Marketing Strategies Employed By Supermarkets In Batangas City

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Abstract: The study was conducted to determine the effectiveness of marketing strategies employed by Supermarkets in Batangas City that would be the basis for a proposed marketing plan. The study covered individual customers as the respondent of the study. Random-quota sampling was used to determine the possible respondents of the study. The researchers decided to have five (5) intervals per customers to come up for the right/accurate respondents following the procedure of probability sampling. Seventy five (75) respondents for each supermarket are being surveyed to come up for a three hundred (300) total respondents. Data were collected and analysed with frequency, mean, t-test and ANOVA. Result showed that that most of the respondents are single, female, professionals, earning an income of about 5001-25,000, college undergraduate and graduate, and have no children. Furthermore the product, pricing, and promotional strategies employed by SM Supermarket, Excel Toms, Puregold, and Citimart are effective. On the other hand, the placement strategies employed by the aforementioned supermarket are less effective. Consequently, civil status provides significant difference on the respondents assessment based on the pricing strategies employed by Excel Tom's and promotional strategies employed by Citimart Supermarket. Also, sex does not provide significant difference on their assessment based on the marketing strategies employed by the different supermarket in Batangas City. Moreover, occupation provides significant difference on their assessment based on the product strategies employed by Citimart Company and placement strategies employed by SM supermarket. Furthermore, family monthly income does not provide significant difference on their assessment based on the product, pricing and placement strategies employed by the four (4) selected supermarket. On the other hand, family monthly income provides significant difference on their assessment based on the promotional strategies used by Excel Toms Supermarket. Educational attainment provides significant difference on their assessment based on the product and pricing strategies employed by Citimart Company and promotional strategies of SM, Puregold and Citimart. Lastly, the family size provides significant difference on their assessment based on the product and pricing strategies employed by Citimart Company and placement strategies of Puregold Supermarket.

Keywords: Marketing strategy: product, price, place, promotion

1. Introduction
Consumerism provides the much needed buying power for the consumers of the various market segments to decide among themselves what to purchase, the quantity and the quality of the products. Consumerism is the belief that a person's happiness belies on what he purchases, the level of consumption and the general idea of consumption (Norton, 2009). This idea does not alone dwell on the fact that a well-being of a person does not rely on the standard of living but construed the fact that the individual obtains his happiness through consumption and material possession. In the Philippines, the interaction among the public and the businesses coexist as a part of a social-cultural background of the Filipinos and the need to shop as an assurance for wealth and happiness. According to Peter Drucker, consumerism demands that the business start with its needs, the realities and the values of the customer (Drucker, 1994). It is deemed necessary for a business to identify the needs of the customers and provide satisfactions from those needs. It demands that the business entity create opportunities where it would be able to reward the consumers with their contribution in the progress of the business

II. Objectives of the Study
The main aim of the study is assess the effectiveness of marketing strategies employed by selected supermarket in Batangas City. Specifically it sought to answer the following objectives:
1. What is the profile of the respondents in terms of:
    1.1. Civil Status;
    1.2. Sex;
    1.3. Occupation;
    1.4. Family Monthly Income;
    1.5. Educational Attainment;
    1.6. Family Size?

2. What is the profile of the supermarkets in Batangas City in terms of:
    2.1. years of operation;
    2.2 .type of ownership;
    2.3. Number of Branches in the Area;
    2.4. number of employees;
    2.5 .number of items;
    2.6. number of SKU?

3. How effective are the marketing strategies utilized by the different supermarkets in Batangas City, in terms of:
    3.1.Product;
    3.2. Price;
    3.3. Place/Distribution;
    3.4.Promotion?

4. Is there any significant difference on the assessment of the effectiveness of marketing strategies when grouped according to the profile of the respondents?

III. Methodology
The descriptive research design was utilized in this study. The questionnaire was administered as the main instrument used to gather data from the respondents. Moreover, random-quota sampling was used to determine the possible respondents for the study. The researchers decided to have five (5) intervals per customers to come up for the right/accurate respondents. Seventy five (75) respondents for each supermarket are required to come with three hundred

(300) respondents. The data gathered was tallied and tabulated. Then, the tabulated data was statistically measured using frequency, Mean, ANOVA and T-test

IV. Results and Discussions

Table 1
List of Respondents when grouped according to Civil Status
N=300

VARIABLES	GROUPINGS	F	Percentage
Civil Status	Single	173	57.70
	Married	113	37.70
	Separated	2	.70
	Widowed	12	4.00

The three hundred respondents when grouped according to their Civil Status were as follows: Single- which comprise 173 in total number and yield 57.70 in percentage, the biggest chunk of respondents; Married- which comprise 113 in total and yield 37.70 in percentage, the second biggest chunk of respondents; Separated- which comprise 2 in total and yield .70 in percentage, the smallest in the chunk of respondents; and Widowed- which comprise 12 in total and yield 40.00 in percentage.

Table 2
List of Respondents when grouped according to Sex
N=300

VARIABLES	GROUPINGS	F	Percentage
Sex	Male	114	38.00
	Female	186	62.00

The three hundred respondents when grouped according to their Sex were as follows: Male- which comprise 114 in total and yield 38.00 in percentage, and Female- which comprise 186 in total and yield 62.00 in percentage.

Table 3
List of Respondents when grouped according to Occupation
N=300

VARIABLES	GROUPINGS	F	Percentage
Occupation	None	6	2.00
	Gov. Official/Exec.	38	12.70
	Professional	62	20.70
	Technical/Associate	11	3.70
	Clerk	34	11.30
	Service Workers	28	9.30
	Farmer/Fisherman	8	2.70
	Trade Worker	4	1.30
	Plant and Machine Operator	5	1.70
	Laborer	48	16.00
	Special Occupation	56	18.70

The three hundred respondents when grouped according to their Occupation were as follows:
None- which comprise 6 in total and yield 2.00 in percentage; Gov. Official/Exec.- which comprise 38 in total and yield 12.70 in percentage; Professional- which comprise 62 in total and yield 20.70 in percentage; Technical/Associate- which comprise 11 in total and yield 3.70 in percentage; Clerk- which comprise 34 in total and yield 11.30 in percentage; Service Workers- which comprise

28 in total and yield 9.30 in percentage; Farmer/Fisherman- which comprise 8 in total and yield 2.70 in percentage; Trade Worker- which comprise 4 in total and yield 1.30 in percentage; Plant and Machine Operator- which comprise 5 in total and yield 1.70 in percentage; Laborer- which comprise 48 in total and yield 16.00 in percentage; and Special Occupation- which comprise 56 in total and yield 18.70 in percentage the biggest in the group of respondents.

Table 4
List of Respondents when grouped according to Family Monthly Income
N=300

VARIABLES	GROUPINGS	F	Percentage
Family Monthly Income	None	1	.30
	5,000 and Below	52	17.30
	5,001- 25,000	121	40.30
	25,001- 45,000	80	26.70
	45,001- 65,000	28	9.30
	65,001- 85,000	4	1.30
	85,001-105,000	12	4.00
	105,001 and Above	2	.70

The three hundred respondents when grouped according to their Family Monthly Income were as follows:
None- which comprises 1 in total and yield .30 in percentage; 5,000 and below- which comprise 52 in total and yield 17.30 in percentage; 5,001-25,000- which comprise 121 in total and yield 40 .30 in percentage the biggest in the group of respondents; 25,001-45,000-which comprise 80 in total and yield 26 .70 in percentage; 45,001-65,000- which comprise 28 in total and yield 90 .30 in percentage; 65,001-85,000- which comprise 4 in total and yield 1 .30 in percentage; 85,001-105,000- which comprise 12 in total and yield 4 .00 in percentage; and 105,001 and above- which comprise 2 in total and yield .70 in percentage.

Table 5
List of Respondents when grouped according to Educational Attainment
N=300

VARIABLES	GROUPINGS	F	Percentage
Educational Attainment	None	1	.30
	Primary	1	.30
	Secondary	67	22.30
	College Undergraduate	104	34.70
	College Graduate	104	34.70
	Post Graduate	16	5.30
	Technical-Vocational	7	2.30

The three hundred respondents when grouped according to their Educational Attainment were as follows:
None- which comprises 1 in total and yield .30 in percentage; Primary- which comprises 1 in total and yield .30 in percentage; Secondary- which comprise 67 in total and yield 22.30 in percentage; College- which comprise 104 in total and yield 34 .70 in percentage; Under graduate- which comprise nothing in total and even in percentage; College Graduate- which comprise 104 in total and yield 34 .70 in percentage; Post Graduate- which comprise 16 in total and yield 5.30 in percentage; and Technical/Vocational- which comprise 7 in total and yield 2.30 in percentage.

Table 6
List of Respondents when grouped according to Family Size
N=300

VARIABLES	GROUPINGS	F	Percentage
Family Size	No Children 1-3	146 85	48.67 28.33
	4-6	60	.20
	7 and Above	9	.03

The three hundred respondents when grouped according to their Family Size were as follows:
No Children- which comprise 146 in total and yield 48 .67 in percentage the biggest in the group of respondents; 1-3- which comprises 85 in total and yield 28 .33 in percentage; 4-6- which comprise 60 in total and yield .20 in percentage; and 7 and above which comprise 9 in total and yield .03 in percentage.

Profile of Supermarkets in Batangas City
This is the profile of the supermarkets that are part of the study. Of which determiner variables are as follows (Name, Location, and Length of Time in Business, Classification, No. of Employees, Services offered, Type of Ownership and the Number of Branches in the Area): Bay Citimart, which is located in Diego Silang St., Batangas. A family owned corporation, classified as Supermarket Grocery Store that offers wholesaling, retailing, receiving, and selling, and employs 395 employees in three branches in total and is now 14 years in the business; SM Supermarket, which is located in Pallocan West Batangas City, a corporation, classified as Supermarket Grocery Store that offers wholesaling, retailing, receiving, and selling, and employs 465 employees in a branch and is now 10 years in the business; Puregold, which is located in P. Burgos St. Batangas City. A corporation, classified as Supermarket Grocery Store that offers wholesaling, retailing, receiving, and selling, and employs 345 employees in a branch and is now 2 years in the business; and lastly Excel Toms Supermarket, which is located in Diego Silang St., Batangas . A corporation, classified as Supermarket Grocery Store that offers wholesaling, retailing, receiving, and selling, and employs 305 employees in a branch and is now 29 years in the business.

Effectiveness of the marketing strategies utilized by the different Supermarkets in Batangas City in terms of Products
In Bay Citimart, the statement that garnered the highest weighted mean is that the respondents considers the quality of products offered which has a mean of 4.33 with an interpretation of Very Effective. In Puregold Supermarket, the statement that garnered the highest mean is that the respondents considers the product placement and display with a mean of 4.09 and interpreted as Effective. In SM Supermarket, the statement which got the highest mean is that the respondents considers the quality of the products offered which has a mean of 4.17 and interpreted as Effective. In addition, with Excel Toms, among the respondents they consider the quality of the products offered with a mean of 4.33 with an interpretation of Very Effective.

Effectiveness of the marketing strategies utilized by the different supermarkets in Batangas City in terms of Price
In Bay Citimart Supermarket, the respondents considers the price placement in the shelves as visible, with a mean of 4.01 and interpreted as Effective. In Puregold Supermarket, the respondents consider the offers such as discounts and sales, which garnered the mean of 4.49, interpreted as Very Effective. In the SM Supermarket, the highest among the statements is that the respondents consider discounts or incentive schemes for frequent shoppers with a mean of 4.07 and interpreted as Effective. For the Excel Toms, the respondents consider offers such as discounts and sales with a mean of 4.31 interpreted as Very Effective.

Effectivenss of the marketing strategies utilized by the different Supermarkets in Batangas City in terms of Place
In Bay Citimart, the respondents consider the proximity of the supermarket to a residential location, with a mean if 4.05 and interpreted as Effective. In Puregold Supermarket, the t the respondents considered the proximity of the supermarket to a residential location with a mean of 4.52, interpreted as Very Effective. In terms of SM Supermarket, the respondents considered the accessibility of the convenient modes of mass transportations such as tricycles with a mean of 4.17 and interpreted as Effective. With Excel Toms, the respondents considered the accessibility of the convenient modes of mass transportations such as jeepneys with a mean of 4. 24, interpreted as Very Effective.

Effectiveness of the marketing strategies utilized by the different Supermarkets in Batangas City in terms of Promotion
In Bay Citimart there were 3 variables that had the same mean of 4.04, interpreted as Effective, those are: promotional programs using loyalty cards, referrals by family members and advertisement through electronic media with the use of the social media. For Pure gold Supermarket, the variable advertisement through the television garnered the highest mean of 4.40, interpreted as Very Effective. With the SM Supermarket, the respondents still find that the referrals by their family members is the most effective, with the mean of 4.39, interpreted as Very Effective. The same result goes to the Tom Excel Supermarket, with the mean of 4.25 and interpreted as Very Effective. And finally, for the overall response of the respondents, they find that the referral of their family members in the specific supermarket is still the most effective way, with the mean of 4.22 and interpreted as Very Effective.

Table 7
Significant Difference in the Respondent's Assessments on the Effectiveness of the Product Strategies Employed by

Selected Supermarket in Batangas City in accordance with their Civil Status

Variable	F-value	p-value	Decision	Verbal Interpretation
Product (Excel Toms)	1.616	.193	Failed to reject	Not Significant
Product (Citimart)	1.320	.272	Failed to reject	Not Significant
Product (SM)	2.496	.067	Failed to reject	Not Significant
Product (Puregold)	2.496	.067	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the product strategies employed by selected supermarket in Batangas City in accordance with their civil status. The p-value of civil status at .193 for Excel toms, .272 for Citimart,.067 for SM and.067 for Puregold was found to be not significant to the product strategies employed by the supermarket aforestated herein. This is based on the level of significance of more than .05 .With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the civil status does not provide significant difference regardless of the different product strategies employed by Citimart, SM, Excel Toms and Puregold Supermarket. This is elucidate that civil status of the respondents do not provide impact on the product strategies employed by the different supermarket as the subject of the research study.

Table 8
Significant Difference in the Respondent's Assessments on the Effectiveness of the Pricing Strategies Employed by Selected Supermarket in Batangas City in accordance to their Civil Status

Variable	F-value	P – value	Decision	Verbal Interpretation
Price (Excel Toms)	6.145	.001	Reject	Significant
Price (Citimart)	.078	.781	Failed to reject	Not Significant
Price (SM)	.378	.687	Failed to reject	Not Significant
Price (Puregold)	2.168	.099	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the pricing strategies employed by selected supermarket in Batangas City in accordance with their civil status. The p-value of civil status at .781 for Citimart,.687 for SM and.099 for Puregold was found to be not significant to the pricing strategies employed by the aforementioned supermarket. On the other note, the civil status found to be significant at the computed value of 0.001 to the pricing strategies utilized by Excel Tom's Supermarket .This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a

predetermined significance level of 0.05, the civil status does not provide significant difference regardless of the different pricing strategies employed by Citmart, SM, and Pure gold Supermarket. On the other hand, the civil status provides significant difference with the pricing strategies used by the Excel Tom's Supermarket. It mean to say that the civil status of the respondents vary on the pricing strategies of Excel Tom's supermarket. In addition, the pricing strategies are significant on the different level of civil status of the respondent. As identified by the study of Niraj Dawar and Philip Parker, there are several concepts in marketing the use several definitions in terms of culture and the criterion of an individual's status in the society (Dawar & Parker, 2011). There always has been a perspective among marketers in consideration with their promotional and pricing guidelines in application to the retails stores that would somehow affect the perception of various individuals in terms of product pricing.

Table 9
Significant Difference in the Respondent's Assessments on the Effectiveness of the Placement Strategies Employed by Selected Supermarket in Batangas City in accordance to their Civil Status

Variable	F-value	Computed value	Decision	Verbal Interpretation
Place (Excel Toms)	1.905	.137	Failed to reject	Not Significant
Place (Citimart)	1.271	.287	Failed to reject	Not Significant
Place (SM)	2.763	.070	Failed to reject	Not Significant
Place (Puregold)	.999	.394	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the placement strategies employed by selected supermarket in Batangas City in accordance with their civil status. The p-value of civil status at .137 for Excel toms, .287 for Citimart,.070 for SM and.394 for Puregold was found to be not significant to the placement strategies employed by the supermarket foretasted herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the civil status does not provide significant difference regardless of the different placement strategies employed by Citmart, SM, Excel Toms and Puregold Supermarket.

Table 10
Significant Difference in the Respondent's Assessments on the Effectiveness of the Promotional Strategies Employed by

Selected Supermarket in Batangas City in accordance to their Civil Status

Variable	F-value	Computed value	Decision	Verbal Interpretation
Promotion (Excel Toms)	.989	.403	Failed to reject	Not Significant
Promotion (Citimart)	3.305	.042	Reject	Significant
Promotion (SM)	.905	.429	Failed to reject	Not Significant
Promotion (Puregold)	2.496	.067	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the promotional strategies employed by selected supermarket in Batangas City in accordance with their civil status. The p-value of civil status at .403 for Excel Toms,..429 for SM and.067 for Puregold was found to be not significant to the promotional strategies employed by the aforementioned supermarket. On the other note, the civil status found to be significant at the computed value of 0.001 to the promotional strategies employed by Citimart Supermarket. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the civil status does not provide significant difference regardless of the different promotional strategies employed by Citmart, SM, and Puregold Supermarket. On the other hand, the civil status provides significant difference with the pricing strategies used by the Citimart Supermarket. It mean to say that the civil status of the respondents vary on the promotional strategies of Citimart supermarket. In addition, the promotional strategies are significant on the different level of civil status of the respondent. The concept of promotion and branding evolved in the millennia the human beings are in existence. The term "positioning" somehow defines that a marketer targets a certain group of people, with the primary aim of putting the product into the mind of the customers (Hampf & Lindberg-Repo, 2011). This primary concept concerns itself on how to develop a connection between the products that the marketers sell and the buyers. As explained, lifestyle choices and disposition of an individual in his/her life may affect the perception towards a product, especially on how the product is promoted.

Table 11
Significant Difference in the Respondent's Assessments on the Effectiveness of the Product Strategies Employed by Selected Supermarket in Batangas City in accordance to their Sex

Variable	F-value	Computed value	Decision	Verbal Interpretation
Product (Excel Toms)	.035	.852	Failed to reject	Not Significant
Product (Citimart)	2.135	.132	Failed to reject	Not Significant
Product (SM)	3.33	.072	Failed to reject	Not Significant
Product (Puregold)	.378	.541	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the product strategies employed by selected

supermarket in Batangas City in accordance with their sex. The p-value for sex at .852 for Excel toms,.132 for Citimart,.072 for SM and.541 for Puregold was found to be not significant to the product strategies employed by the supermarket foretasted herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the sex state of the customer does not provide significant difference regardless of the different product strategies employed by Citmart, SM, Excel Toms and Puregold Supermarket.

Table 12
Significant Difference in the Respondent's Assessments on the Effectiveness of the Pricing Strategies Employed by Selected Supermarket in Batangas City in accordance to their Sex

Variable	F-value	Computed value	Decision	Verbal Interpretation
Price (Excel Toms)	.031	.861	Failed to reject	Not Significant
Price (Citimart)	2.944	.059	Failed to reject	Not Significant
Price (SM)	.957	.331	Failed to reject	Not Significant
Price (Puregold)	.957	.331	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the pricing strategies employed by selected supermarket in Batangas City in accordance with their sex. The p-value for sex at .861 for Excel toms, .059 for Citimart,.331 for SM and.331 for Puregold was found to be not significant to the pricing strategies employed by the supermarket aforestated herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the sex state does not provide significant difference regardless of the different pricing strategies employed by Citimart, SM, Excel Toms and Puregold Supermarket.

Table 13
Significant Difference in the Respondent's Assessments on the Effectiveness of the Product Strategies Employed by Selected Supermarket in Batangas City in accordance to their Sex

Variable	F-value	Computed value	Decision	Verbal Interpretation
Place (Excel Toms)	.245	.622	Failed to reject	Not Significant
Place (Citimart)	.964	.329	Failed to reject	Not Significant
Place (SM)	.259	.613	Failed to reject	Not Significant
Place (Puregold)	.570	.453	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the placement strategies employed by the

selected supermarket in Batangas City in accordance with their sex. The p-value for sex at .622 for Excel toms, .329 for Citimart,.613 for SM and .453 for Puregold was found to be not significant to the placement strategies employed by the supermarket aforestated herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the sex state does not provide significant difference regardless of the different placement strategies employed by Citmart, SM, Excel Toms and Puregold Supermarket.

Table 14
Significant Difference in the Respondent's Assessments on the Effectiveness of the Product Strategies Employed by Selected Supermarket in Batangas City in accordance to their Sex

Variable	F-value	Computed value	Decision	Verbal Interpretation
Promotion (Excel Toms)	.645	.425	Failed to reject	Not Significant
Promotion (Citimart)	.964	.329	Failed to reject	Not Significant
Promotion (SM)	.231	.632	Failed to reject	Not Significant
Promotion (Puregold)	.095	.758	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the promotional strategies employed by the selected supermarket in Batangas City in accordance with their sex. The p-value for sex at .425 for Excel toms, .329 for Citimart,.632 for SM and .758 for Puregold was found to be not significant to the promotional strategies employed by the supermarket aforestated herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the sex state does not provide significant difference regardless of the different promotional strategies employed by Citimart, SM, Excel Toms and Puregold Supermarket.

Table 15
Significant Difference in the Respondent's Assessments on the Effectiveness of the Product Strategies Employed by Selected Supermarket in Batangas City in accordance to their Occupation

Variable	F-value	Computed value	Decision	Verbal Interpretation
Product (Excel Toms)	1.318	.255	Failed to Reject	Not Significant
Product (Citimart)	4.452	.000	Reject	Significant
Product (SM)	.935	.494	Failed to Reject	Not Significant
Product (Puregold)	1.902	.120	Failed to reject	Not Significant

The table above presents the result for the significant difference in the respondent's assessment on the effectiveness of the product strategies employed by selected supermarket in Batangas City in accordance with

their occupation The p-value of occupation at .255 for Excel toms,,.494 for SM and .120 for Puregold was found to be not significant to the product strategies employed by the supermarket aforestated herein On the other note, occupation found put to be significant at the p-value of .000 to the product strategies employed by Citimart Supermarket. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the sex state does not provide significant difference regardless of the different product strategies employed by SM, Excel Toms and Puregold Supermarket On the other hand, occupation provides significant difference on the product strategies used by Citimart Supermarket. It mean to say that the occupation of the respondents vary on the promotional strategies of Citimart. In addition, the promotional strategies are significant on the different type of occupation of the respondent. towards his attitude in terms of products introduced to him.

Table 16
Significant Difference in the Respondent's Assessments on the Effectiveness of the Pricing Strategies Employed by Selected Supermarket in Batangas City in accordance to their Occupation

Variable	F-value	Computed value	Decision	Verbal Interpretation
Price (Excel Toms)	.586	.765	Failed to Reject	Not Significant
Price (Citimart)	3.620	.002	Reject	Significant
Price (SM)	1.290	.264	Failed to reject	Not Significant
Price (Puregold)	1.290	.264	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the pricing strategies employed by the selected supermarket in Batangas City in accordance with their occupation. The p-value of occupation at.765 for Excel toms, 264 for SM and .264 for Puregold was found to be not significant to the pricing strategies employed by the supermarket foretasted herein. On the other note, occupation found out to be significant at the computed value of .002 to the pricing strategies employed by Citimart Supermarket. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the sex state does not provide significant difference regardless of the different pricing strategies employed by Citmart, SM, Excel Toms and Puregold Supermarket. On the other hand, the occupation of the customers provides significant difference on the pricing strategies used by Citimart Supermarket. It mean to say that the occupation of the respondents vary on the promotional strategies of Citimart supermarket.

Table 17
Significant Difference in the Respondent's Assessments on the Effectiveness of the Placement Strategies Employed by

Selected Supermarket in Batangas City in accordance to their Occupation

Variable	F-value	Computed value	Decision	Verbal Interpretation
Placement (Excel Toms)	.610	.745	Failed to reject	Not Significant
Placement (Citimart)	1.786	.096	Failed to reject	Not Significant
Placement (SM)	.2462	.021	Reject	Significant
Placement (Puregold)	1.447	.194	Failed to reject	Not Significant

The table above presents the result for the significant difference in the respondent's assessment on the effectiveness of the placement strategies employed by the selected supermarket in Batangas City in accordance with their occupation. The p-value of occupation at .745 for Excel toms,.096 for Citimart and.194 for Puregold was found to be not significant to the placement strategies employed by the supermarket aforestated herein. On the other note, occupation found out to be significant at the computed value of .002 to the placement strategies employed by SM Supermarket. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the sex state does not provide significant difference regardless of the different pricing strategies employed by Citmart, Excel Toms and Puregold Supermarket. On the other hand, occupation provides significant difference on the placement strategies used by SM Supermarket. It mean to say that the occupation of the respondents vary on the promotional strategies of SM supermarket. In addition, the promotional strategies are significant on the different level of civil status of the respondent.

Table 18
Significant Difference in the Respondent's Assessments on the Effectiveness of the Placement Strategies Employed by Selected Supermarket in Batangas City in accordance to their Occupation

Variable	F-value	Computed value	Decision	Verbal Interpretation
Promotion (Excel Toms)	.610	.745	Failed to reject	Not Significant
Promotion (Citimart)	1.786	.096	Failed to reject	Not Significant
Promotion (SM)	.700	.690	Failed to reject	Not Significant
Promotion (Puregold)	1.502	.138	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the promotional strategies employed by the

selected supermarket in Batangas City in accordance with their occupation. The p-value of occupation at .745 for Excel toms,.096 for Citimart and.690 for SM and .138 for Puregold was found to be not significant to the promotional strategies employed by the supermarket aforestated herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, occupation does not provide significant difference regardless of the different promotional strategies employed by Citmart, Excel Toms and Puregold Supermarket.

Table 19
Significant Difference in the Respondent's Assessments on the Effectiveness of the Product Strategies Employed by Selected Supermarket in Batangas City in accordance to their Family Monthly Income

Variable	F-value	Computed value	Decision	Verbal Interpretation
Product (Excel Toms)	.535	749	Accept Ho	Not Significant
Product (Citimart)	1.737	.349	Accept Ho	Not Significant
Product (SM)	1.325	.258	Accept Ho	Not Significant
Product (Puregold)	.567	.801	Accept Ho	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the product strategies employed by selected supermarket in Batangas City in accordance with their family monthly income. The p-value of the family monthly income at .749 for Excel toms, .349 for Citimart,.258 for SM and.801 for Puregold was found to be not significant to the product strategies employed by the supermarket aforestated herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the family monthly income does not provide significant difference regardless of the different product strategies employed by Citimart, SM, Excel Toms and Puregold Supermarket. This elucidate that the family monthly income of the respondents do not provide impact on the product strategies employed by the different supermarket as the subject of the research study.

Table 20
Significant Difference in the Respondent's Assessments on the Effectiveness of the Pricing Strategies Employed by Selected Supermarket in Batangas City in accordance to their Family Monthly Income

Variable	F-value	Computed value	Decision	Verbal Interpretation
Pricing (Excel Toms)	.857	.575	Failed to reject	Not Significant
Pricing (Citimart)	.989	.431	Failed to reject	Not Significant
Pricing (SM)	1.628	.153	Failed to reject	Not Significant
Pricing (Puregold)	.500	,736	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the pricing strategies employed by selected

supermarket in Batangas City in accordance with their family monthly income. The p-value of family monthly income at .575 for Citimart,.431 for SM and.153 for Puregold was found to be not significant to the pricing strategies employed by the aforementioned supermarket. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the family monthly income does not provide significant difference regardless of the different pricing strategies employed by Citmart, SM, and Puregold Supermarket.

Table 21
Significant Difference in the Respondent's Assessments on the Effectiveness of the Placement Strategies Employed by Selected Supermarket in Batangas City in accordance to their Family Monthly Income

Variable	F-value	Computed value	Decision	Verbal Interpretation
Placement (Excel Toms)	.753	.587	Failed to reject	Not Significant
Placement (Citimart)	.843	.529	Failed to reject	Not Significant
Placement (SM)	.729	.632	Failed to reject	Not Significant
Placement (Puregold)	.818	.575	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the placement strategies employed by selected supermarket in Batangas City in accordance with their family monthly income. The p-value of family monthly income at .587 for Excel toms, .529 for Citimart,.632 for SM and..575 for Puregold was found to be not significant to the placement strategies employed by the supermarket aforestated herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the occupation does not provide significant difference regardless of the different placement strategies employed by Citmart, SM, Excel Toms and Puregold Supermarket.

Table 22
Significant Difference in the Respondent's Assessments on the Effectiveness of the Promotional Strategies Employed by Selected Supermarket in Batangas City in accordance to their Family Monthly Income

Variable	F-value	Computed value	Decision	Verbal Interpretation
Promotion (Excel Toms)	2,778	.024	Reject	Significant
Promotion (Citimart)	.843	.529	Failed to reject	Not Significant
Promotion (SM)	.729	.632	Failed to reject	Not Significant
Promotion (Puregold)	.818	.575	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the promotional strategies employed by

selected supermarket in Batangas City in accordance with their family monthly income. The p-value of family monthly income at .529 for Citimart, 632 for SM and .575 for Puregold was found to be not significant to the promotional strategies employed by the aforementioned supermarket. On the other note, the family monthly income found to be significant at the computed value of .024 to the promotional strategies employed by Excel Tom's Supermarket. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, family monthly income does not provide significant difference regardless of the different promotional strategies employed by Citmart, SM, and Puregold Supermarket. On the other hand, the family monthly income provides significant difference on the promotional strategies used by the Excel Tom's Supermarket. It mean to say that the family monthly income of the respondents vary on the promotional strategies of Excel Tom's Supermarket. In addition, the promotional strategies are significant on the different family monthly income of the respondent. Brand consciousness is the new trend in the consumer market. Today's consumers are going for brands which often involve a big name, and reputable in terms of business (Sundari, 2014). The trend of being brand conscious is a similarity among families across all social classes.

Table 23
Significant Difference in the Respondent's Assessments on the Effectiveness of the Product Strategies Employed by Selected Supermarket in Batangas City in accordance to their Educational Attainment

Variable	F-value	Computed value	Decision	Verbal Interpretation
Product (Excel Toms)	.911	.440	Failed to reject	Not Significant
Product (Citimart)	3.949	.006	Reject	Significant
Product (SM)	.808	.525	Failed to reject	Not Significant
Product (Puregold)	.735	.571	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the product strategies employed by the selected supermarket in Batangas City in accordance with their educational attainment. The p-value for educational attainment at .440 for Excel toms,.525 for SM and .571 for Puregold was found to be not significant to the product strategies employed by the supermarket aforestated herein On the other note, educational attainment found to be significant at the p-value of .006 to the product strategies employed by Citimart Supermarket. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the educational attainment of the respondents does not provide significant difference regardless of the different product strategies employed by SM, Excel Toms and Puregold Supermarket. On the other hand, educational attainment provides significant difference on the product strategies used by Citimart Supermarket. It mean to say that the educational attainment of the respondents vary on the product strategies

of Citimart. Moreover, the product strategies are significant on the different level of educational attainment of the respondent. Lifestyle information is helpful in developing promotional strategies in a number of ways. It gives the decision maker a much more complete profile of the type of consumer who will be at the receiving end of the communication. Lifestyle data suggests the style of language, the tone of voice and even the appeal that may be utilized to reach that kind of consumer (Sathish & Rajamohan, 2012). Furthermore, lifestyle information indicates how the product or service fits into people's lives, how they feel about it and how they may be using the product or service to communicate with others. This information can be utilized by the marketer to decide upon the kind of image he wants to imbue the product with.

Table 24
Significant Difference in the Respondent's Assessments on the Effectiveness of the Pricing Strategies Employed by Selected Supermarket in Batangas City in accordance to their Educational Attainment

Variable	F-value	Computed value	Decision	Verbal Interpretation
Pricing (Excel Toms)	1.032	.389	Failed to reject	Not Significant
Pricing (Citimart)	8.243	.000	Reject	Significant
Pricing (SM)	1.252	.277	Failed to reject	Not Significant
Pricing (Puregold)	.735	.571	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the pricing strategies employed by the selected supermarket in Batangas City in accordance with their educational attainment. The p-value for educational attainment at .389 for Excel toms, .277 for SM and .571 for Puregold was found to be not significant to the pricing strategies employed by the supermarket aforestated herein On the other note, educational attainment found to be significant at the p-value of .000 to the pricing strategies employed by Citimart Supermarket. This is based on the level of significance of more than .05 With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the educational attainment of the respondents does not provide significant difference regardless of the different pricing strategies employed by SM, Excel Toms and Puregold Supermarket. On the other hand, educational attainment provides significant difference on the pricing strategies used by Citimart Supermarket. It mean to say that the educational attainment of the respondents vary on the pricing strategies of Citimart. Moreover, the pricing strategies are significant on the different level of educational attainment of the respondent. As characterized, age is a very important demographic factor that influences the decision making process in the purchase behavior (Shih, Yu, & Tseng, 2014). The accomplishment in the education field is the most reliable index for the income potential, attitudes and the way of spending of a person.

Table 25
Significant Difference in the Respondent's Assessments on the Effectiveness of the Placement Strategies Employed by

Selected Supermarket in Batangas City in accordance to their Educational Attainment

Variable	F-value	Computed value	Decision	Verbal Interpretation
Place (Excel Toms)	1.127	.344	Failed to reject	Not Significant
Place (Citimart)	1.731	.153	Failed to reject	Not Significant
Place (SM)	1.127	.344	Failed to reject	Not Significant
PLace(Puregold)	.182	.947	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the placement strategies employed by selected supermarket in Batangas City in accordance with their educational statement The p-value of educational attainment at .344 for Excel toms, .153 for Citimart,.344 for SM and.947 for Puregold was found to be not significant to the placement strategies employed by the supermarket foretasted herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the civil educational attainement does not provide significant difference regardless of the different placement strategies employed by Citmart, SM, Excel Toms and Puregold Supermarket.

Table 26
Significant Difference in the Respondent's Assessments on the Effectiveness of the Product Strategies Employed by Selected Supermarket in Batangas City in accordance to their Family Size

Variable	F-value	Computed value	Decision	Verbal Interpretation
Product (Excel Toms)	.743	.668	Failed to reject	Not Significant
Product (Citimart)	3.593	.002	Reject	Significant
Product (SM)	.996	.447	Failed to reject	Not Significant
Product (Puregold)	.705	.719	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the product strategies employed by the selected supermarket in Batangas City in accordance with family size of the respondents. The p-value for the family size at .668 for Excel toms,. .447 for SM and .719 for Puregold was found to be not significant to the product strategies employed by the supermarket aforestated herein On the other note, educational attainment found to be significant at the p-value of .002 to the product strategies employed by Citimart Supermarket. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the educational attainment of the respondents does not provide significant difference regardless of the different product strategies employed by SM, Excel Toms and Puregold Supermarket. On the other hand, educational attainment provides significant difference on the placement strategies used by Citimart Supermarket. It mean to say that the educational

attainment of the respondents vary on the product strategies of Citimart. Moreover, the product strategies are significant on the different level of educational attainment of the respondent. Marketers have come to appreciate that buying behavior is influenced by the consumer's lifestyle (Sathish & Rajamohan, 2012). Companies dealing in cosmetics, apparel, packaged food etc. are seeking opportunities in lifestyle segmentation. Stores, especially those dealing in apparel, have started keeping merchandise which goes with a particular lifestyle. When analyzed individually, a capacity of a family to purchase material possessions may be affected by their buying power of everyday necessities such as food items. Supermarkets become an integral part of these families because partially they create the sustenance that the family is expecting for a daily basis in exchange of money.

Table 27
Significant Difference in the Respondent's Assessments on the Effectiveness of the Pricing Strategies Employed by Selected Supermarket in Batangas City in accordance to their Family Size

Variable	F-value	Computed value	Decision	Verbal Interpretation
Pricing(Excel Toms)	.778	.637	Failed to reject	Not Significant
Pricing (Citimart)	3.040	.008	Reject	Significant
Pricing (SM)	.630	.742	Failed to reject	Not Significant
Pricing(Puregold)	.705	.719	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the pricing strategies employed by the selected supermarket in Batangas City in accordance with their family. The p-value for educational attainment at .637 for Excel toms, .742 for SM and .719 for Puregold was found to be not significant to the pricing strategies employed by the supermarket foretasted herein on the other note, educational attainment found to be significant at the p-value of .008 to the pricing strategies employed by Citimart Supermarket. This is based on the level of significance of more than .05 With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the educational attainment of the respondents does not provide significant difference regardless of the different pricing strategies employed by SM, Excel Toms and Puregold Supermarket. On the other hand, educational attainment provides significant difference on the pricingt strategies used by Citimart Supermarket. It mean to say that the educational attainment of the respondents vary on the pricing strategies of Citimart. Moreover, the pricing strategies are significant on the different level of educational attainment of the respondent. In various published studies, the attitudes and norms of the buyers were analyzed to determine whether it affects their intention to repurchase the same brand. Price sensitivity had a significant effect on the attitude of repurchase especially among families where an affected intention creates a repeat purchase among the buyers (Lodorfos, Mulvana, & Temperley, 2006).

Table 28
Significant Difference in the Respondent's Assessments on the Effectiveness of the Placement Strategies Employed by Selected Supermarket in Batangas City in accordance to their Family Size

Variable	F-value	Computed value	Decision	Verbal Interpretation
Place (Excel Toms)	.818	.601	Failed to reject	Not Significant
Place (Citimart)	1.596	.152	Failed to reject	Not Significant
Place (SM)	1.523	.166	Failed to reject	Not Significant
Place (Puregold)	2.868	.011	Reject	Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the placement strategies employed by selected supermarket in Batangas City in accordance with their family size. The p-value of family size at .601 for Excel Toms .152 for Citimart and .166 for SM was found to be not significant to the placement strategies employed by the aforementioned supermarket. On the other note, the family size found to be significant at the computed value of .011 to the placement strategies employed by Puregold Supermarket. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, family size does not provide significant difference regardless of the different placement strategies employed by Citimart, SM, and Puregold Supermarket. On the other hand, the family size provides significant difference on the promotional strategies used by Puregold Supermarket. It mean to say that the family size of the respondents vary on the placement strategies of Puregold Supermarket. In addition, the placement strategies are significant on the number of the family members of the respondent. Price strategies and the situation consumers encounter in a buying context influence information and consumer behavior in quite different ways. The factors such as family structure, age, culture and advertising have an impact on an individual's way of thinking and ultimately on consumers' decision making process, where as price is associated to product (Ali, Fengie, & Qureshi, 2010). As revealed in their study, it is shown that individuals preferred the family structure as the most influencing factor for buying behavior, especially when price and branding is involved.

Table 29
Significant Difference in the Respondent's Assessments on the Effectiveness of the Promotional Strategies Employed by Selected Supermarket in Batangas City in accordance to their Family Size

Variable	F-value	Computed value	Decision	Verbal Interpretation
Promotion (ExcelToms)	1.058	.405	Failed to reject	Not Significant
Promotion (Citimart)	1.596	.152	Failed to reject	Not Significant
Promotion (SM)	.639	.742	Failed to reject	Not Significant
Promotion(Puregold)	.705	.719	Failed to reject	Not Significant

The table above presents the result of the significant difference in the respondent's assessment on the effectiveness of the promotional strategies employed by the selected supermarket in Batangas City in accordance with

their family size. The p-value of family size at .405 for Excel toms, .152 for Citimart,.742 for SM and .719 for Puregold was found to be not significant to the promotional strategies employed by the supermarket foretasted herein. This is based on the level of significance of more than .05. With the data stated above that the p-value turns out to be less than a predetermined significance level of 0.05, the family size state does not provide significant difference regardless of the different promotional strategies employed by Citimart, SM, Excel Toms and Puregold Supermarket.

V. CONCLUSIONS AND RECOMMENDATIONS

Conclusions
Based on the findings, the following conclusions were drawn;

1. Most of the respondents are single, female, professionals, earning an income of about 5001-25,000, college undergraduate and graduate and have no children.
2. Most of the supermarket vary on their location, number of employees, and number of branches
3. That the product, pricing and promotional strategies employed by SM Supermarket, Excel Toms Puregold, and Citimart are effective. On the other hand, the placement strategies employed by the aforementioned supermarket are less effective
4. That the civil status provides significant difference on their assessment based on the pricing strategies employed by Excel Tom's and promotional strategies employed by Citimart Supermarket. Also, sex does not provide significant difference on their assessment based on the marketing strategies employed by the different supermarket in Batangas City. Moreover, that occupation provides significant difference on their assessment based on the product strategies employed by Citimart Supermarket and placement strategies employed by SM Supermarket. Furthermore, family monthly income does not provide significant difference on their assessment based on the product, pricing, and placement strategies employed by the four (4) selected supermarkets. On the other hand, family monthly income provides significant difference on their assessment based on the promotional strategies used by Excel Toms Supermarket. That educational attainment provides significant difference on their assessment based on the product and pricing strategies employed by Citimart Company and promotional strategies of SM, Puregold and Citimart. Lastly, the family size provides significant difference on their assessment based on the product and pricing strategies employed by Citimart Company and placement strategies of Puregold Supermarket.

Recommendations
Based on the conclusions cited above, the following recommendations were drawn:

1. The management of the four (4) selected supermarkets must consider the low assessment of the respondents on the placement strategies being utilized. They have to strengthen their proposition highlighting the concern on the accessibility of their location. Also, they have to give certain consideration to the different demographic profile of the respondents because it could provide differences on their assessment to the marketing campaign of different supermarket and their preference and buying behavior.
2. Further research must be processed to continuously monitor the customer's assessment based on the marketing strategies employed by the different supermarket not only in the area of Batangas but also on the national coverage.

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