

CHAPTER 1

THE PROBLEM AND ITS BACKGROUND

Introduction

Nowadays, a food stall is a general way of starting a food business because it requires a small amount of capital that many can afford to provide the necessities of the target costumers. Food stalls have been in the regions of in the Philippines for quite some time. From the neighbor's fish ball carts to the nonstop stalls located in malls and train stations, these quick bite peddlers have full many hungry belly on the go. They satisfy one's craving for the newest milk tea drink or the typical bibingka (a spongy cake made with rice flour) at a very affordable price. The food stall commence as a profitable franchise, a business fad of sorts. While most of them still offer run of the granulate food, a new generation of stalls is now on the trend. These meals on wheels are now coming full circle, offering something for everyone. They maintain to gratify their regulars with the familiar, while piquing everyone else's attention and palate with a growing list of innovative offerings.

In a competitive world of business surviving is very seldom. The purpose of having a marketing strategy is to achieve a sustainable competitive advantage (SCA) and thereby enhance a business performance (Bharadwaj, 1993). As such competitive marketing strategy serves to improve financial performance of the business through the route of being competitive. Having a good marketing strategy will attract more customer that will lead to many will buy your product.

Owners of food stall businesses are affected considerably and face many challenges, such as decreased consumer demand, decreased sales, and reduced disposable

income, when the economy is unstable, which may threaten their level of profitability and the potential growth of their business (Lee & Ha, 2012). The food stall owners are considering many since they only have a small business, they also wondering that their stall might not grown.

The owners should strengthen their competitive position to seek effective marketing strategies to improve profitability and exceed competitors' strategies and performance (Desai, 2013). Owners may need to use new marketing tools to attract and retain their customers, because the life of the business or the span of its life depends on the quantity of the customer they have.

In this study the researchers aim to find out the effective marketing strategies that would help the food stall business to attain it potential growth. These marketing strategies include: Social media marketing, Print marketing, and Referral marketing.

Background of the Study

Marketing strategies are done by food stall businesses for them to encourage more customers to try their product. More customers getting engage to their business will help them to gain more profit, and that leads to the growth of the business. Identifying the right strategies to market your business is often likened to rocket science (Adams, 2017), there are many ways to market young business and there is a possibility that the marketing strategy they use is not applicable to their business.

Once you have established your business idea and market, you need to find the right digital marketing strategy to attract potential customers and convert them. A

powerful marketing strategy should encompass your business values, value proposition, and critical demographics, among other crucial elements. It should also take advantage of both online and offline strategies (Rubin, 2017).

Marketing Strategy can be defined as building and planning a long-term and forward-looking approach with a well defined plan to attain the desired goals and objectives of accomplishing higher sales, increased revenue generation for the company, retaining the loyal base of customers, attracting the new set of customers, and gaining a competitive advantage in the market amongst others (Bhasin, 2018). Marketing strategies can also assist your business in understanding and connecting with customers. If your marketing strategies are loosely structured, you might not have much success at targeting products to the "right" demographics. Marketing strategies is used to ensure that products are rare among your competitors and imperfectly imitable. Sustainability of positional advantages leads to superior long term market and financial performance.

Owners of food stall business may use any kind of marketing strategies, it can be the traditional way of marketing or the modern way of marketing. Failing to execute a marketing strategy can result in budget problems, low customer volume and, in a worst-case scenario, the closure of a business (McQuerrey,2020). A marketing strategy helps your business to attract more customers, and they would be encouraged to try your products. Once they tried it and like it, they will patronize your product and there would be a possibility that they will refer your service or product to other. More customers will come to your food stall and more profit will come to you, which is a sign that your business is growing.

Statement of the Problem

1. What are the demographic profile of the respondents in terms of:

1.1 Starting capital

1.2 Monthly income of the business

2. What is the most used Strategies in Promoting food stall business in terms of:

2.1 Social Media Marketing

2.2 Print Marketing

2.3 Referral

3. What are the Potential Growth of a Business?

3.1 Increase in Sales

3.2 Positive Reputation

3.3 Gain Trust

4.) Is there a significant relationship between the Effective Marketing Strategies to Potential Growth of food stall business?

Significance of the study

The Entrepreneurs

This study will help them evaluate the strategies in promoting their business and will surely help their business to remain and potentially grow. Identifying the most effective strategies will help their company to be competitive and will be able to compete to a much larger and successful establishment.

The Researchers

This study will help the researcher to identify the most effective marketing strategies and they would be able to elaborate how each strategies will benefit the business and how will the business lessen their expenses in introducing their business to the public.

The Future Researchers

This study will be used by the future researcher to strengthen their study and the information that we collected will be used to support their thesis.

Consumer

This will give the consumer the ideas and knowledge in having effective marketing strategy that will result and to lead to the business' growth and success.

Scope and Delimitation

This study covered the entrepreneur who owns small businesses. Our respondents are the entrepreneurs outside the school. This research aims to determine demographic profile of the respondents in terms of their age, gender, monthly income There were just twenty five (25) respondents who are involved in this study.

Chapter II

REVIEW OF RELATED LITERATURE AND RELATED STUDIES

Related Literature

Marketing Strategies

Barone (2019) A marketing strategy refers to a business's overall [game plan](#) for reaching prospective consumers and turning them into customers of the products or services the business provides. A marketing strategy contains the company's value proposition, key brand messaging, data on target customer demographics, and other high-level elements. Marketing strategy serves as the pathway for the entrepreneur to attain the growth of their business. This helps the business to attract more customers and more profit will be entering the business, which would lead to the business' growth.

Vic (2013) promotion is also an important element of marketing because even though you have an excellent product, reasonable price, and good placement, if only few can hear or notice them, your marketing effort may be lacking. That is why business owners and entrepreneurs spend money and time to advertise or announce their product to their target market. There are many ways to promote your small business. You can promote them online or offline. There are marketing strategies that would require you to spend money and there are also strategies you could do without spending a dime.

Social Media Marketing

According to Besana (2020) there are different types of social media platforms being used by billions of people all around the world. With today's advancements in technology, these social media platforms, Facebook, Instagram, Twitter, etc., are used by many businesses worldwide. As of 2018, there are 67 million social media users in the Philippines. Imagine your business being seen by half of that count and the potential conversions you can have. This is why businesses are incorporating the use of social media marketing. If you aren't using it the right way, then you are a few steps behind other businesses. Whether you an entrepreneur, business owner, leader, decision-maker or a person who is interested in starting up their own business soon, this article may be a good read. Here are some of the reasons why Social Media Marketing is needed by every business in the Philippines. Facebook is one of the most popular social media sites that is being used by businesses to engage with their customers. This can help your business easily send your brand's message to users by creating content for your business' page Social media is one easy way customers can leave their feedback. Feedback allows your business to know your strengths and weaknesses. Whether negative or positive, your customer's feedback helps your business grow. (Besana,2020).

Facebook reached the Asia Pacific, Filipinos were quick to create their own accounts, find people they know, and grow their friends list. By finding apps, games, and everything you can find in Facebook keeps adding to their site, Filipinos became more enamored with using it as a means to connect. It does not stop with Facebook, though. Twitter, Instagram, and Snapchat also became a favorite social escape of many. Knowing that a portion of their target audience is likely on these social sites, what would any smart

business owner do. The boom of social media in the Philippines has greatly helped local businesses from all kinds of industries. Free and user-friendly, channels like Facebook and Twitter allow start ups to create profiles that put them in front of their audience. If you're not on social, you're losing a valuable digital asset for your business.

Chi (2011) defines social media marketing as a “connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction.” The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009)

Print Marketing

Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspapers, to reach consumers, business customers and prospects. Advertisers also use digital media, such as banner ads, mobile advertising, and advertising in social media, to reach the same target audiences. The proliferation of digital media has led to a decline in advertising expenditure in traditional print media, but print isn't dead (Linton, 2019).

Though print advertising is still very popular, it does take a hit from time to time. For example, during the recession phase, when people's budgets were tight, they did not resort to print ads. In addition, with the advent of Internet, the print ads in the publications have gone down because Internet has a wider reach online. To overcome this scenario, new strategies have to be developed by advertisers and the print media.

Globally, advertisers keep on developing strategies which benefit the business of print publications (Juneja, 2020).

Print advertising is a widely used form of advertising. These advertisements include as brochures or fliers in a small business like food stalls. Anything written in the print media to grab the attention of the specific target audience comes under the purview of print advertising. Juneja(2015). This print advertising is popularly known as brochures or fliers, people who have the chance to may be wondering to try the products you are displaying. Print media is used for advertisement of the products and services of a business. For small businesses like food stall they may not afford to be advertise in a magazine or news paper but they can distribute fliers and brochures to people to caught their attention and to make their business known. This things are down by newly blooming food stall business so that they can gain customers.

Print marketing create the right image for your business The ability to create high resolution images on superior quality paper or boards, or select from a range of textured or specialty stocks printed with creative or even quirky designs offers every business the ability to communicate the image that's right for their business. A printed communication is tactile and permanent (Tuffin, 2014).

Referral Marketing

Kapadia (2019) defines that referral marketing is a strategy to encourage passionate customers and advocates to directly refer their network to your business. Referral marketing is employed by a wide variety of businesses. These strategies can be effective for companies ranging from small single-owner and entrepreneur companies, to large corporations in nearly any industry.

Referral marketing is a marketing tactic that makes use of recommendations and word of mouth to grow a business's customer base through the networks of its existing customers (Patel, 2019). This is commonly done through interaction of other customer to other potential customer. Their feedback matters when we talk about this marketing.

Referral marketing also known as word-of-mouth marketing is a powerful tactic and one of the best marketing drivers for sales and conversion. Referral marketing is exactly what it sounds like: the process of one person referring a product, and the referee purchasing that product due to that recommendation (Kunis, 2018).

Word of mouth (WOM) has reemerged as an important marketing phenomenon, and its use as a customer acquisition method has begun to attract renewed interest (Van den Bulte, and Valente 2011).

Referral for a small blooming food stall is important because it is where the customer get interested in that business. Word of mouth is very powerful now a days that's why it can become the most effective way to make the food stall famous. It is what others say that make the people come to that food stall and buy to try it out.

Potential Growth

Increase in Sales

Edmund (2018) Increasing sales and revenues are related but different goals, and each needs its own strategy. It is an obvious way to increase sales is to boost your marketing. Quantity doesn't necessarily mean quality, so careful planning, test-marketing and monitoring your results maximizes your sales. Conduct marketplace research to learn which messages speak to your target audience. Taking the time to understand what a sales strategy is, why it needs to compliment your marketing efforts, and how you can set up a

successful one is useful for your new business. The information you'll find below can help you build a successful sales strategy and increase sales.

To increase sales you may have to introduce new products or services, expand your market, increase your marketing activities or improve customer service. If you are a manufacturer, this could mean increasing your productivity to meet demand (Canada Business Ontario, 2019).

Your existing customers can be your most prominent advocates. Treat them well, and they will, in turn, spread the word about how good your restaurant is. Such actions will make them feel needed and valued. You can also give them a few offers. Food stall businesses create more sales through their regulars as compared to new customers. Hence retention of customers becomes essential. Your regular customers will also market you through word of mouth and by bringing in friends and family, which will help you to increase your restaurant sales. Getting your customers to come back will forever be your most significant achievement (Gyaan,2019).

Gain Trust

Moorman et al. (1993); Morgan and Hunt (1994) presented trust as a vital element of relationships. Mayer et al. (1995) defined trust as “the willingness of the party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trust or, irrespective of the ability to monitor or control that other party” (p. 712). Kumra and Mittal (2004) suggested that trust in honesty denotes faith in partner's openness and truthfulness in business communication.

Lim et al. (1997) underlined the significance of trust in explaining loyalty. Garbarino and Johnson (1999); Chaudhuri and Holbrook (2001) found credibility trust to be affecting loyalty whereas Singh and Sirdeshmukh (2000); Sirdeshmukh et al. (2002) proposed benevolence as a component of trust which explains loyalty. Ball et al. (2004) contended that in a competitive market, lack of trust obstructs loyalty formation. Kassim and Abdullah (2010) studied the link between trust and customer loyalty in two cultural contexts i.e., Malaysia and Qatar and found it to be significant. Nguyen and Leclerc (2011) posited that customers in service industry tend to hold positive behavioural attitude toward the brand they trust. Zeithaml et al. (1996); Castaneda (2011); Kaur et al. (2012); Shainesh (2012) perceived trust as a significant marker of customer loyalty.

Positive Reputation

Accordingly, reputation is considered a valuable intangible resource (Rindova et al. 2010). In the case of family firms, the owning family constitutes an integral part of the business, which influences the firm's identity and the image that is projected to outsiders (Zellweger et al. 2012). As family firms generally have long-term orientations and the owning family strongly identifies with the business, the family strives to create a unique image and to acquire a good reputation (Danes et al. 2008; Zellweger et al. 2013). Various rankings frequently feature family firms with the best reputations (Deephouse and Jaskiewicz 2013), which corroborates the importance of image and reputation. However, the relevance of image and reputation is not limited to their impacts on corporate success; they also influence related non-financial goals, such as social status and family interests (Dyer and Whetten 2006; Zellweger et al. 2013).

Firms with strong positive reputations attract better people. They are perceived as providing more value, which often allows them to charge a premium (Eccles et al, 2007). Their customers would be loyal and buy broader ranges of products and services. Because the market believes that such companies will deliver sustained earnings and future growth, they have higher price-earnings multiples and market values and lower costs of capital.

Another indicator of the importance of business reputation is that it is everywhere: Your online reputation is in your business blog, website, social media engagement, online customer reviews, and in others' blogs, websites, and social media channels. Your offline reputation is in your store or office, in the members of your town or city, in your customers, at your events, and in your phone calls. It is everything you do even outside of business hours. Your business reputation is so pervasive, its importance is hard to ignore (McCornick, 2017).

Reputation is a big deal for any business. To achieve the highest level of success for your company, you must pay particular attention to reputation. A good company reputation opens the door to opportunity and provides unhindered access to your ideal client base (Bezos, 2019).

Most of the food stall owners agreed that their establishment produces quality products, with mean of 3.75. While other food stall owners who use business sponsor activities got the least with mean of 3.5. Accordingly, reputation is considered a valuable intangible resource (Rindova, 2018). In the case of family firms, the owning family constitutes an integral part of the business, which influences the firm's identity and the image that is projected to outsiders (Zellweger, 2018). As family firms generally have long-term orientations and the owning family strongly identifies with the business, the

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Related Studies

Marketing Strategies

Creating marketing plans which contribute to convey an effective expenditure of resources and promote profitability is a task for small business leaders such as small and independent restaurant owners. The challenge for small business executives is building a relationship with customers via marketing, especially because of resource constraints (Fiore et.al, 2013).

Strategic execution of market and competitor analysis and how to adjust marketing strategies to meet target revenue and profitability goals are tasks for executives of small businesses (Desai, 2013). The ability to react with changes in market 2 conditions is an internal factor that influences business performance (Ciemleja & Lace,

2011). Small business leaders should use social networks such as LinkedIn, Facebook, and Twitter to filter marketing strategies and retain customers (Koutroumanis, 2011).

Social Media Marketing

Small business Social Media Interacting with consumers on social media is an important marketing strategy for small businesses. Using social media helps you build brand awareness, increase your customer base, and connect with current customers. Marketing through social media is easy for small business owners as long as you actively post on social media pages. Some common social media sites include Facebook, Twitter, Instagram, LinkedIn, and Pinterest. To effectively use social media for your business, set a schedule to regularly engage with your followers.

Prior research has examined the usefulness of social media (in its various forms) for marketing purposes. For example, work by Trusov et al. (2009) and Stephen and Galak (2012) demonstrated that certain kinds of social interactions that now happen on social media (e.g., “refer a friend” features and discussions in online communities) can positively affect important marketing outcomes such as new customer acquisition and sales. More recently, the value of advertising on social media continues to be explored (e.g., Gordon et al. 2019), as well as how it interacts with other forms of media such as television (e.g., Fossen and Schweidel 2016, 2019) and affects new product adoption through diffusion of information mechanisms (e.g., Hennig-Thurau et al. 2015).

They establish your business's presence on Facebook so that people can find out about you and connect with you, Neil Patel (2018). The most recent data by Pew

Research Center shows that every age uses at least one social network site, with younger users with higher percentages. Plus, both men and women use social media in about equal numbers. And when it comes to which network people use, Facebook dominates the list. In January 2018, 68% of Americans used Facebook, with Instagram in distant second place with 35%.

Print Marketing

Provost (2017) recognizes that print advertising continues to be remarkably effective is not the same as claiming other forms of marketing communications are not. A recent article on Target Marketing addressed the strength of print in marketing to Millennials. Various studies were cited, but the fundamental findings are that Millennials: uses coupons, shop grocery circulars (three out of four), generally tend to be far less digitally oriented when it comes to shopping versus being socially connected.

Other food stall owners believe that the use of print marketing to help the business become famous and print marketing always contains facts. It is observed that the owners of the foodstall business are focuses on print marketing (Gendelman, 2018). Print marketing has only continued to grow and evolve alongside the upsurge of new technology.

Print marketing is a powerful and proven way to attract customers. If you would like your client base to grow, adding print marketing to your campaigns can help. A number of studies have demonstrated that print is a trusted form of media that helps combat digital fatigue felt by many consumers. In the U.S., for example, consumers have declared their preference for paper-based media with 70% stating they prefer to read print and paper communications over digital (Minuteman press, 2020).

Referral Marketing

Existing literature on referral marketing has investigated the design of referral rewards (Kornish & Li, 2010; Ryu & Feick, 2007), explored the impact of opportunistic behavior (Meyners, Barrot, Becker, & Bodapati, 2017) and provided guidance on how to set up and manage referral programs (Berman, 2016).

A few recent studies have documented that customers acquired through WOM also tend to churn less than customers acquired through traditional channels and that they tend to bring in additional customers through their own WOM (Choi 2009; Trusov, Bucklin, and Pauwels 2009; Villanueva, Yoo, and Hanssens 2008).

The recent study done by Jay Kang (2019) shows that referrals from friends help brand's gain trust since the referrers have already tested the product or service before referring them to their friends. If you are already providing a great service and awesome support, customers are probably already talking about you.

Potential Growth

Increase in Sales

According to Tracy (2020) Finding new people to buy your product or service is an important part of the entire sales process. It may be tough for some people, but if your goal is to increase sales then you need to figure out which sales strategy will be effective for your target customer. People don't buy products, they buy the results that product will give. Start your process of identifying your ideal customer by making a

list of all of the benefits that your customer will enjoy by using your product or service.

The kind of problem does your customer have that you can solve? If you have identified your customer correctly, these people will pay you to solve their problem and more sales will be coming. Other entrepreneur tried to lessen the price of the product to encourage the customer also to gain profit

Gain trust

According to Michael (2020) Customer trust and loyalty are essential for building a successful business. And while this may sound obvious, it's hard to overstate the value of establishing a solid base of long-term customers.

That's because customer retention is much more cost-effective than constant acquisition. In fact, it costs five times more to earn a new customer than it does to keep an existing ones.

And beyond retention, 83% of customers say they'd recommend a business they trust to others. This means that earning customer trust can not only help you keep your existing customers, but can also help you passively earn new leads and sales through word of mouth

Positive Reputation

Small business owners know the importance of their business reputations. Firms with strong positive reputations attract better people. They are perceived as providing more value, which often allows them to charge a premium. Their customers are more loyal and buy broader ranges of products and services. Because the market believes that

such companies will deliver sustained earnings and future growth, they have higher price-earnings multiples and market values and lower costs of capital. Moreover, in an economy where 70% to 80% of market value comes from hard-to-assess intangible assets such as brand equity, intellectual capital, and goodwill, organizations are especially vulnerable to anything that damages their reputations. Most businesses, however, do an inadequate job of managing their reputations in general and the risks to their reputations in particular. They tend to focus their energies on handling the threats to their reputations that have already surfaced. This is not risk management; it is crisis management—a reactive approach whose purpose is to limit the damage. This article provides a framework for proactively managing reputational risks. It explains the factors that affect the level of such risks and then explores how a company can sufficiently quantify and control them. Such a process will help managers do a better job of assessing existing and potential threats to their companies' reputations and deciding whether to accept a given risk or to take actions to avoid or mitigate it

Accordingly, reputation is considered a valuable intangible resource (Rindova, 2018). In the case of family firms, the owning family constitutes an integral part of the business, which influences the firm's identity and the image that is projected to outsiders (Zellweger, 2018). As family firms generally have long-term orientations and the owning family strongly identifies with the business, the family strives to create a unique image and to acquire a good reputation (Danes, 2019). Various rankings frequently feature family firms with the best reputations (Deephouse and Jaskiewicz 2018), which corroborates the importance of image and reputation. However, the relevance of image and reputation is not limited to their impacts on corporate success, they also influence

related non-financial goals, such as social status and family interests (Dyer and Whetten 2019).

Gain Trust

It has been identified as a major factor influencing such things as capital investment, relationship marketing, cross cultural communication, learning and various type of cooperation considers that as a basic element not only for organization but also for the economy in general, affirming that trust is a rubricant to economic exchange (Arrow 2018).

Conceptual Framework

Many small business owners and young entrepreneurs are intimidated by marketing. There's a good reason for this: marketing is expensive, can be time-consuming, and can be a waste of time. But marketing, when planned and executed correctly, can also lead to more sales and revenue. Kimbarovsky (2013) proposed a marketing strategies that can be helpful to market a small business specifically Sari-sari store, these include Social Media Marketing, Printing, and Referral Marketing. Social media marketing attempts to leverage the power of social networks Facebook, Twitter, Instagram, YouTube and others to promote a product or service. These efforts can be paid (buying ads on those networks) or free (engaging and sharing great content), while referral marketing (also known as word-of-mouth marketing), leverages your existing customers

to advocate for your business. It typically costs little to execute (some businesses provide referral payments to customers who bring in other customers). For any promotion flyers are one of the first things that come to mind. Flyers are simple and offer a great The strength of flyers is that once you figure out where you want to hand them out, you have a huge amount of specific targeted customers.

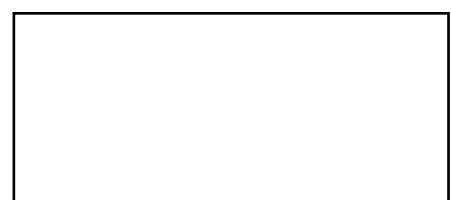
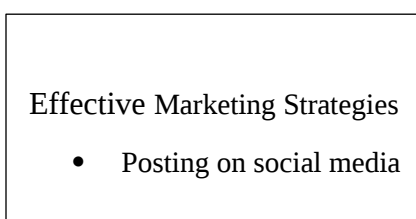
Research Hypothesis

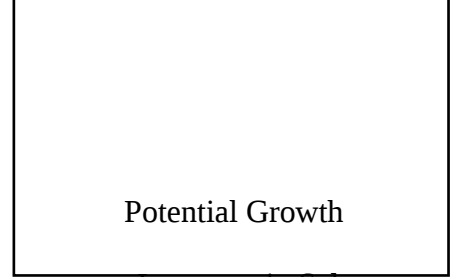
There is no significant relationship between the Effective Marketing Strategies to Potential Growth of food stall business.

Research Paradigm

Independent Variables

Dependent Variables





Potential Growth

- Increase in Sales
- Positive Reputation
- Gain Trust

Framework 1 shows the Independent Variable about the Effective Marketing Strategies.

Framework 2 show the dependent variable about the Potential Growth

Definition of Terms

Marketing Strategies

- refer to a business's overall game plan for reaching prospective consumers and turning them into customers of the products or services the business provides (Barone, 2019).

Printing Media

- One of the most affordable, yet very effective, ways to begin your advertising campaign is with print media (Seympou, 2008).

Referral Marketing

- is a strategy to encourage passionate customers and advocates to directly refer their network to your business (Kapadia, 2019).

Social Media Marketing

- This helps your business easily send your brand's message to users by creating content for your business' page (Besana, 2020).

RESEARCH METHODOLOGY

This chapter presents the methodologies employed in the study. This includes the Research Design, Research Locale, Population and Sampling, Data Gathering Procedure, Data Gathering Instruments and the Statistical Treatment of Data.

Research Design

The research design that we used is the mixed methods research design, because it is a methodology for conducting research that involves collecting, analysing and integrating quantitative and qualitative research. This approach to research is used when this integration provides a better understanding of the research problem than either of each alone.

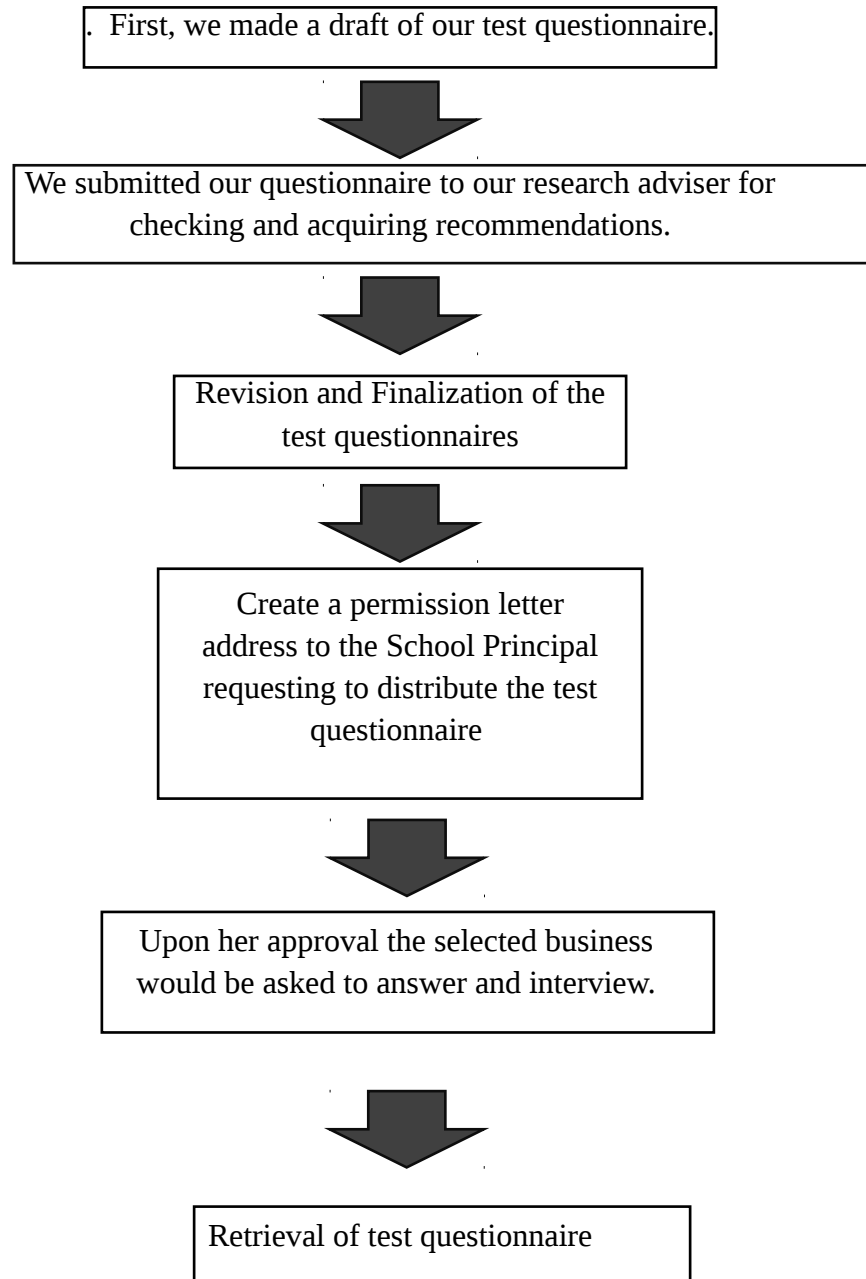
Research Locale

This study will be covering the small businesses within the locality of San Pablo City, Laguna.

Population and Sampling

This study covered the entrepreneurs who own Food Stall Business in San Pablo City, Laguna. This study is composed of 20 entrepreneurs. 20 were chosen to answer the questions on what are The Most Effective Marketing Strategies that they used on their Food stall Business. Only those who were willing and available were involved in the study. We used the Simple Random Sampling in conducting the research.

Data Gathering Procedure



Data Gathering Instrument

The researcher used two (2) research instruments to identify the effective marketing strategies to attain the potential growth of food stall business. The first part was composed of fifteen (15) items and the second part contained fifteen (15) items using a point four likert scale. Further, the questions were answerable by Strongly Agree (SA), Agree (A), Disagree (DA) and Strongly Disagree (SD).

Statistical Treatment of Data

Sub – Problem No. 1

In describing the demographic profile of the food stall businesses percentage was used.

Percentage Formula:

$$P = F/N \times 100$$

P = percentage of the quantity compared to the total

F = frequency

N = Number of total respondents

Sub – Problem No. 2 and 3

In discussing the effective marketing strategies towards the potential growth of food stall business , the researchers used weighted mean.

Weighted Mean Formula:

$$\frac{\sum_{i=1}^{n_i} (x_i \times w_i)}{\sum_{i=1}^{n_i} w_i}$$

Σ = Sum sign

X = The value

W = the weight

Sub – Problem No. 4 In identifying the significance of the Effective Marketing Strategies to Potential Growth of food stall business, the researchers used chi-square. The researchers used 0.05 as the level of significance.

Chi – Square Formula:

$$X^2 = \sum \frac{(\sigma - E)^2}{E}$$

X² = Chi square obtained

Σ = Summation sign

σ = Stands for Observed

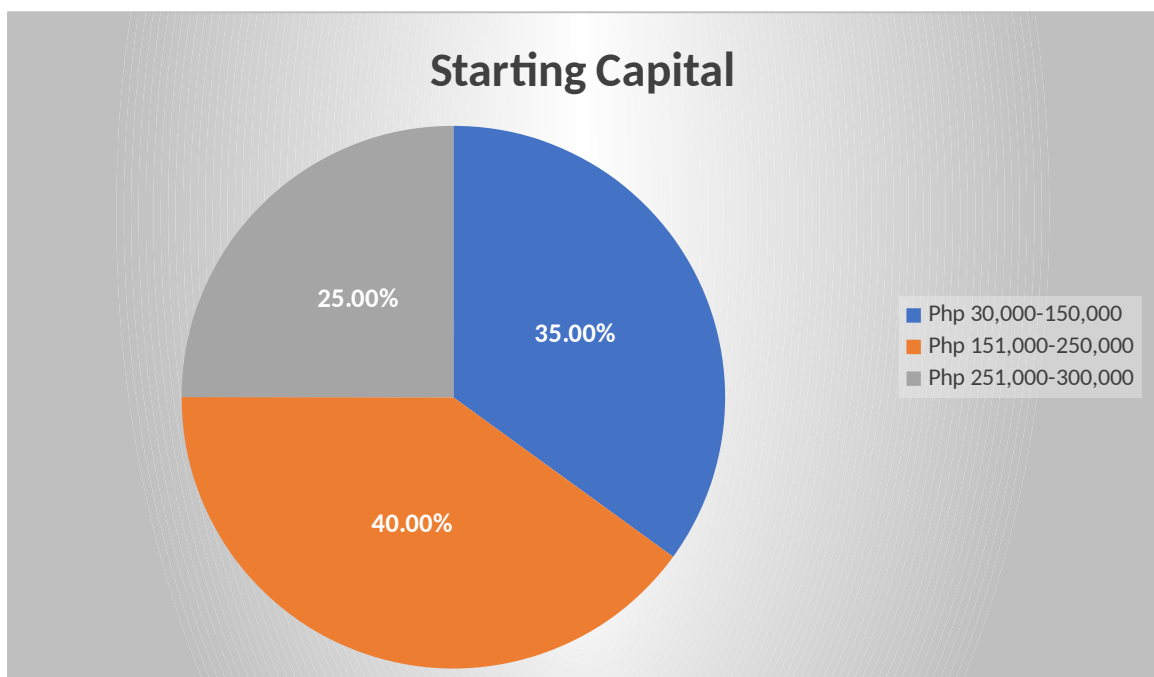
E = Stands for Expected

CHAPTER 4

ANALYSIS, INTERPRETATION, AND PRESENTATION OF DATA

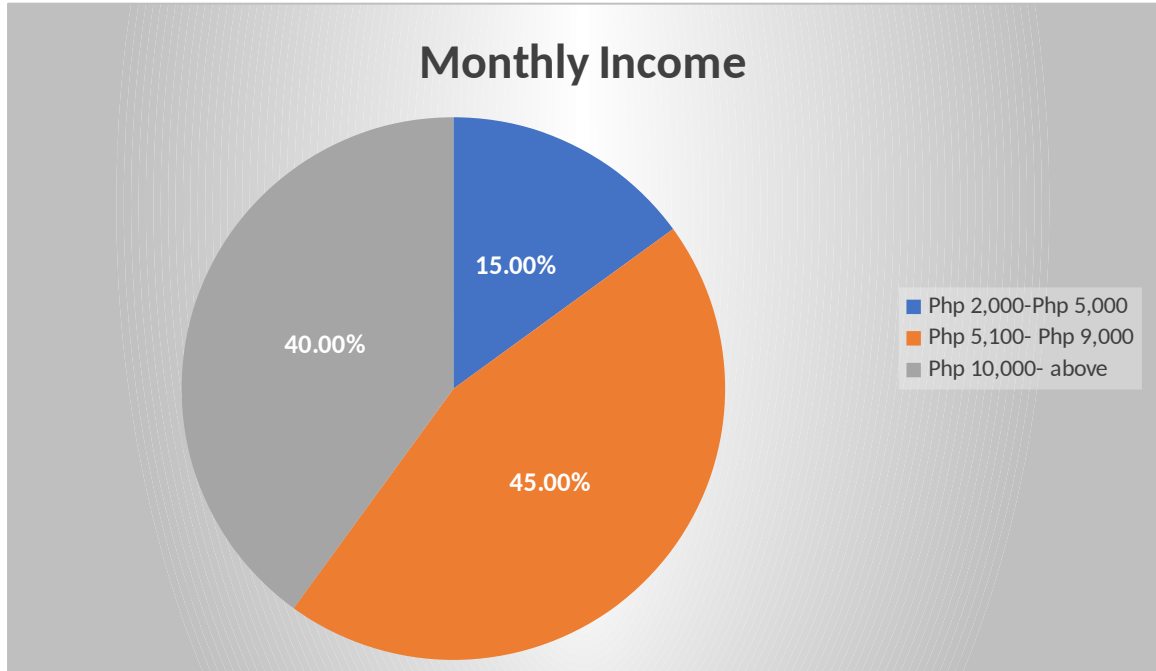
This chapter presented the data gathered, the result of statistical analysis done and interpretation of findings. The following presented the profile of business grouped according to their starting capital and monthly income. These are presented in graphs following the sequence of specific research problem, regarding the effective marketing strategies for potential growth of food stall business

Figure 1. A Pie Graph showing the starting capital of food stall businesses.



The graph above shows that forty percent (40%) of the foodstall business start their business with a capital that ranges from Php 151,000- Php250,000, while the the foodstalls that has a starting capital of Php 30,000 – Php 150,000 got the second highest percentage with a thirty five percent (35%) of the population. And foodstall businesssed that has a starting capital of Php 251,000- Php 300,000 got the least percent of the population with twenty five percent (25%).

Figure 2 A Pie Graph showing the Monthly Income of the food stall businesses.



The pie graph above shows that forty five percent (45%) of the population of the food stall business is gaining a monthly income of Php 5,100 to Php 9,000, while a food stall business who is gaining Php 10,000 and above monthly is forty percent (40%) of the population. And the food stall business with an income monthly of Php 2,000 – Php 5,000 is composing of fifteen percent (15%) of the population.

Table 1. The weighted mean and Verbal Interpretation of Items per statement in terms of Social Media

Social Media	Weighted mean	Interpretation	Rank
1. The business has a lot of social media accounts so that the consumers can easily recognize it.	3.45	High	2
2. Facebook is one of the easiest social media to post about the business.	3.50	Very High	1
3. The business have their own Website.	2.75	High	5

4. Using social media app can easily help the business to grow fast.	3.20	High	3
5. Posting picture of the business in Instagram can gain a lot of followers.	3	High	4
General Average	3.18	High	

In the table presented above Item number two (2) has the highest weighted mean of 3.50 while item number three (3) got the lowest weighted mean of 2.75. Based on the result, they establish your business's presence on Facebook because it is the easiest way so that people can find out about you and connect with you,(Patel, 2018).

Table 2 The weighted mean and Verbal Interpretation of Items per statement in terms of Print marketing

Print Marketing	Weighted mean	Interpretation	Rank
1. Flyers help customers to know about the different products in the business	3.40	High	2
2. Using a tarpaulin help people to know the new product.	3.30	High	3
3. Print marketing can help boost number of customer.	3.50	Very High	1
4. Print marketing can help the business to become famous.	3.20	High	4
5. Print marketing always contains fact.	3.20	High	4
General Average	3.32	High	

In the table presented above, item number three (3) got the highest weighted mean of 3.50, while item number four (4) and five (5) got the same weighted mean of both 3.20.

A study shows that print marketing is a trusted form of media that helps combat digital fatigue felt by many consumers (Minuteman Press, 2020). Based on the results, the food stall businesses is easier to get recognized by the customers if they are using printed supplies, and they believe that customers often believe if it is printed.

Table 3 The weighted mean and Verbal Interpretation of Items per statement in terms of Referral Marketing

Referral Marketing	Weighted mean	Interpretation	Rank
1. Referral from friends and relatives can improve the business profitability.	3.55	Very High	1
2. Referral marketing can consider as the fastest way of marketing strategy.	3.50	Very High	2
3. Referrals are always true and reliable.	3.25	High	4
4. When you are thinking of services or products, you can always depend on the referrals of somebody you know.	2.65	Very High	5
5. Referral marketing are really helpful for the growth of the business.	3.40	High	3
General Average	3.27	High	

In the table presented above, item number one (1) got the highest weighted mean of 3.55, while item number four got the least weighted mean of 2.65. Based on the results, referral marketing activity attracts qualified customers who are more likely to make purchases, which helps companies see a longer duration of revenue growth (Dychko, 2018). Referrals from the people who know your business will help to attract potential customer that would lead to improving of business profitability.

Table 4 The weighted mean and Verbal Interpretation of Items per statement in terms of Increased in sales.

Increased in sales	Weighted mean	Interpretation	Rank
1.) Everytime the business use a strategy it helps the business to gain a lot of profit.	3.45	High	1
2.) The cheaper our product the more customer will be encourage to buy. More profit will come.	3.30	High	3
3.) Having promos will entertain the customers to buy our product.	3.30	High	3
4.) Consistent quality of product will enhance the sales of the business.	3.40	High	2
5.) Treating customer right will help in increasing the sales of the business	3.45	High	1
General Average	3.38	High	

In the table presented above , item number one and five got the highest mean and the same weighted mean of 3.45 while item number two and three both got the least and the same weighted mean of 3.30. Based in the results, Your existing customers can be your most prominent advocates. Treating them well, will tend to spread the word about how good your restaurant is (Gyaan,2019). Having promos and making the prices lower will attract more customer and leads to many sales.

Table 5 The weighted mean and Verbal Interpretation of Items per statement in terms of Positive Reputation

Positive Reputation	Weighted mean	Interpretation	Rank
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1.) Our establishment produces quality products.	3.75	Very High	1
2.) Our establishment is long established business.	3.15	High	5
3.) Our employees are well trained.	3.60	Very High	2
4.) Our establishment has a strong establishment.	3.30	High	3
5.) Our business sponsors activities.	3.25	High	4
General Average	3.41	High	

In the table presented above, item number one (1) got the highest mean of 3.75 while item number two (2) got the least weighted mean of 3.15. Based on the results, quality products food will help the business to maintain their customer's satisfaction and loyalty and reduce the risk and cost of replacing faulty goods. Companies can build a reputation for quality by gaining accreditation with a recognized quality standard (Quain, 2019).

Table 6 The weighted mean and Verbal Interpretation of Items per statement in terms of Gain trust

Gain Trust	Weighted mean	Interpretation	Rank
1.) Trust is the most important business and brand asset you manage, especially in relationships with customers, and employees.	3.30	High	4
2.) Every interaction is an opportunity to build relationships and nurture trust.	3.55	Very High	1
3.) always talking to and dealing with others as equals and never as if they were lesser than or greater than other.	3.35	High	3
4.) Always believing to the business that it can grow fast.	3.50	Very High	2
5.) Believing in the business and employees and customers no matter what happen	3.55	Very High	1

General Average	3.45	High	
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In the table presented above, item number two and five got the same weighted mean and the highest mean weighted of 3.55 while item number four got the least weighted mean of 3.30. Being interactive will build a good relationship to your customer and it nurtures trust of your customers.

Table 9 The relationship between the effective marketing strategies in terms of potential growth

	Increase in sales	Gain Trust	Positive Reputation	Total
Social Media Marketing	3	3	3	9
Print Marketing	2	3	2	7
Referral Marketing	1	0	3	4
Total	6	6	8	20

$$\sum x^2c = 3.24$$

$$\sum 2t = 4.48$$

$$Df = 4$$

Level of significance = 0.05

Decision = Accept Ho

The table above shows that most of the food stall business fall in positive reputation with a quantity of 8 stalls answered, while the increase in sales and gain trust ties it up with a total of both 6 food stall business.

CHAPTERV

SUMMARY, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary of the study, findings, the conclusions drawn from the findings, and recommendations made regarding the study entitled the "The Effective Marketing strategies towards the Potential growth of food stall business.

Summary of Findings

1.) What are the demographic profile of the respondents in terms of:

1.1 Starting capital

1.2 Year established

1.3 Monthly income of the business

2. What is the most used Strategies in Promoting Sari-Sari Store in terms of:

2.1 Social Media Marketing

2.2 Print Marketing

2.3 Referral

3. What are the Potential Growth of a Business?

3.1 Increase in Sales

3.2 Positive Reputation

3.3 Gain Trust

4.) Is there a significant relationship between the Effective Marketing Strategies to Potential Growth of food stall business?

Findings

1. The pie chart shows that majority of the respondents' starting capital are range between Php 151,000- Php250,000
2. The most used Strategies in Promoting food stall business is Print Marketing that got a general weighted mean of 3.32 interpreted as high.
3. Based on the respondents answer, Positive reputation is the potential growth of their business that got a general weighted mean of 3.45.
4. There is no significant relationship between marketing strategies and to potential growth of the business, therefore the hypothesis is accepted.

Conclusion

1. Effective Marketing strategies can be built through the use of Print marketing, Referral Marketing and Social media marketing. We conclude that the food stall owners are using these kinds of strategies for them to help the business grow and potential growth is just a basis. So it means that There is no significant relationship between marketing strategies and to potential growth of the business, therefore the null hypothesis is accepted.

Recommendation

- 1.) The entrepreneurs should know and must be familiarized to the different marketing strategies so that the promotion of their products and services will be effective and attractive to the consumers.
- 2.) The entrepreneurs should know and must be familiarized to the different marketing strategies so that the promotion of their products and services will be effective and attractive to the consumers.
- 3.) The future researchers should conduct more research about marketing strategies and should not only base here in our existing research because in their time, there must be updated information about different marketing strategies.
- 4.) Consumers should also know the different marketing strategies so that it will easy for them to get information and ideas in case they want to build their own food stall business in the future. They should read carefully the advertising materials to help increase their knowledge about marketing strategies.