

Promotional Strategy Preferences and Buying Decisions of Customers of Western Appliances in Metro Manila: Basis for a Proposed Competitive Marketing Tool

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ABSTRACT

This study aimed to assess the promotional strategy preferences and buying decisions of customers of Western Appliances in Metro Manila. The data gathering tool was the survey questionnaire developed by the researcher and validated by the professor and panel members for validity and reliability. The customers of Western Appliances were the respondents in the study and identified by purposive sampling. Percentage, Arithmetic Mean, Standard Deviation, Pearson Correlation Analysis, T- test, Regression Analysis, Data Management Tool were the statistical tools used. The p-value of 0.000, less than 1% significance level rejects the null hypothesis of no significant relationship between the variables. There were statistically significant correlations between the promotional strategies and customer buying decisions variables. Therefore, increase or decrease in effectiveness of promotional strategies' implementation significantly results in an increase or decrease in the purchase decisions of customers in Western Appliances in Metro Manila. Results shown that promotional strategies implemented by the subject firm have significantly high positive correlations with all the respondent's preferences' variables, indicated by the Pearson Correlation values of 0.586 for sales promotion, 0.629 for advertising, 0.536 for personal selling, 0.693 for direct marketing, 0.666 for public relations.

Keywords: buying decisions, customer preference, promotional strategies, purchase decisions, marketing tool, consumer behavior