impact on consumer behavior, but there is still a significant gap in understanding the subtle impact of promotional mix tools targeted at students at Philippine Christian University - Dasmarinas studying Accounting, Business, and Management during the academic year 2023-2024. This study explores the influences and factors that shape the consumer preferences of ABM students. To develop successful marketing strategies, it is important to address this gap in order to develop targeted marketing strategies that resonate effectively with the consumers.

BACKGROUND OF THE STUDY

Promotional mix tools aim to influence consumer behavior by communicating with a specific audience with messages that are targeted. The target audiences of these tools may be reached through a variety of media, such as social media, billboards, television, and online advertisements. This study seeks to better understand how promotional mix tools may affect the purchasing decisions of ABM (Accountancy, Business, and Management) students at Philippine Christian University in Dasmariñas, Cavite. It is particularly important to study the subject of consumer buying behavior as it facilitates firms to plan and execute superior business strategies (Khaniwale, 2015). By achieving these objectives, this study will help to bridge the gap between marketers and consumers, ultimately contributing to the development of more effective marketing strategies and improved consumer experiences. To determine the effects of promotional mix tools on the consumer preferences of ABM students at Philippine Christian University - Dasmariñas by analyzing their purchasing behavior, brand preferences, and attitudes towards promotional mix tools.



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According to Akram et al., (2018) China is the largest internet market in the world. In 2016, a new online retailing model integrating e-commerce with online live streaming shopping emerged in China (Rui & Kang, 2016). This marketing model is based on e-commerce, uses live streaming as a marketing tool (Ding et al., 2020), It provides direct and efficient communication to buyers. According to National Library of Medicine National Center for Biotechnology Information study sheds new light on impulsive purchase behavior in livestreaming e-commerce. The results show that perceived e-commerce anchor attributes, perceived scarcity, and immersion positively influence impulsive purchase behavior; that “People-Product-Place” marketing strategy is important; and that effective marketing triggers impulsive purchase. In livestreaming sellers uses different strategies on marketing campaign to sell their products such as freebies, big discounts and game prizes. Sellers use different tactics in marketing their products to make us believe with the product they sell. Some sellers also make games, sharer badges, buy 1 take 1 item, etc. that's why they can attract more buyers through live streaming.

Promotional mix tools influence the purchasing decisions of ABM students at Philippine Christian University – Dasmariñas. By analyzing consumer preferences and attitudes toward promotional mix tools, it aims to bridge the gap between marketers and consumers, help develop more effective marketing strategies, and improve the consumer experience. This study examines the factors that affect the impulsive purchase behavior of students who shop via livestreaming e-commerce websites. The importance of addressing factors that affect impulsive purchase behavior in consumers and the use of novel marketing strategies to improve user engagement and satisfaction in e-commerce environments.



STATEMENT OF THE PROBLEM

The purpose of this study is to look into how promotional mix tools may affect the consumer preferences of ABM (Accountancy, Business, and Management) students at Philippine Christian University - Dasmariñas in the academic year 2023–2024. The study seeks to answer the following questions in particular:

1. What type of promotional mix tools are most influential on ABM students' consumer preference?

- a. Broadcast Marketing
- b. Social Media Marketing
- c. Direct Marketing

2. How do the promotional mix tools influence the consumer preference of ABM students in terms of:

- a. Brand Products;
- b. Product Price;
- c. Brand Awareness

SIGNIFICANCE OF THE STUDY

The purpose of this research can help marketers and educational institutions tailor their promotional mix tools and offerings to better resonate with this specific demographic, potentially leading to more effective marketing strategies and improved educational experiences for ABM students.

ABM Students – In this study promotional mix tools play a vital role in influencing the preferences of ABM students by creating awareness, providing information, shaping



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perceptions, establishing emotional connections, and appealing to their desire for exclusivity. It is important for marketers to understand their target audience and tailor promotional mix tools accordingly to achieve the desired impact.

Educational Institutions – In this study schools or universities offering ABM programs could benefit from understanding how marketing impacts their students, potentially informing curriculum development or partnership opportunities with marketing firms.

Consumers – This study could shed light on broader marketing principles that apply beyond ABM students, offering insights into how marketing influences consumer preferences in various contexts.

Businesses and Brands – In this study companies targeting ABM students as a consumer demographic could use the insights to refine their marketing strategies and better meet the needs and preferences of this group.

Policy Makers – In this study policy makers may use the research to inform decisions related to education and consumer protection policies, especially in the context of students' exposure to promotional mix tools.

Future Researchers – In this study the effect for future researchers could involve expanding the knowledge base on marketing to ABM students, leading to practical applications and potential improvements in marketing strategies and academic recruitment efforts.

HYPOTHESIS OF THE STUDY

H₀: Promotional mix tools have no significant effects on the consumer preferences of the Accountancy, Business and Management Students.



SCOPES AND DELIMITATIONS OF THE STUDY

This study examines how promotional mix tools influence the choices of ABM students at Philippine Christian University - Dasmariñas. It confines its scope to this demographic, considering marketing activities within a defined timeframe and location. By concentrating on ABM students, the study aims to reveal insights into the effectiveness of promotional mix tools in engaging this particular group.

However, it is important to note certain boundaries in this study. It excludes students from other programs or faculties, ensuring a focused investigation solely on ABM student preferences. Additionally, factors outside of promotional mix tools, like personal interests or family influence, won't be extensively explored. Detailed financial assessments of the promotional mix tools are also not within the study's scope, maintaining a narrower focus on their direct impact on preferences within the specified timeframe and location. These limitations are established to keep the research manageable and focused.

This study utilizes a quantitative approach to gather extensive data. It will conduct surveys with ABM students to assess how marketing initiatives have influenced their choices. This focused technique aims to provide a thorough understanding of how marketing tactics affect ABM students at Philippine Christian University - Dasmariñas' decision-making. Additionally, the research will appropriately address any relevant circumstances that may potentially complicate the study when evaluating and interpreting the results.

DEFINITION OF VARIABLES

The following terms were used in this research and the definitions given were used to clarify them:



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- 1. Promotional Mix Tool** – also known as the marketing mix, refers to the set of tools and techniques used by businesses to promote and market their products to customer. Promotional Mix Tools is used as an independent variable in this study as the researchers wants to determine if promotional mix tool affects the consumer preferences of Grade 12 ABM students at Philippine Christian University – Dasmariñas.
- 2. Consumer Preference** – refers to a person’s particular choices and habits when it comes to choosing products, brands, or services. Consumer preference is used as the dependent variable in this study since it is the one getting affected by the promotional mix tools of business owners.
- 3. ABM Students** – refers to the students pursuing a course of study in areas relating to accounting, business, and management. They are the respondents and they will provide feedback, information, and data regarding to their consumer preferences in response to marketing campaigns in this study.
- 4. Philippine Christian University** – it is a private school located in Dasmariñas, Cavite. In this study, it represents the academic setting where the ABM students (respondents) are enrolled and where promotional mix tools are evaluated based on their consumer preference.

REVIEW OF RELATED LITERATURE AND STUDIES

Consumer behaviors and preferences can be changed by promotional mix tools in today's business world. A comprehensive review of related literature and studies is provided in this chapter in order to develop a theoretical framework for understanding how promotional mix tools affect the consumer preferences of Accountancy, Business, and Management students at Philippine Christian University - Dasmariñas in 2023-2024.



Promotional Mix Tools

Ali and Muhammad (2021) found that offering free samples and price discounts greatly affects how people decide to buy things. Consumers are more likely to buy or consider buying products when they can try them for free or get them at a lower price. Free samples let people test products without spending money, which makes them more comfortable with buying. Discounts make products cheaper and more attractive, encouraging people to buy right away. These promotions work especially well for products that are interesting or stand out to consumers.

Digital / Social Media Marketing

The study highlights how social media marketing can be beneficial for governments and businesses to invest in online advertising to target Filipino customers. The study has proved that Filipinos are indeed influenced by online advertisements, with high levels of agreement on purchase intention as a result of exposure to targeted ads. This highlights the potential benefits of a targeted approach to marketing compared to traditional methods which may not be as effective for reaching the target audience, Astoriano L., et al. (2022).

Digital marketing is considered very effective because it has greater reach than traditional marketing channels. Digital marketing also has the advantage of being highly visual, with the use of videos, photos, and graphics that catch the attention of potential customers. Digital marketing is also more persuasive than traditional marketing because it can be targeted to specific customer segments based on their preferences, interests, and behavior. This allows companies to create tailored messages that are more likely to resonate with their target audience and inspire them to take action. (S. Nazimsha & M. Rajeswa 2017)

Digital marketing success depends on these platforms because millennials look to social media platforms like Instagram and TikTok for recommendations. According to the study, millennial consumers found digital marketing useful in achieving their



intentions, specifically to get better deals on the products and services they intended to purchase, Schutte, F. & Chauke, T. (2022).

According to Kumar S., et al. (2020), social media is an excellent marketing tool that helps marketers engage with their target markets, but its influences go beyond mere interaction. Social media provides unique opportunities for marketing techniques where consumers can share product information with their network and influence their purchase decisions. This social media allows customers to gather information from trustworthy sources and spread the word about products that they have found valuable. The information is more reliable and credible, which makes it more likely to drive sales. Thus, it can be seen that social media not only provides marketers with a chance to interact with their audiences but also motivates readers to buy advertised products.

According to Albarando, T. et al. (2023), an in-depth review of the interviews and relevant literature revealed that social media, particularly Facebook marketing, has become increasingly popular since the beginning of the pandemic, and it has a significant impact on how Filipino customers perceive a brand. It was due to the ease with which businesses and brands can communicate with customers, and vice versa. However, like everything is just one click away online, a brand can either grow or sink quickly because all customers rely heavily on feedback and reviews. Nonetheless, it was discovered that Facebook marketing has more good effects on a brand than negative.

According to Jacinto et al., (2021), the study shows a positive, moderate, and significant correlation between social media marketing and consumer buying behavior. This indicates that social media marketing has an impact on consumers' purchasing decisions. The study findings reveal that all indicators of social media marketing are predictive factors for consumer buying behavior. The analysis results indicate that social media marketing significantly influences consumer buying behavior. Thus, consumers' decisions are influenced by the factors and external stimuli brought in by social media marketing. The study highlights the strong potential of social media marketing to influence customers' purchase decisions.



Influencer Marketing

According to Noémie & Jade, (2022), social media and influencers have given brands significant sway over younger generations of consumers. In this relationship the impact of young consumers is in a different stage. Customers accept the advice of influencers because they can recognise them and establish connections with them. Young customers are affected differently by this interaction. It is true that followers often buy items that the people they look up to, or whomever the influencers are, wear or use. Social networks and influencers wield considerable influence over the younger consumer demographic. Through platforms like social media, brands harness a potent force to shape the preferences of this audience. Consumers establish meaningful connections with influencers, leading them to closely follow and adopt the recommendations made by these influential figures. This dynamic creates a profound impact on young consumers, as they often emulate the choices of the influencers they admire. Consequently, these followers tend to gravitate towards purchasing products or clothing endorsed by their idolized influencers, solidifying the significant role that influencers play in shaping consumer behavior within this demographic.

According to Grafstrom, J. et al (2018), the research suggests that influencer marketing significantly influences the attitudes of millennials, and this impact can be attributed to various factors. One key factor is the alignment of the promotions offered by influencers. When the content and products promoted by influencers resonate with the interests, preferences, and values of millennials, it tends to have a more pronounced effect on their attitudes. This alignment creates a sense of relevance and relatability, making the marketing messages more compelling and persuasive.

Broadcast Marketing

According to S. Nazimsha & M. Rajeswa. (2017), newspaper ads do not have a very strong effect on consumers, they are often overlooked and easily forgotten. Consumers tend to pay more attention to visual advertisements and carefully read them



before making a decision. Newspaper ads consist mainly of text and still images, which require consumers to spend more time in interpreting the information than they would with visual ads. While newspaper ads are cost-effective and reach a large number of consumers, the impact is often limited by the medium used. Visual advertisements, on the other hand, attract consumers' attention in a few seconds and are easier to process and remember.

Direct Marketing

According to Perčić, K., et al. (2020), direct marketing media provides far more powerful effects compared to using just one of them alone. The more channels that are combined, the greater the effect is on consumers. By using multiple direct marketing media, businesses can increase the visibility and effectiveness of their marketing strategies and reach a greater number of consumers.

Brand Products

According to Khan, M. M, & Razzaque, R. (2015), consumers are more likely to buy products associated with a good impression of the company, perceived status, and credibility if the brand appears positively. Additionally, variables which include perceived value, quality, risk, and information costs influence this relationship. Additionally, the study reveals that brand positioning affects purchase intentions in a consistent way across various categories of goods, regardless of the level of interaction between brands and consumers.

Product Price

According to Al-Mamun, A. Et al. (2019), the concerned parties struggle to reach a decision on pricing. Price encompasses more than just the monetary amount customers pay for a product or service; it is seen as the key determinant by customers in their purchasing decisions and crucial for manufacturers to profit from sales. Despite various influencing factors, price remains a primary consideration for consumers due to their rationality and limited financial resources. The success of a business in the market



hinges on its ability to generate profit, which is largely dictated by its pricing strategy. Therefore, when setting prices, companies must carefully consider factors like product availability and quality.

Brand Awareness

According to Babčanova, D. Et al. (2015), it is important to emphasize that brand awareness has a significant influence on which consumers want to purchase. Brands offer information concerning their goods and create partnerships that influence consumers' purchasing decisions. A crucial aspect of understanding consumer habits is brand awareness. Good marketing techniques can encourage favorable brand connections and influence consumer behavior. In the eyes of consumers, brands are valuable as they set goods and services apart. Over half of respondents in the survey on the influence of advertisement on consumer behavior stated that brand is the main factor in their purchase decisions.

Consumer Preference

Consumer preferences and price have a significant positive link. This suggests that, in reality, pricing had a significant role in determining customer preferences. And also, pricing is the main key determining the factors in consumer preferences. The results of the study highlight a noteworthy correlation between price and customer preferences, underscoring the significance of pricing as a pivotal factor in shaping consumer choices. Furthermore, the positive and significant relationship identified between place (or product locations) and customer preference emphasizes the crucial role of distribution and accessibility in influencing consumer decisions. The implications extend to the importance of promotions, suggesting that strategic promotional efforts play a pivotal role in attracting and guiding consumers towards specific brands. Additionally, the study found a substantial positive correlation between customer choice and place. This suggests that the locations of consumer goods have a crucial role in shaping consumer



preferences. These results suggest that, in fact, marketing plays a crucial role in influencing consumers' decisions about which brands to buy, Miriti, M. J. (2016).

SYNTHESIS

It becomes clear that social media and digital marketing play a major role in determining customer preferences. The significant effect that influencers have over purchasing decisions is evidence of their impact, especially on younger generations. Because younger consumers look up to and follow influencers, social media platforms are effective means of promoting brands. Influencer marketing works especially well at influencing attitudes and influencing consumer choices when it is in line with the interests and values of millennials.

Digital marketing is considered effective because of its wide audience, eye-catching videos and graphics, and capacity to customize messages for particular consumer groups. Millennials in particular look to apps like TikTok and Instagram for product recommendations and believe that digital marketing can help them get better prices on goods and services.

The literature highlights the value of internet marketing, particularly when aiming to attract Filipino consumers. Online ads appear to have an impact on Filipinos, according to the study, with targeted ads demonstrating high levels of agreement with regard to purchase intention. Online advertising, made possible by social media platforms, is more successful at reaching and swaying the intended audience than traditional methods.

A tool for interacting with your target audiences is social media marketing. Customers may share details about products with their networks and influence purchase decisions in addition to facilitating communication between marketers and consumers. The study shows a strong relationship between consumer purchasing behavior and



social media marketing, suggesting that social media marketing has a big impact on what people decide to buy.

It has been shown that combining different forms of direct marketing together is more effective than using one alone. Combining channels like emails, ads, and social media makes promotional mix tools stronger. Using multiple channels instead of just one can help businesses reach more people and get better results. In marketing, this shows that combining different methods is a smart and effective strategy.

Brands with good reputations, status, and trustworthiness are more likely to be viewed positively, resulting in more sales. The quality and risk of the product are factors that influence how consumers perceive its value. No matter how much consumers care about purchases, brand positioning consistently influences buying intentions across different types of products.

Pricing and consumer preferences have been identified to be closely related, emphasizing how important pricing plays in influencing consumer decisions. The importance of competitive pricing strategies is highlighted by the positive correlation found between price and customer preferences. Furthermore, the research highlights the significance of place, or the locations of products, in shaping consumer preferences, placing particular emphasis on accessibility and distribution.

The research shows that how a brand is perceived greatly affects whether people want to buy its products. A positive brand image, perceived status, and trustworthiness increase consumers' willingness to purchase items. This connection is also influenced by factors such as how consumers view the product's value, quality, risk, and cost. A major finding of the study is that brand perception is similar across different types of products, no matter how important the purchase is to the consumer.

Using the information gathered from all of the studies and articles, this combined analysis offers an in-depth examination of the state of modern marketing by highlighting the connections between social media influence, digital marketing, and consumer



behavior. The results highlight how important it is for companies to use influencers and focused digital strategies in order to successfully navigate and sway customer decisions in the contemporary marketplace.

THEORETICAL FRAMEWORK



Figure 1. Marketing Communication Mix Theory

The theoretical framework for this study is based on Kotler and Keller's (2006) concept of the Marketing Communication Mix. A successful marketing strategy consists of a combination of various communication elements tailored to reach and engage target audiences. The marketing communication mix theory supported this study because the theory includes advertising, sales promotion, public relations, direct marketing, and personal selling.

One of the elements of the Marketing Communication Mix is the direct marketing and digital marketing. Social media and online shopping were not the only effects of digitalization. It also gave us a whole new way to do marketing. Compared with broadcasting to the masses via TV or radio, this method is much cheaper; if done correctly, it can be even more effective. A lot of business is using social media to market their products, like posting in on Facebook, Instagram, and Tiktok. This can get the attention of consumers and can enhance brand awareness among them.



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In this study, the marketing communication mix is employed as a theoretical framework for analyzing how different promotional mix tools affect Grade 12 ABM students' consumer preferences. It is important to note that the marketing communications mix includes all the tools and technologies businesses use to communicate with their customers and potential customers. The theory would be useful to know promotional mix tools affect the preferences of Grade 12 ABM students in PCU-D.



CONCEPTUAL FRAMEWORK

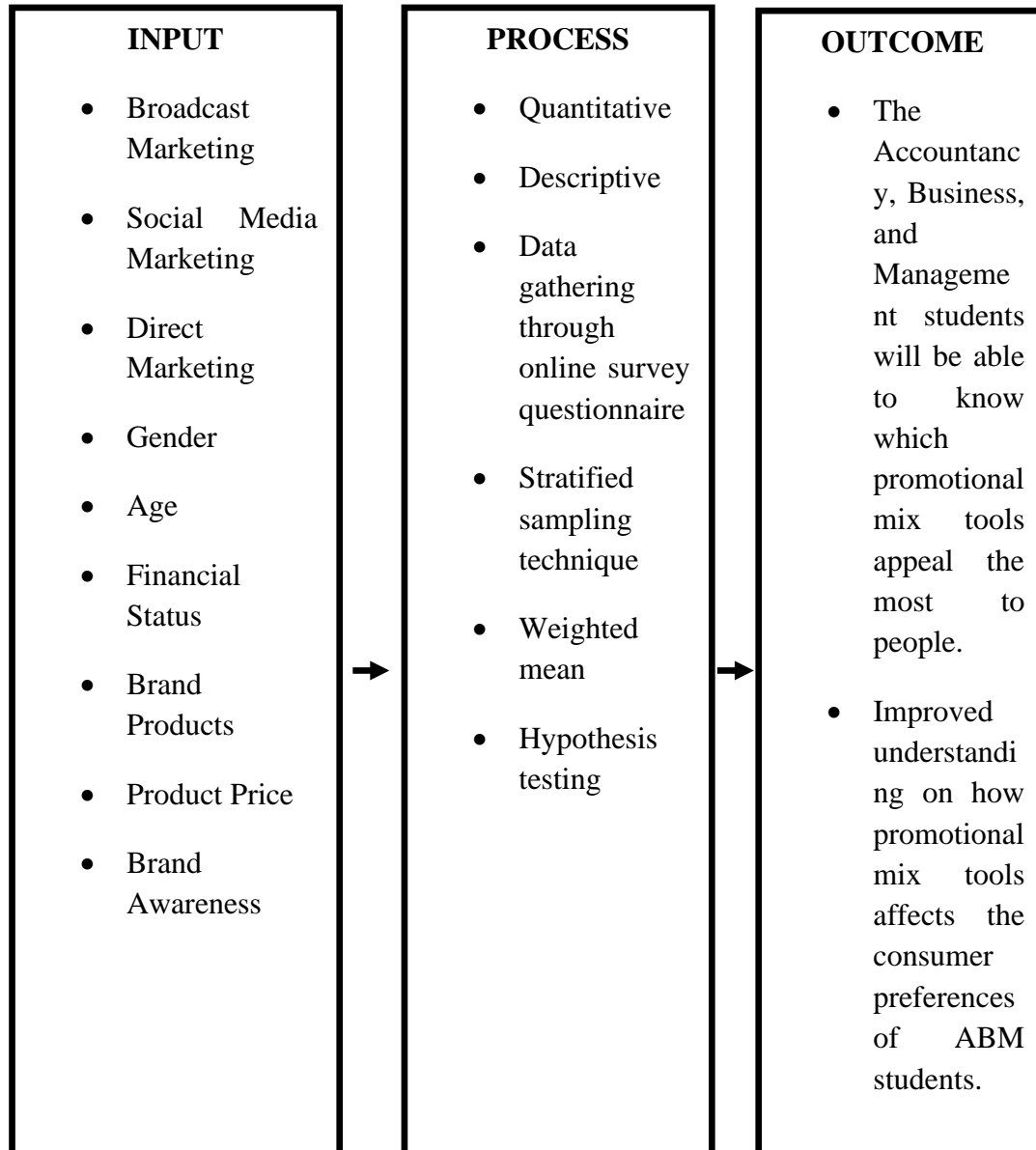


Figure 2. Research Paradigm

This paradigm shows the input, process, and output of the study. The procedure of this study shall be conducted through online survey questionnaire. All throughout the process, the objective of the input of this study will be presented. Furthermore, the output will be the outcome based on the assessed data of the study.



CHAPTER II

METHODOLOGY

RESEARCH DESIGN

In this study, the researchers will examine the effects of promotional mix tools on the consumer preferences of ABM students at Philippine Christian University - Dasmariñas during the academic year 2023–2024. Quantitative research focuses on quantifying the collection and analysis of data, allowing researchers to draw reliable conclusions based on numerical data. The researchers use quantitative method to observe the situations and collect reliable and accurate data. The researchers will collect and analyze numerical data. Since statistical methods are being used, the research in this study is mainly focused on quantitative research design.

Descriptive research involves investigating phenomena or variables to provide descriptions and characterizations without altering them. Its primary goal is to offer an accurate depiction of the characteristics, behaviors, or attitudes exhibited by a population or particular group, thereby providing insights into their traits and interactions. The researcher aims to investigate the influence of promotional mix tools on the consumer preferences of Accountancy, Business, and Management students in Philippine Christian University - Dasmariñas during the academic year 2023-2024. Descriptive analysis will provide a detailed description and understanding of the factors influencing these preferences.

POPULATION, SAMPLE AND SAMPLING TECHNIQUES USED

The target population for this research comprises students from various sections enrolled at Philippine Christian University - Dasmariñas. The respondents will include one (1) female and one (1) male student per section from 12th - grade section A to R. This will result in a total of 36 respondents.

The research design of this study is quantitative, using survey questionnaires is the most relatively easy method of gathering data. The researchers will use this method



in the research project to respond to the research questions.

This research is specifically focused on the distinct group of Grade 12 ABM students who are bonafide students of the Philippine Christian University, Dasmariñas. This study aims to use a stratified sampling technique, which is a type of non-probability sampling that specifies the researcher's wants to consensually participate in the research.

INSTRUMENTATION

This study utilized questionnaires to survey the Accountancy, Business, and Management students in Philippine Christian University - Dasmariñas about the effects of promotional mix tools on consumer preferences. The questionnaires consisted of twenty (18) items. Respondents answered these questions using the 5 – points of Likert Scale, where 5 being the highest and 1 being the lowest: 5 – Strongly Agree, 4 – Agree, 3 – Neutral, 2 – Disagree, 1 – Strongly Disagree.

RATING SCALE EVALUATION ON HOW PROMOTIONAL MIX TOOLS AFFECT THE CONSUMER PREFERENCES OF ACCOUNTANCY, BUSINESS, AND MANAGEMENT STUDENTS IN PHILIPPINE CHRISTIAN UNIVERSITY – DASMARIÑAS

Rating	Remarks
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Table 2.1 shows the rating scale on how promotional mix tools affect the consumer preferences of grade 12 ABM students.



DATA GATHERING PROCEDURE

The researcher will create a survey questionnaire via Google Forms. Included in the Google Form is a consent letter that assures respondents that their identity and honest answers will be protected and kept confidential. Throughout the survey, the researcher will monitor the responses and answer questions from respondents if they have questions or clarification. Once all the respondents have answered the survey, the researchers will close the survey to prevent additional entries. The gathered data will then be carefully examined and will be analyzed with an in-depth statistical analysis.

STATISTICAL ANALYSIS OF DATA

To interpret the data effectively, the researchers will make use of statistical analysis. **Weighted mean** is the tool that will be used to interpret the data to know the impact of marketing campaigns on the consumer preferences of ABM students.

Weighted Mean Formula:

$$X = \frac{\sum fx}{n}$$

In addition to the average weighted mean, the researchers utilized the **z-test** as a statistical analysis tool. The z-test is a parametric statistical test that compares a sample mean to a known population mean, when variance is known and sample size is large, providing insights into whether the observed differences are statistically significant. To compute for the z-test, the formula is as shown below. With a concentration on ABM students at Philippine Christian University – Dasmariñas, the z-test's requirement for a large sample size is met. Moreover, utilizing the z-test for this research is justified for its suitability for analyzing the impact of various types of marketing campaigns on consumer preferences by comparing the resulting means from the different marketing campaigns, which will reveal how their impacts on consumer preferences differ.



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Parametric Z – Test Formula:

$$Z = \frac{(\bar{X} - \mu)}{(\sigma / \sqrt{n})}$$

\bar{X} - sample mean

μ - population mean

σ - population standard deviation

n - sample size



CHAPTER III
RESULTS AND DISCUSSION

This chapter includes an analysis of the results supported by statistical techniques. It presents the key findings of the meticulously detailed research.

Presentation of Results

Table 3.1
Demographic Profile

Gender	Frequency
Female	18
Male	18
Total	36

Table 3.1 shows the number of female and male respondents.

Stratified sampling technique was used to select the respondents. Thus, there was an equal gender distribution among them. The total number of respondents is 36.

Table 3.2
Demographic Profile

Age	Frequency
20	2
19	4
18	18
17	12
Total	36

Table 3.2 shows the demographic profile of the respondents.



The table shows the results of the survey according to age. There are 2 respondents aged 20, 4 respondents aged 19, 18 respondents aged 18, and 12 respondents aged 17. Majority of the respondents are 18 years old (18 out of 36) and the minority is 20 years old (2 out of 36).

Table 3.3

Weighted Mean Results of Responses on Category 1

Research Statements	Result	Rating	Description
As a consumer, social media heavily influences my purchasing decisions.	4.11	4	Agree

Table 3.3 shows the weighted mean results for Category 1.

Overall Weighted Mean: 4.11 ~ Agree

The overall weighted mean of 4.11 suggests an agree stand regarding marketing strategies. Social media marketing stands out as the high point, indicating a relatively positive perception, while direct marketing is viewed less favorably, representing the low point. This aligns with the study conducted by S. Nazimsha & M. Rajeswa (2017) that social media marketing is more persuasive than traditional marketing due to its ability to target specific customer segments based on preferences, interests, and behavior. The overall mean of 4.11 might indicate that while social media marketing is recognized for its effectiveness, there may still be room for improvement or uncertainty about its superiority over traditional methods.

Table 3.4

Weighted Mean Result of Response on Category 2

Research Statements	Result	Rating	Description
I purchase products that are affordably priced and fit within my budget.	4.66	5	Strongly Agree

Table 3.4 shows the weighted mean results for Category 2.

Overall Weighted Mean: 4.66 ~ Agree



The table for category 2 shows that the total weighted mean obtained is 4.66. This indicates that the students agree that brand products, product price, and brand awareness have an impact on their consumer preferences. Product price received the highest rating, while brand awareness received the lowest rating. According to Al-Mamun, A. et al. (2019), despite various influencing factors, price remains a primary consideration for consumers due to their rationality and limited financial resources. This supports the result that product price is the most influential factor on consumer preferences, even though other factors such as brand products and brand awareness are also important.

Table 3.5
Statistical Table of Result

	Results
I prefer to purchase a product that I found interesting in television advertisements.	$-0.4999 < 0.5$, Reject H_0
As a consumer, social media heavily influences my purchasing decisions.	$-0.4999 < 0.5$, Reject H_0
Receiving phone calls and SMS about a certain product can influence my purchasing decision.	$0.4962 < 0.5$, Reject H_0
I prefer to buy products from brands that fit my personal style and aesthetic vibes.	$-0.4999 < 0.5$, Reject H_0
I purchase products that are affordably priced and fit within my budget.	$-0.4999 < 0.5$, Reject H_0
I am willing to pay a higher price for a product if it meets my expectations in terms of quality.	$-0.4999 < 0.5$, Reject H_0

Table 3.5 shows the Statistical Table of Result.

The result of the hypothesis testing indicates that for each statement presented, the null hypothesis is rejected, as the calculated test statistic falls below the critical value of 0.5. Results of the hypothesis testing show that all statements reject the null hypothesis. These results suggest that, in fact, marketing strategies plays a crucial role in



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influencing consumers' decisions about which brands to buy, Miriti, M. J. (2016). Different promotional mix tools, such as broadcast marketing, direct marketing, and social media marketing, greatly influence people's consumer preferences, but they might not affect everyone in the same way. Based from the result of the hypothesis test, -0.4999 rejects the null hypothesis on these three variables, indicating that product price, brand awareness, and brand products do affect the students' consumer preference too. This highlights the need for further research to delve deeper into the specific factors and mechanisms that shape consumer behavior in response to different marketing approaches. But it's important to remember that even though these methods have a big effect overall, each person might react differently.



CHAPTER IV
SUMMARY, CONCLUSION, AND RECOMMENDATION

SUMMARY

Researchers wanted to know if the promotional mix tools have a significant effect on the consumer preferences of Grade 12 Accountancy, Business, and Managements students, especially considering the growing number of businesses in the current marketplace. Businesses have to understand consumer behavior if they are to succeed in the growing competitive and changing business environment. Furthermore, the study was conducted at Philippine Christian University - Dasmariñas during the academic year for the benefit of students, future business owners, and future researchers. The study conducted by Astoriano L., et al. (2022) has proved that Filipinos are indeed influenced by online advertisements, with high levels of agreement on purchase intention as a result of exposure to targeted ads. This highlights the potential benefits of a targeted approach to marketing compared to broadcast marketing methods which may not be as effective for reaching the target audience. As a result, the researchers conducted an online survey questionnaire with 36 respondents in order to acquire the necessary and general information to support their assumptions. Based on the collected responses, researchers discovered that the majority of the respondents prefer social media marketing rather than the broadcast marketing and direct marketing. Also, majority of the students are considering to purchase a product when it is affordably priced and came from a well-known brand. This result aligns with the study by Al-Mamun, A. Et al. (2019). It was stated that price encompasses more than just the monetary amount customers pay for a product or service; it is seen as the key determinant by customers in their purchasing decisions and crucial for manufacturers to profit from sales. Based on the overall result, the researchers found out that marketing strategies implemented by business owners does have an impact on the students' consumer preference.



Summary of the Findings

Table 4.1
Different Statistical Result

Statistical Analysis	Findings
Grand Weighted Mean	3.72
Parametric Test	$-0.4999 < 0.5$

Table 4.1 shows different statistical result.

The z-test results show that promotional mix tools have an effect on the consumer preferences of Grade 12 Accountancy Business and Management students. Additionally, the general weighted mean supports the idea that marketing strategies have an effect on student preferences. Social Media Marketing has the highest mean score (4 – Agree), indicating that students agree that social media has an influence to their preference. While broadcast and direct marketing got 3 as the mean score, indicating neutrality among the students about its influence on their preference. Understanding which marketing strategies can influence consumer preferences is important. This can help business owners in determining where to focus their efforts. This is relevant and beneficial for both consumers and business owners.

CONCLUSION

Based from findings of the study, these conclusions are drawn:

1. Social media marketing stands out as the most influential type of marketing campaigns.
2. Students are more likely to buy product if they have seen it advertised in television.



3. Direct marketing does not affect the students' consumer preference the same way as before.
4. Students purchase products if they are on sale or at a discounted price.
5. Brand awareness influences the students' consumer preference since it can build familiarity between the company and the students
6. Product price can influence students' consumer preference if they are within the budget. Also, if the price is reasonable for the products' quality.
7. Brand products can influence the students' consumer preference if they're product fits their personal style.
8. The null hypothesis was rejected, indicating that promotional mix tools does have an effect on the ABM students' consumer preference.

Recommendation

Based on the findings and conclusion of the study, these recommendations are given described and proposed:

1. Conducting interviews or focus groups with the students could provide valuable insights for further research on this topic.
2. Future researchers should examine the consumer preference of ABM students not only by Marketing Strategies but external factors and understanding its importance in the marketing world. Stimulating interviews would resonate to an esteemed understanding on how external factors affect consumer preferences.
3. Future researchers should expand the study to include a larger sample size or different demographic groups since it could provide further insight into consumer preferences.



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4. Market trends and consumer preferences should be continuously monitored and analyzed by businesses. In this way, they can adjust their marketing strategies based on changing consumer behavior and preferences.



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VALIDATION LETTER

February 2024

Mr:

Christian Greetings!

We, researchers from Accountancy, Business, and Management (ABM) strand, for Grade 12 currently conducting a quantitative study which will serve as our final output in our Research subject, respectively.

In view with this, we are humbly asking for your assistance in validating our questionnaires to be used for our research study. Moreover, it will serve as a proof that all research statements are checked and validated.

Your assistance will help a lot in the progress of the study especially in giving credibility to the findings.

Respectfully,

Researchers, ABM Q Gabbatha, Group 5

Validated and Checked By:

Mr. Roberto Dela Rosa

Research Subject Teacher

This is to certify that the research instrument has been validated, checked, and corrected. Thus, the questionnaire can be formally used for the data-gathering procedure.



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INFORMED CONSENT

Christian Greetings!

The researchers would like to politely ask for your participation in our research study "The Effects of Promotional Mix Tools on the Consumer Preferences of ABM students in Philippine Christian University - Dasmariñas"

Our research study focuses on exploring the effects of promotional mix tools on the consumer preferences of ABM students. Your voluntary participation in this study is greatly appreciated. Rest assured, any personal information you share will be kept strictly confidential and will not be disclosed to any third parties. Thank you for contributing to our research efforts.

The aim of this study is to gather information about how promotional mix tools influence the consumer preference of the selected students. This will take you about 10 to 15 minutes to answer the survey questionnaires that we are about to conduct. You may leave the study at any time you like. By participating in this study, you will be helping us better understand the effectiveness of promotional mix tools in consumer preferences. Your participation is significant and valuable to our study's success.

Respectfully,

Researchers from ABM 12 Q – Gabbatha



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SAMPLE RESEARCH INSTRUMENT

Please fill out the following respectively. Names are optional in this case. The information you will share in this study will be highly respected and kept confidential from the very beginning through the completion of the study.

Name (optional): _____ Gender: _____

Grade/Strand/Section: _____ Age: _____

Directions: In each given research statement, place a (/) to indicate a relevant response to the column that indicates the appropriate rating scale and research description.

Part 1: Traditional Marketing

RATING SCALE ON THE EFFECTIVENESS OF BROADCAST MARKETING IN INFLUENCING CONSUMER PREFERENCES

Rating Scale	Remarks
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Research Statements	(5)	(4)	(3)	(2)	(1)
1. I am more likely to buy products I have seen and remember being marketed through billboards.					
2. I buy products that I remember repeatedly advertised by radio broadcasters.					
3. I prefer to purchase a product that I found interesting in television advertisement.					



Part 2: Social Media Marketing

**RATING SCALE ON THE EFFECTIVENESS OF SOCIAL MEDIA
MARKETING IN INFLUENCING CONSUMER PREFERENCES**

Rating Scale	Remarks
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Research Statements	(5)	(4)	(3)	(2)	(1)
1. I purchase the items that famous influencers recommend.					
2. As a consumer, social media heavily influences my purchasing decisions.					
3. I am more likely to purchase products from a business page advertisement that I follow on Facebook.					



Part 3: Direct Marketing

**RATING SCALE ON THE EFFECTIVENESS OF DIRECT MARKETING IN
INFLUENCING CONSUMER PREFERENCES**

Rating Scale	Remarks
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Research Statements	(5)	(4)	(3)	(2)	(1)
1. I consider buying when I receive a direct email from the seller.					
2. Receiving phone calls and SMS about a certain product can influence my purchasing decision.					
3. I consider purchasing a product when the seller personally offers me a product.					



Part 4: Brand Products

**RATING SCALE ON THE EFFECTIVENESS OF BRAND PRODUCTS IN
INFLUENCING CONSUMER PREFERENCES**

Rating Scale	Remarks
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Research Statements	(5)	(4)	(3)	(2)	(1)
1. I am more likely to buy products from well-known brands.					
2. I prefer to buy products from brands that fit my personal style and aesthetic vibes.					
3. I prefer to buy products from international brands.					



Part 5: Product Price

**RATING SCALE ON THE EFFECTIVENESS OF PRODUCT PRICE IN
INFLUENCING CONSUMER PREFERENCES**

Rating Scale	Remarks
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Research Statements	(5)	(4)	(3)	(2)	(1)
1. I am more likely to buy products when they are on sale or at a discounted price.					
2. I purchased products that are affordably priced and fit within my budget.					
3. I am willing to pay a higher price for a product if it meets my expectation in terms of quality.					



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Part 6: Brand Awareness

**RATING SCALE ON THE EFFECTIVENESS OF BRAND AWARENESS IN
INFLUENCING CONSUMER PREFERENCES**

Rating Scale	Remarks
5	Strongly Agree
4	Agree
3	Neutral
2	Disagree
1	Strongly Disagree

Research Statements	(5)	(4)	(3)	(2)	(1)
1. I am more likely to purchase products or services with visible branding and recognizable logos.					
2. A strong brand's market presence is important to me when choosing products.					
3. I am more likely to consider a product if I am familiar with its brand.					



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BIONOTE



Princess Nicole B. Saulog was born on June 11, 2005, in Imus, Cavite. A graduating student studying in Philippine Christian University – Dasmariñas. She loves playing online games. She's good at math and has won awards for it since elementary. She is a consistent honor student since elementary to senior high school.



Rosheal A. Calungin was born on October 6, 2006, in Dasmariñas, Cavite, Philippines. A graduating student studying in Philippine Christian University – Dasmariñas. She loves and enjoys cooking as a hobby. In elementary school, she won a singing contest.



Edilmae T. Handayan was born on May 18, 2006, in Salawag, Dasmariñas, Cavite. A graduating student studying in Philippine Christian University – Dasmariñas. She has been awarded with honors from kindergarten through grade 12. In her spare time, Edilmae enjoys playing the guitar and playing online games.



Nicolai Ron Cyrus V. Rubis was born on January 19, 2006, in Trece Martires. A graduating student studying in Philippine Christian University – Dasmariñas. He has a loud and a jolly personality. He enjoys playing video games with his friends. He is planning to pursue Computer Science in college.



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Joberth L. Florendo was born on November 4, 2005, in GMA, Cavite. A graduating student studying in Philippine Christian University – Dasmariñas. He loves playing basketball. He wants to be a businessman in the future.



Money Kent L. Yañez was born on March 8, 2004, in Cagayan de Oro City, Mindanao. A graduating student and a varsity player studying in Philippine Christian University – Dasmariñas. He is an avid basketball player and has been recognized for his skills, winning the 3x3 Wilson in his Junior High School years.



Carl Stephen G. Santos was born in Manila on November 15, 2005, and currently resides in General Trias, Cavite. A graduating student studying in Philippine Christian University – Dasmariñas. He attended elementary school in General Trias and pursued his high school education in Imus, Cavite. He is known for his kindness and friendliness. In his free time, he assists his mother in her carinderia store and enjoys playing basketball as a hobby.

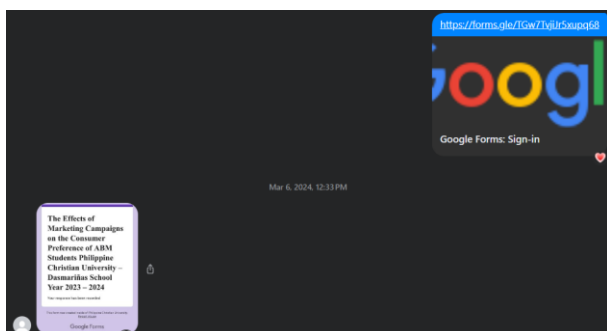
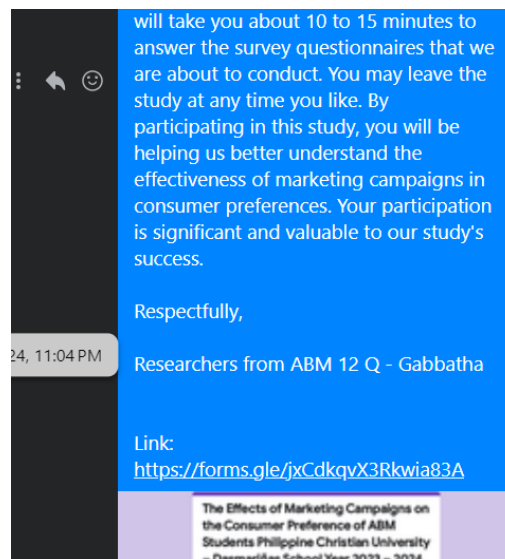
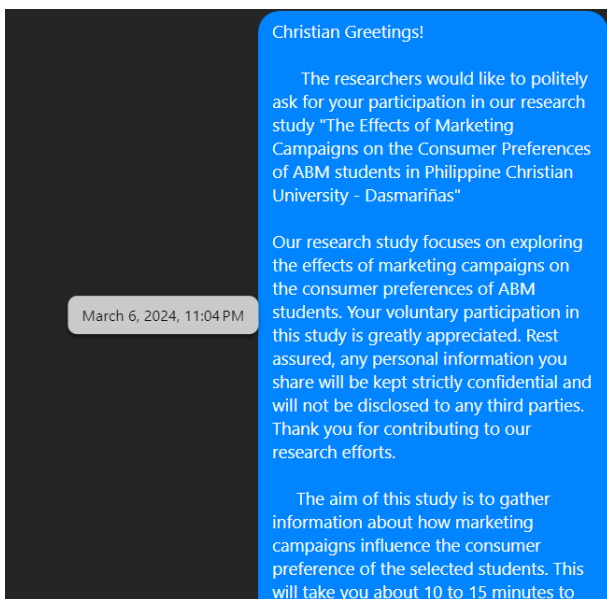
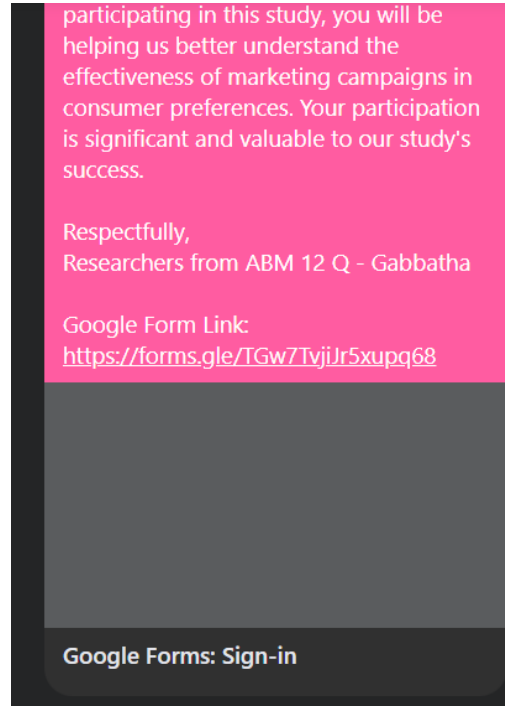
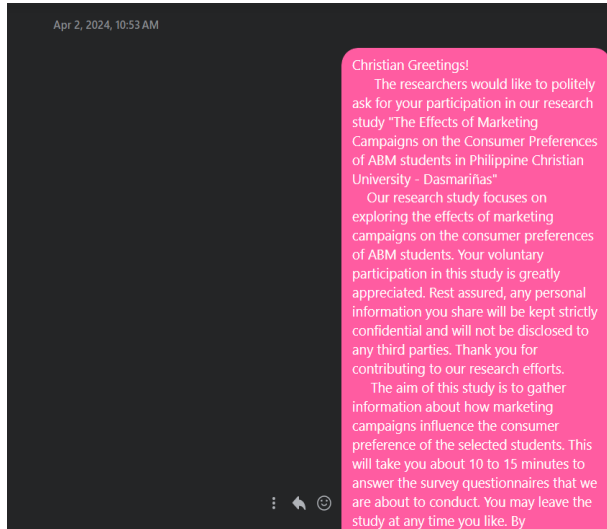


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DOCUMENTATION





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6:02 PM 0.1KB/s

James Lee
Active 7m ago

Christian Greetings!
The researchers would like to politely ask for your participation in our research study "The Effects of Marketing Campaigns on the Consumer Preferences of ABM students in Philippine Christian University - Dasmariñas"
Our research study focuses on exploring the effects of marketing campaigns on the consumer preferences of ABM students. Your voluntary participation in this study is greatly appreciated. Rest assured, any personal information you share will be kept strictly confidential and will not be disclosed to any third parties. Thank you for contributing to our research efforts.
The aim of this study is to gather information about how marketing campaigns influence the consumer preference of the selected students. This will take you about 10 to 15 minutes to answer the survey questionnaires that we are about to conduct. You may leave the study at any time you like. By participating in this study, you will be helping us better understand the effectiveness of marketing campaigns in consumer preferences. Your participation is significant and valuable to our study's success.
Respectfully,
Researchers from ABM 12 Q - Gabbatha
Google Form Link:
<https://forms.gle/TGw7TvjJr5xupq68>

6:06 PM 0.8KB/s

Aleah
Active 51m ago

Christian Greetings!
The researchers would like to politely ask for your participation in our research study "The Effects of Marketing Campaigns on the Consumer Preferences of ABM students in Philippine Christian University - Dasmariñas"
Our research study focuses on exploring the effects of marketing campaigns on the consumer preferences of ABM students. Your voluntary participation in this study is greatly appreciated. Rest assured, any personal information you share will be kept strictly confidential and will not be disclosed to any third parties. Thank you for contributing to our research efforts.
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Respectfully,
Researchers from ABM 12 Q - Gabbatha
Google Form Link:
<https://forms.gle/TGw7TvjJr5xupq68>
The Effects of Marketing Campaigns on the Consumer Preference of ABM Students Phil...
facebook.com

5:16 PM 11.2KB/s

Antonette
Active 10m ago

Christian Greetings!
The researchers would like to politely ask for your participation in our research study "The Effects of Marketing Campaigns on the Consumer Preferences of ABM students in Philippine Christian University - Dasmariñas"
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Respectfully,
Researchers from ABM 12 Q - Gabbatha
Google Form Link:
<https://forms.gle/TGw7TvjJr5xupq68>
Google Forms: Sign-in
forms.gle

to sa isang remare sa section nyo need lang sa research huhu

Pahingi nlang din po ako ng screen shot pag natapos, tas baka po pwedeng pa share po sa ka section nyo din na male heheh