

PROMOTIONAL ACTIVITIES IMPLEMENTED IN SELECTED NATURAL FOOD RESTAURANTS IN TAGUIG CITY

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Introduction

The competition nowadays is the rivalry between companies selling similar products and services with the goal of achieving revenue, profit, and market share growth. Market competition motivates companies to increase sales volume by utilizing the four components of the marketing mix, also referred to as the four P's, that is why many companies using different strategies like using promotional activities.

Promotional activities is the strategy used by many companies because they include the advertising, personal selling o telemarketing, publicity, short term sales promotion and direct marketing. One can use any combination of these methods to target your customers. The right promotional mix will help you satisfy customers' needs, increase sales, improve results and increase ability to reach multiple customers within a target market.

In relation to this, the researchers aim to know the Promotional Activities implemented in selected food in Taguig City. The focus of the study was the The Wholesome Table located in 30th Bonifacio High Street, Taguig Metro Manila and Recovery Food located in 32nd St, Taguig, Metro Manila. The researchers wanted to know the promotional activities implemented in selected restaurants in Taguig City problems encountered. The to the ascertain the researchers hope

to know possible solution in the problems encountered based on the selected restaurants.

Statement of the Problem

The study aimed activities Taguig City. to determine implemented in natural food the promotional restaurants in

Specifically, it sought to answer the following sub-problems:

1. How do the customers and employees assess the promotional activities implemented restaurants in Taguig City? in natural food
2. Is there assessment of the promotional a significant difference in the groups of respondents in the implemented in natural food two activities restaurants in Taguig City?
3. What respondents? are the problems encountered by the

Methodology

The study utilized the descriptive method of research interpreting the data gathered from the survey determine the promotional activities in questionnaires to implemented in selected natural food restaurants in Taguig City. The descriptive method of research is best suited for studies in present or current conditions and for the nature of events involving deductions, classifications, analysis, and enumerations or

measurements to describe the characteristics of the variable in certain conditions and to understand the routine practice.

The aim of the descriptive period is to provide the researcher with a profile or to describe the relevant aspects of organizational the or phenomenon another from an individual, perspective. This means descriptive research involves collecting of data in order to test the hypotheses or answer question regarding the data collected through a questionnaire, an interview or through observation. In descriptive research, the navigator reports the numerical results for one or more variables on the subject of the study. (Tindero, Bongat, Garcia, Tanuecoz, Canare, & Gutierrez, 2010)

Population and Sampling

The population of the study were the twenty-five (25) employees and twenty-five (25) customers of the selected food natural restaurants in Taguig City.

The purposive sampling was used in the selection of the respondents. It is the technique used to determine the sample size of the population. Purposive sampling is a method of non-probability sampling. It is an outstanding tool for research in phenomenology. For several helpful studies and much qualitative research-work, purposive sampling is desirable in any of a number of forms. "In purposive sampling, the researcher selects sampling units based on his or her judgment of what units will facilitate an investigation." (Adler & Clark, 2008)

Table 1
Respondents of the Study

Respondents	f	%
Employees	25	50
Customers	25	50
Total	50	100

Table 1 presented the respondents of the study, among fifty (50) total respondents, it is divided into two group of

respondents are as follows: 25 or 50 percent employees; and 25 or 50 percent are customers.

Table 2
Respondents as to Gender

Sex	Employees		Customers		Total	
	f	%	f	%	f	%
Male	12	48	11	44	23	46
Female	13	52	14	56	27	54
Total	25	100	25	100	50	100

Table 2 reflected the distribution of respondents as to gender:

As to the employees, 13 or 52 percent are female while 12 or 48 percent are male.

As to customers, 14 of them are female with 56 percent, while 11 or 44 percent are male.

As to overall 27 or 57 percent are female and 23 or 46 percent are male.

Table 3
Respondents as to Age

Age	Employees		Customers		Total	
	f	%	f	%	f	%
51 years old and above			3	12	3	6
46 - 50 years old			2	8	2	4
41 - 45 years old	4	16	4	16	8	16
36 - 40 years old	1	4	4	16	5	10
31 - 35 years old	1	4			1	2
26 - 30 years old	2	8	7	28	9	18
21 - 25 years old	17	68	4	16	21	42
20 years old below			1	4	1	2
Total	25	100	25	100	50	100

Table 3 displayed the distribution of respondents as to age:

As to employees, 17 or 68 percent are ages 21-25 years old; 4 or 16 percent are ages 41-45 years old; 2 or 8 percent are 26-30 years old while 1 or 4 percent are 31- 35 and 36-40 years old respectively.

As to customer, 7 or 28 percent are 26-30 years old; 4 or 16 percent are 21-25 years old, 36-40 and 41-45 years old;3 or 12 percent are 51

years old and above; 2 or 8 percent are 46-50 years old and 1 or 4 percent is 20 years old and below.

In sum 21 or 42 percent are aged 25-21 years old: 9 or 18 percent are aged 26-30 years old: 8 or 16 percent are aged 41-45 years old; 5 or 10 percent are aged 36-40 years old; 3 or 6 percent are aged 51 years old and above; 2 or 4 percent are aged 46-50 years old; 1 or 2 percent are aged 31-35 years old; and 1 or 2 percent are aged 20 years old and below.

Table 4
Respondents as to Civil Status

Civil Status	Employees		Customers		Total	
	f	%	f	%	f	%
Single	17	68	13	25	30	60
Married	7	25	11	44	18	36
Widow/Widower	1	4	1	4	2	4
Total	25	100	25	100	50	100

Table 4 manifested the distribution of respondents as to civil status:

As to employees, 17 or 68 percent are single, and 7 25 percent are married, and 1 or 4 percent is or widow/widower.

As to customers, 13 or 25 percent are single, while or 44 percent are married and 1 or 4 percent is 11 widow/widower.

Summarily, 30 of 60 percent are single: 18 or 36 percent are married; and 2 or 4 percent are widow/widower.

Table 5
Respondents as to Educational Attainment

Educational Attainment	Employees		Customers		Total	
	f	%	f	%	F	%
Doctoral Degree			7	28	7	14
With Doctorate units			2	8	2	4
Master’s Degree			3	12	3	6
With Master’s Unit			1	4	1	2
Bachelor’s Degree	23	92	8	32	31	62
High School Graduate	2	8	3	12	5	10
Total	25	100	25	100	50	100

Table 5 stated the distribution of respondents as to educational attainment:

As to employees, 23 or 92 percent have Bachelor's Degree; while 2 or 8 percent are High School Graduates.

As to customers, 7 or 28 percent are Doctorate Degree, 2 or 8 percent are with Doctorate units, 3 or 12 percent are Master Degree, 1 or 4 percent are with Master's Degree, 8 or 32 percent are Bachelor's Degree and the last have 3 or 12 percent are High School Graduate.

Generally, 31 or 62 percent have Bachelor's Degree: 7 or 14 percent have Doctorate Degree: 5 or 10 percent are

Statistical Treatment of Data

The following statistical tools are used to compute the gathered data.

- 1. **Percentage.** This was used to compare the sizes of different magnitudes. Used to determine the percentage usually for data on the profile.
- 2. **Weighted Mean.** The weighted average formula was used to calculate the average value of a particular set of numbers with different levels of weight.

$$WM = \frac{\sum FX}{N}$$

Where:

- WM = Weighted Mean
- Efx = Summation of the product off and x
- X = Weight of each option
- F Frequency
- N Number of Cases

The Five-point Likert Scale was used to evaluate the result. The scale was utilized to determine the promotional activities implemented in selected natural food restaurants in Taguig City.

Option	Verbal Interpretation	Range Value
5	Highly Implemented (E)	4.20-5.00
4	Implemented (VG)	3.40-4.19
3	Moderately Implemented (G)	2.60-3.39
2	Least Implemented (P)	1.80-2.59
1	Poor Implemented (VP)	1.00-1.79

3. **t-test** significant was applied difference in whether the there assessment any the of respondents on the promotional activities implemented in selected natural food restaurants in Taguig City.

Formula used:

$$SD=\sqrt{\frac{\sum (X-X_2)^2}{N-1}}$$

Where:

- SD Standard Deviation
- $\sum (X-X)^2$ - the summation of mean squared deviation
- N = no. Of cases
- T = X1-X2
- $\sqrt{S_1^2 + S_2^2}$
- N1 N2

Conclusions

In the light of the findings, the following conclusions are drawn:

- The customers and employees rated the promotional activities in the natural food restaurants as Implemented
- The respondents share common assessment as to the implementation of promotional activities in natural food restaurants in Taguig City.
- There are problems encountered by the respondents to the promotional activities in natural food as restaurants in Taguig City.

Recommendations

Based from the findings, the following are hereby recommended.

- The management should continue the promotional activities implemented in the restaurant.
- The employees and management should work hand in hand together to sustain the implementation of promotional activities in the establishment. the
- The identified problems encountered may be given consideration and attention by the management. This may be done by utilizing radio jingles, TV commercials, media press releases, having ex deals with artists/celebrity endorsers, uploading in YouTube and send emails customers. to
- Similar study can be conducted by future researchers to analyze other possible variables other than those used in this study.